

建構觀光旅館國際化程度評估指標之研究

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摘要

Abstract

In the trend of globalization, almost every industrial sector is facing global competition and needs to overcome the issue through internationalization. Tourism industry is not an exception. Tourist hotels, the major establishments for receiving visitors, play a very important role in the tourism development of a country or a destination. The quality of hotel facilities and services affect their service capacity and business performance. This research is aiming to establish a framework of indicators for measuring the degree of internationalization of the tourist hotels. The indicators of the evaluation model are selected from a survey of Delphi Method and their weights of importance are determined through a study of Analytic Hierarchy Process (AHP) to collect the selected hotels managers and other experts. The framework of the indicators hierarchy is formed by 6 major indicators in the and 31 factors related to the 6 indicators after the Delphi Method survey. Through AHP study, the 6 major indicators are (ranked in order of their weights of importance): marketing, operation, service, altitude, organization, and technology. The research classified 31 factors into A, B, C groups with weight of importance of 6%, 4%, 2% respectively. And group A includes 6 factors, group B 7 factors, group C 18 factors. And that has resulted the weight of importance of the 6 major indicator as 24% for marketing, 20% for operation, 20% for service, 16% for organization, and 8% for technology.

關鍵字 : Key words: tourist hotel, degree of internationalization, indicators of the evaluation model ,Analytic Hierarchy Process (AHP)