

How to develop Taiwan's tourism nation brand

陳俊安, 李先莉, 李銘煌, 楊雅惠

International Business

Management

cachem@chu.edu.tw

Abstract

Globalization and the intensification of economic competition are increasing demand for nation brands.

Tourism has a significant association with nation brand for the rapidly growing tourism industry in the

future. A good nation brand will help a country's economic growth by promoting the tourism industry. In

this study, Decision Making Trial and Evaluation Laboratory (DEMATEL) and Maximum Mean De-Entropy

(MMDE) are adopted to analyze the factors of tourism as they relate to branding Taiwan. The results

show that the 'festival' is the most important fact for Taiwan nation brand in perspective of tourism.

Keyword : Nation brand, tourism, decision making trial and evaluation laboratory (DEMATEL), maximum mean