

A Study of Bed and Breakfast Website Evaluation Between Taiwan and China

陳怡潔、包冬意

E-mail: 321770@mail.dyu.edu.tw

ABSTRACT

This study was to compare the Bed and Breakfast (B & B) websites in Taiwan with the farm fun websites in mainland China through an evaluation model. The model was produced through a series of work, that is, the study of website evaluation theories, the observation of B & B websites, and the development of an evaluation model for B & B websites. The Bed and Breakfast (B & B) websites in Taiwan were sampled according to the Taiwan Tourism Bureau list of legal bed and breakfasts websites. The farm fun websites in mainland China were provided by Professor Lu Junliang from the Zhejiang University. The results of this study are as follows. Both the Bed and Breakfast (B & B) websites in Taiwan and the farm fun websites in mainland China did not have comprehensive functions, possibly because of cost considerations concerned with the deployment and maintenance of the websites. These Website owners design their own Web sites, hardly considering customer demands. However, the extent of website functions can help retain customers. Both parties in Taiwan and in mainland China can enhance the extent of website functions from the customers' point of view, which may be able to enhance the B & B / farm fun hostels' competitive forces in the lodging and recreation market.

Keywords : B&B、content analysis、website evaluation model

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