摘　要

本文採用一階段隨機邊界分析方法，建立一多投入多產出之投入距離函數模型，衡量民國 81~91 年間台灣 66 家國際觀光旅館經營之相對技術效率，同時探討造成不效率之因素。並利用投入導向 Malmquist 生產力指數進一步分析國際觀光旅館產業生產力改變的原因與幅度。

整體而言，台灣國際觀光旅館產業之經營效率大致呈現緩慢進步之趨勢。造成整體產業生產力提升之原因，主要爲業者對於投入產出配置使用之效率改善，而非生產技術進步。除了整體經濟景氣因素當然影響觀光產業之興衰外，個別國際觀光旅館業者之效率表現仍受到許多因素影響。諸如規模、國際化程度等內部原因，及旅館是否位處風景區、所在地縣市政府對觀光發展投注之資源預算和該地市場競爭程度等外在因素。

從政府政策方面來分析，若以整體國際觀光旅館產業經營效率來衡量我國觀光產業興衰，民國 87 年隔週休二日政策及民國 90 年實施之全面週休二日政策，的確有效帶動國人休閒旅遊之風潮，促進國內觀光發展。而各縣市政府觀光相關支出與國際觀光旅館生產力變動之關係，呈現正向相關，則表示政府支出增加有助於觀光產業蓬勃發展，並增加國際觀光旅館之經營效率。由於觀光產業生產具外部性，政府積極利用觀光產業以帶動經濟景氣繁榮成長的政策應當可行。

關鍵詞：國際觀光旅館，技術效率，Malmquist 生產力指數，一階段隨機邊界模式

Abstract

In this paper a multi-output, multi-input and input oriented distance function is built by one-stage stochastic frontier approach (Battese and Coelli, 1995) to estimate the relative efficiency of the 66 international tourist hotels in Taiwan during 1992~2002 and to explore the determinants of technical efficiency. In addition, the Malmquist productivity index is used to measure and analyze the range and the causes of the productivity change.

The results reveal that managerial efficiency of international tourist hotel industry improves gradually. The productivity growth can be attributed to efficiency gains, but not to technical progress. There are significant differences in individual DMU's efficiencies due to differences not only in the macroeconomic situation, but also in many individual factors, such as scale, joining an international chain, being located at scenic area or not, other government economic service expenditures and degree of market competitiveness.

As for the impact of government policies, the implementations of two-day-off twice a month policy in 1998 and two-day-off per week policy in 2001 have fostered domestic traveling and expanded tourist hotel industry. Also, the local government other economic service expenditures have a significantly positive effect on efficiency of international tourist hotels. Because of the significant production externality in tourism industry the idea to foster economic development through government intervention on tourism would be workable.

Keywords: International tourist hotel, Technical efficiency, Malmquist productivity index, One-stage stochastic frontier approach