

Sustainable Tourism Management in Taiwan: Using Certification and KPI Indicators to Development Sustainable Tourism Experiences

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Abstract : The main purpose of this study is to develop sustainable indicators for Taiwan, and using the Delphi method to find that our tourist areas can progress in a sustainable way. We need a lot of infrastructures and policies to develop tourist areas, and with proper KPI indicators can reduce the destruction of the natural and ecological environment. This study will first study the foreign certification experiences, because Taiwan is currently in the development stage, and then the methodology will explain in-depth interviews using the Delphi method, and then there is discussion about which KPI indicators Taiwan currently needs. In this study current progress is a deep understanding of national sustainable tourism certification and KPI indicators.

Keywords : sustainable tourism, certification, KPI indicators, Delphi method

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