ABSTRACT
The purpose of this study was to analyze value chains and competitive advantages of the Splendor Taichung. The results of study analyses were to provide international tourist hotels industry a reference which was performance measurement. This case study was using qualitative method with semi-structured interview. The chairman and eight department heads of the Splendor Taichung were interviewed. This study was analyzed according to collecting and arrangement of secondary data. The conclusions were drawn as follows: 1. The management of value chains Inbound logistics implemented high standard receiving procedures and different functions of store area. Operation acquired certification of HACCP. Outbound logistics responded customer opinions right away. Marketing and sales developed same industry and different industry alliance. Service needed doing customer satisfaction tracing and investigating. Procurement chose reputed suppliers and offered best product. Technology development changed food and beverage, and methods of service. Human resource management depended on effective hiring and keeping employees. Firm infrastructure implemented profit center and target management. 2. The strategy of competitive advantages Facilities of technology promoted purchasing effective and correction. Hotel weaknesses changed to strengths, and made different product from the others. More convenience brought more value for customers. Variety service went down negative impression for domestics customers to hotel sky lobby.

Keywords: international tourist hotels, value chains, competitive advantages
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