Determining the location of resort parks using a standardized model

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Abstract
This study describes current research on risk evaluation, and draws links with the location selection process. This study constructs standards for assessing location selection based on competitive advantage and risk perspective. Data is collected via modified Delphi approach interviews, then analyzed via content analysis and Analytical Hierarchy Process. Based on the analytical results, the evaluation standards are divided into risk evaluation and the four main dimensions: factor conditions; demand conditions; firm strategy structure and rivalry, and related and supporting industries. This study also develops three evaluation standards for resort park location. Measuring location selections can help businesses select suitable international resort parks, to provide some evaluation standards which can provide basis for tourism departments and assist industries in location selection.

Keywords and phrases: Competitive advantage, risk evaluation, resort park, strategic location decision, Analytic Hierarchy Process.

1. Introduction
The strategic issues associated with location can be divided into two principal issues — where to locate a hospitality operation, and the specific issue of selecting a suitable site. Strategic success is derived from matching

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