

Recreational Cycling Routes Investment Selection- Hsinchu Technopolis Case
by Applying ZOGP

張馨文, 解鴻年

Leisure and Recreation Management

Tourism

hwchang@chu.edu.tw

Abstract

Recreational cycling facilities are gaining increased attention with regard to the creation of social infrastructure and sustainable development in Taiwan. Cycling routes are fast becoming a major tourist attraction in both urban areas and the countryside. In response, governmental institutions have to determine the most effective means to evaluate and select new routes. In addition, they must allocate resources for this development, despite budgetary restrictions and considerations of availability. This study applies Fuzzy Delphi Method to identify the criteria for the evaluation of cycling routes in the Hsinchu Technopolis with the support of two other methodologies: the Analytic Network Process, which helps to determine the weight of importance for routes, and Zero One Goal Programming that helps to find investment solutions for the routes, once identified. The research results illustrate the utility of the combined use of these three methodological instruments as they pertain to governmental decision making processes.

Keyword : Recreational Cycling, Cycling Routes, Analytic Network Process (ANP), Zero One Goal Programming (ZOGP)