中文摘要

本研究以房間總數、總員工數、營業成本、營業費用，及薪資費用等五項投入；餐飲收入、客房收入、其他收入、每股盈餘，及股利等五項產出，利用資料包絡分析法依導向及規模報酬不同之 MinIn-Constant, MinIn-Variation, MaxOut-Constant, 及 MaxOut-Variation 等 4 種效率模式探討臺灣 8 家上市上櫃觀光旅館 2008 至 2018 年 11 年間的相對經營效率。實證結果顯示，MinIn-Constan 與 MaxOut-Constant 兩方法之效率值完全相同，可擇一選用。MaxOut-Variation 所得之平均績效值最高，適用於展現產業整體的最佳經營效率；而 MinIn-Constant 與 MinIn -Variation 兩方法之鑑別度最高，最適用於比較公司間的經營效率差異。8 家公司之經營效率平均值最高者為晶華，且皆達「有效率」。11 年期間之經營效率平均值以 2011 年最高， 2017 年最低。MaxOut-Variation 可使最多公司家數的效率平均值最高；而 MinIn-Constant 與 MinIn-Variation 則可使最多公司家數的效率值標準差最小。8 家上市上櫃觀光旅館業者改善整體經營效率之建議：須減少最多百分比的投入項目為營業費用；須增加最多百分比的產出項目為股利。

關鍵詞：旅館事業、資料包絡分析法、經營效率

Abstract

In this study, the author use four efficient models of data envelopment analysis (DEA) to evaluate eight tourist hotels listed in Taiwan from 2008 to 2018. Four efficiency models based on orientations and scale returns are minimizing inputs with constant scale return (MinIn-Constant), minimizing inputs with varying scale return (MinIn-Variation), maximizing outputs with constant scale return (MaxOut-Constant), and maximizing outputs with varying scale return (MaxOut-Variation). Five inputs items are total room number, total number of employees, operating costs, operating expenses, and salary expenses. Five outputs items are catering income, room income, other income, earnings per share, and dividends. The empirical results show that the efficiency values of MinIn-Constant and MaxOut-Constant models are identical. MaxOut-Variation model has the highest average efficient value, which is suitable for demonstrating the best operating efficiency of the industry as a whole; MinIn-Constant and MinIn-Variation models have the highest discrimination, which is suitable for comparing the operating efficiency of companies. Silks Hotel Group has the highest average operating efficiency with four models in 11 years. The average operating efficiency of hotels was the best in 2011 and was the worst in 2017. The most hotels has the highest average operating efficiency with MaxOut-Variation model, and has the least efficiency deviation with MinIn-Constant and MinIn-Variation models. For improving the overall operating efficiency of tourist hotels, top priorities are to decrease operating expenses in input and increase dividends in output.

Keywords: Tourist Hotels, Data Envelopment Analysis, Operating Efficiency