

Profitability assessment using MCDM methods in the international tourist
hotel industry in Taiwan

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Abstract

In recent years, Taiwan's tourism industry has grown rapidly; the number of international tourist hotels continues to rise, making the international tourist hotel industry highly competitive. Performance assessment can help to set the competitive strategy in the industry; thus, in light of the impact profitability has on the operating performance of the industry, this study applied multiple-criteria decision-making methods to establishing an assessment model for the profitability of international tourist hotels. Twenty-four international tourist hotels in Taipei area were used as samples to test and verify the feasibility of the assessment model. The study results showed that that profitability of the international tourist hotels that focus on individual visitors is better than that of hotels that focus on group travelers, and that chain-operated hotels' profitability is better than that of individually owned hotels. The results provide an important reference for the managing strategies of international tourist hotels.

Keyword :