

Research Article

Research on Factors Affecting the Success of Tourism Factory Operations

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Abstract: As the income of Taiwanese people has increased, consumers have paid more and more attention to tourism activities. Tourism factories have become a new highlight in attracting domestic and foreign tourists for leisure and entertainment. To improve the competitive advantage of tourism factories, they must understand the factors influencing business success. Through questionnaire data analysis, this paper analyzes the factors that contribute to the success of tourism factories. The results of this study can be used as a reference for tourism factories to improve their competitiveness and save unnecessary costs.

Keywords: Tourism Factory, Business Success Factors, Competitiveness.

I. INTRODUCTION

In the face of increasing competition from tourism factories, to improve the competitive advantages of tourism factories, provide customers with better product and service quality, and improve operational performance, they must understand the success factors of operations. Tu (2016) believes that a tourism factory is a factory that provides customers with personal experience activities. Through the experience process, they can understand and learn the cultural characteristics of the industry. Taiwan Tourism Factory is divided into five categories, including the arts, humanities and super fun series (arts, musical instruments, metal crafts, glass crafts, pottery, lanterns, paintings, balloons, paper crafts, ribbons, printing, stationery); health, beauty and super bright Eye series (biotechnology, health care, beauty); wine and food super series (food, wineries, fish products, cakes); home life super happy series (bedding, daily necessities, bathroom equipment, hygiene products, clothing, building materials, outdoor leisure products) Seven things to open the door series (Production: firewood, rice, oil, salt, sauce, vinegar, tea, necessities for people's livelihood), The factors that influence the success of tourism factory operations are the main objectives of this study. This study hopes to use a questionnaire survey to target 146 manufacturers that have passed the guidance and certification of the Ministry of Economic Affairs to find out the factors that affect the success of tourism factory operations and provide relevant industry information as a reference for improving competitiveness.

II. LITERATURE REVIEW

A) Business Success Factors

Thompson & Strickland (1999) believe that if manufacturers want to succeed, they must focus on high-priority things that must be done first and divide the success factors of general enterprises into related aspects such as technology, manufacturing, distribution, market, skills, organization, etc. David (2005) believes that critical success factors are the assets or capabilities that companies need to be competitive, and industries develop strategic competitive advantages based on critical success factors. Rob & James (2003) believe that business success factors are a few important factors that company managers believe are the key to company success, and these important factors ensure the realization of organizational goals. Chen (2012) pointed out that the top eight most important critical success factors are understanding customer needs, high-quality supply methods, focusing on target customer groups and product strategies, core values, high-quality talents, manufacturing and production management, and IT systems and operations.

III. RESEARCH METHOD

This study takes 143 tourist factories in Taiwan as the research object and collects relevant information by mailing out questionnaires. The people who fill out the questionnaires are the supervisors or store managers responsible for the operation activities of the tourist factories. This study obtained 31 valid questionnaires through a questionnaire survey between November 2023 and December 2023. This study uses the five key indicators of the Ministry of Economic Affairs in the evaluation of tourism factories (theme characteristics, factory planning, service facilities, exhibition facilities, customer service, and operation and management), a total of 26 items (as shown in Table 1), as factors to evaluate the success of tourism factory operations. The basis for measurement is the Likert 5-point scale method. The scoring method adopts a 5-point Likert scale, with 5 points being given for "Strongly Agree", 4 points for "Agree", 3 points for "Normal", 2 points for "Disagree" and 2



points for "Strongly Disagree". "Agree" is given 1 point. The higher the score, the higher the importance.

IV. RESEARCH RESULTS

31 valid questionnaires were collected, among which 3 tourist factories had more than 200 employees, 14 had 20-199 employees, and 14 had less than 20 employees. There are 11 companies with a capital of more than NT\$80 million and 20 companies with a capital of less than NT\$80 million.

To examine the importance that managers of tourist factories attach to the success factors of each aspect of operation, this study combines the five key indicator items (theme features, factory planning and service facilities, exhibition facilities, and customer service) used by the Industrial Bureau of the Ministry of Economic Affairs to evaluate tourist factories. , operation and management) A total of 26 items are used as the basis for evaluating the success factors of tourism factory operation, and the scoring method adopts a Likert 5-point scale. The statistical analysis results are shown in Table 1.

Table 1: Success Factors of Tourism Factory Management

Factors for the success of tourism factory operations	Importance
	Average
Corporate Theme	
(1) Have a clear industrial tourism education theme	4.516
(2) The entrance image fits the tourist factory theme	4.419
(3) The design style of the factory area is unique and fits the tourist factory theme.	4.452
(4) Recognition systems have aesthetic concepts and match each other	4.548
(5) Have a distinctive corporate image and corporate social responsibility	4.452
Factory Planning And Service Facilities	
(1) There is no odor, dust, high heat, or noise that may cause discomfort to visitors, and there are complete fire safety, emergency rescue, and escape indicators facilities.	4.548
(2) Proper quality and quantity of toilets, parking spaces and visitor areas	4.581
(3) Complete leisure facilities, environmental landscape, and greening degree	4.548
(4) Equipped with briefing room, DIY classroom, product exhibition, or sales area	4.548
(5) The tour is smooth, can fully demonstrate the product's production process, and can be completed within 1 to 2 hours.	4.613
(6) Sightseeing areas should be equipped with barrier-free and gender-equality facilities. New buildings should be equipped with barrier-free facilities that comply with the design standards for Barrier-free facilities of buildings.	4.516
Exhibition Facilities	
(1) Set up a schematic diagram of the entire factory area, area markings, and instruction facilities	4.290
(2) Complete industrial knowledge and cultural guide explanation system	4.323
(3) Excellent tourism service website construction, video production, and tourism guide folding printing	4.419
(4) Product quality control mechanism, process openness, and tourism value presentation	4.484
(5) Experience facilities or cultural relics that can interact with tourists	4.548
Customer Service	
(1) Service staff (reception, tour guide, sales) friendliness and responsiveness	4.839
(2) Service staff (reception, tour guide, sales and language) professionalism	4.710
(3) Service staff are well equipped and tidy	4.677
(4) Have good consumer disputes, crisis management mechanisms, and customer complaint services	4.613
Operation and Management	
(1) Experience courses are designed to suit the needs of different customer groups and align with the factory's core manufacturing values.	4.548
(2) An operating organization with a sound autonomous management mechanism	4.452
(3) Provide comprehensive visit information, contact windows, charging methods, and reasonable prices	4.484
(4) Public accident liability insurance is provided	4.548
(5) Interact well with government departments and local organizations and be able to form alliances with local industries and industries	4.355
(6) Product information is open and transparent, and relevant resume evidence is provided.	4.355

IV. CONCLUSION

This study incorporates a total of 26 items from the five key indicators of the Bureau of Industry of the Ministry of Economic Affairs in the evaluation of tourism factories as the basis for measuring the key success factors of excellent tourism factories. The twenty-six evaluation indicators proposed by the Bureau all have an important impact on the success of tourism factory operations. The five most important items are Service staff (reception tour guide, sales) friendliness and responsiveness, service staff (reception, tour guide, sales) guide, sales, and language) professionalism, service staff are well

equipped and tidy, have good consumer disputes, crisis management mechanisms, and customer complaint services. The tour is smooth and can fully demonstrate the product's production process, and it can be completed within 1 to 2 hours. Tourism factories must master these success factors to improve their competitiveness.

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