

# 旅遊業競爭資訊評估與決策分析之研究

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## 摘要

國際旅遊在21世紀裡是推動經濟發展主要的動力。以旅遊為基礎產業的國家必須運用本身的比較優勢去尋找形塑富於特色競爭優勢的發展模式。然而，一個地區或國家的旅遊競爭力組成相當多元與複雜。本研究提出衡量一個地區或國家旅遊競爭力的研究框架應該包含：(1)李嘉圖比較優勢，包含外生比較優勢以及內生比較優勢；(2)波特競爭優勢，用以解釋地區或國家間源於相似因素有機組合的競爭遠比因素型態決定來得重要的理論；(3)旅遊管理，提供高品質教育、訓練、公共投資、支援服務，以及降低交易成本等等管理活動，用以支持一個地區或國家的旅遊比較優勢及競爭優勢；以及(4)環境因素，包括國內環境變化因素及全球環境變遷因素。本研究以層級分析法(AHP)決定上述地區或國家旅遊競爭力的研究框架中各個影響面向、因子與指標的權重。分析結果指出外生比較優勢(權重佔49.18%)是影響地區或國家旅遊競爭力最主要的面向，其次依序為競爭優勢(17.27%)、旅遊管理(12.01%)、內生比較優勢(10.62%)以及全球環境變遷(6.03%)。最不重要的面向為國內環境變化(佔4.89%)。

關鍵詞：旅遊競爭力評估；比較優勢；競爭優勢；層級分析法

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