Branding Taiwan for tourism using 'Decision Making Trial and Evaluation Laboratory' and 'Analytic Network Process' methods

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Abstract

Countries should have a clear, credible, appealing, distinctive image in a wide and
diverse global marketplace. Nation branding is a good method for countries to
survive and prosper in a wide and diverse global marketplace, and many countries
have embraced the concept. Nation branding is a sophisticated endeavor, which
includes economics, tourism, culture, and political destiny. This paper addresses the
problem of branding Taiwan's tourism using the decision making trial and
evaluation laboratory approach combined with the analytic network process method
to evaluate the performance criteria of branding Taiwan. The results show that
'festival' is the critical criterion for branding Taiwan for tourism.

Keyword：nation brand; tourism; decision making trial and evaluation
laboratory; maximum mean de-entropy; analytic network process; ANP