

台灣觀光巴士旅遊品質評估準則之研究

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摘要

A Study on Rating Criteria of Taiwan Tour Bus

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ABSTRACT

Taiwan Tour Bus (TTB) is a bus tour system planned by the Tourism Bureau (TB), Ministry of Transportation and Communications in 2004 purposely to serve locals as well as the foreign visitors to tour Taiwan more conveniently. The TTB tours are operated by the local travel operators with the permission and supervision of the Tourism Bureau. For marketing, the Tourism Bureau designed a common brand and logo for TTB. Currently, there are 44 daily departure TTB tours offered by 13 travel companies. Since the TTB tours are operated by different companies, then quality control is the main concern of the Tourism Bureau. While as the users need reference about TTB service quality when they chose to take a tour. Hence, a rating system for TTB service quality is significant. The study aims to formulate the rating criteria by using Delphi techniques and the methods of Analytic Hierarchical Process (AHP). The study begins from drafting a hierarchical framework of the rating elements that might be used for evaluating the TTB service quality. Then 16 experts were surveyed

according to the Delphi Method for getting consensus of the rating elements. The 16 experts were also conducted through the Analytical Hierarchical Process to determine the weights of the elements. Finally the weights were transformed to 1000 point base rating system.

The rating criteria of TTB tours are structured by 3 levels of elements. Level 1 is composed by 5 major elements: tour route, tour guide, service, bus condition and price.

Level 2 and Level 3 contain 12 factors and 43 sub-factors respectively.

The service quality of TTB tours in the rating system is proposed to classify them into 5 ranks, from 1-star to 5-star. The 5-star tour should obtain over 626 points in the evaluation of service quality according to the rating criteria formulated by this study. 4-star tour should exceed 451 points and following by 3-star with at least 301 points, 2-star 201 points. While the tour evaluated less than 200 points can only get 1-star rank.

Keywords: Taiwan Tour Bus, Rating Criteria, Delphi Method, Analytic Hierarchical Process (AHP)

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