建立旅遊景點評級準則之研究

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摘要

Abstract

Tourist attractions are the major part of a travel product. The attractiveness of sightseeing destinations is usually the main consideration when tourists choose travel products or travel destinations. However, only few countries rate the attractiveness of their tourist attractions and it might be due to the lack of rating criteria. If tourist attractions could be rated through an institutionalized rating mechanism, certainly it will bring more convenience to tourists when they are choosing travel destinations. The research is trying to construct the criteria for rating the attractiveness of non-artificial tourist attraction from tourists' aspects. The first phase of the research is to procceed a questionnaire survey to selected experts by using Delphi Method to confirm the evaluation framework which includes the aspects of evaluation criteria, evaluation elements of each aspect and evaluation factors of each element. The second phase is by using AHP (Analytical Hierarchical Process, AHP) to require assistance from experts to allocate the weight of each aspect, element and factor of the evaluation framework. And then the tourist attraction rating criteria and standard could be built through this research process.

The tourist attraction rating criteria in this research consist of 4 aspects, 10 elements and 32 factors. The most significant rating aspect and weight percentage is "Tourism Resources" (0.515), followed by "Management Quality" (0.210), the third one "Service Quality" (0.150), and the fourth one "Recreational Facilities" (0.125). This research categorizes tourist attractions with various attractiveness via a scale of one to five star quality assurances. With total scores of 1000 points, an attraction which scores above 626 ranks a "Five-star" with supreme attractiveness, while one scored between 451-625 is a "Four-star"

tourist attraction with superfine attractiveness. One evaluated between 301-450 is a "Three-star" tourist attraction with super attractiveness. Those one rated 201-300 are divided into 2 parts. Whereas those rated between 201-300 are "Two-star" tourist attractions with normal attractiveness, those below 200 is "One-star" tourist attraction with low attractiveness. These rating criteria of tourist attractions proposed by this research could be considered as a basis of constructing evaluation system for tourist attractions. The method of evaluating each element could be the main topic in our next research.