KEY SUCCESS FACTOR IN SERVICE INNOVATION
OF HOTEL ENTERPRISES IN TAIWAN

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ABSTRACT

Innovation is regarded as the key source of competitiveness that it is required for reducing costs or enhancing quality competitiveness in tourism industry. As accommodation is the core service of hotel enterprises, the key business is not the rating in the star classification system, but visitors’ direct perception of convenient facilities and considerate service value, which are the major factors in visitors assessing the accommodation quality.

Following the anonymous comment in Delphi Method, the experts’ opinions are repeatedly inquired, concluded, and revised for the consistent ideas to make the key success factors of Organization-oriented, Service-oriented, Market-oriented, and Procedure-oriented in Service Innovation of hotel enterprises. Applying such factors as the dimensions to AHP, the corresponding criteria are classified for the AHP questionnaire. Aiming at general hotels in Taipei City, Taichung City, and Kaohsiung City, total 300 copies of questionnaires are distributed to the sampled hotels, and 163 valid ones are retrieved, with the retrieval rate 54%.

The research results show Market-oriented (weighted 0.383), about 38.3% of the overall weight, as the mostly emphasized dimension, followed by Service-oriented (weighted 0.259), Organization-oriented (weighted 0.216), and Procedure-oriented (weighted 0.142). Apparently, Market-oriented is mostly emphasized for Service Innovation of hotel enterprises in Taiwan.

KEY WORDS

Delphi Method; Service Innovation; Hotel Enterprises; AHP; Organization.