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Author HSU-NENG HSU
Author's Email Address No Public.
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Abstract
The Bed and Breakfast is a newly developed industry of tourism, which is different from the hotel in the business model. However, keepers of Bed and Breakfast in Nanjhuang village are unable to distinguish from these two types. The business models in Nanchuang have become commercialized and ignored the importance of internal resources. At the same time, they are facing a common problem which is the tourist number is far beyond the accommodation during the weekend and far below the accommodation during the weekday. Under the situation of the downfall of Nanjhuang local industry and the migration of population, the purpose of this study is trying to help local residences successfully conduct Bed and Breakfast businesses and distinguish the business model from Bed and Breakfast and hotel and to help local industry with its transformation and diversified development.
This study is based on the core resources theory and tried to search for the key success factors of Bed and Breakfast. First, the study confirms the factors of competitive environment through related literatures. In order to access the situation of competition in the target industry, we study three successful cases, Litain Villa, Red Brick Villa and San-Lin Villa, and one antithetic case, Fonen Villa. We verify and rank the factors according to the current situation and generate the key factors of success to elicit an appropriate conduct method.
The results show that the key success factors of Bed and Breakfast are asset and management skills. Actually, capital assets are more important than management skills. The essential problems of antithetic case include insufficient contact channel between keepers of Bed and Breakfast and customers and insufficient management ability. The study attempts to offer business suggestions to keepers of Bed and Breakfast and local residences. They can create competitive advantages and lead business to the way of success.
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