

# Applying the Kano and QFD in Analuzing the Operational Characteristics of the B&B Industry

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## ABSTRACT

In recent years, People National tourism market makes increasingly active and leisure and tourism activities heat loyal. Nantou Sun Moon Lake Scenic Area because its geographical location and excellent transport facilities, has become a popular Chinese tourist destination the Bed and Breakfast ( B&B ) . Today's global competitive market of consumer awareness is high, Customer-oriented has replaced the Technology-oriented, Production-oriented, marketing-oriented type of operations strategy type, the goal of operators should be strengthened to enhance the services quality of the B&B sustainable management.

The Kano model is applied to two-dimensional properties of sub-types of the concept of the most famous model. Discussion of a variety of methods, or different basic assumptions, and therefore make the same informations have different sub-types of the results; In view of this, the main purpose of this study was the use of systematic methods of analysis of customer needs to do to consider, questionnaire will be designed to meet customer needs survey, this study will be applied Dual Importance Mapping ( DIM ) for KANO model ' s two-dimensional quality characteristics of classification, combination of Quality Function Deployment (QFD) to sort the quality characteristics of law, and through the visitors's great importance and the satisfaction degree with the view of the B&B. And to explore how to meet the tourists's needs of the B&B operators, to avoid use the large investment cannot be the expected results, thereby increasing its operational Efficiency.

Keywords : B&B、KANO、QFD、DIM

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