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Agric. Econ. – Czech

Lee M.-S.:

**An analysis of the
critical factors that
affect the competitive
advantages and
developmental
strategies of leisure
farms in Taiwan**

Agric. Econ. – Czech, 58 (2012): 467-
481

Leisure farms in Taiwan are currently
undergoing a fast development. The

implementation of alternative strategies to create successful operational competitiveness is becoming the guiding policy of enterprises for their future development. This study adopts the value chain perspective to develop criteria for different dimensions and to develop a strategic hierarchical structure by using the fuzzy Delphi method. Through the FANP (Fuzzy Analytic Network Process) method, this study discovers the critical factors influencing the competitive advantages of leisure farms in Taiwan: (1) the uniqueness of the landscape and ecological resources, (2) the richness of agricultural resources, (3) the attractiveness of the landscape and ecological resources, (4) service quality, (5) the convenience of the accommodation, (6) the provision of education and guiding services, and the like. Finally, according to the research results of the study, the authors make suggestions on the corresponding developmental strategies of leisure farms, including (1) creating the characteristics of a leisure farm through the development and utilization of the farm's internal and surrounding environmental resources and (2) perceiving the tourists' needs and

improving the service quality. With the suggestions made and the reference data concluded in this study, the authors expect to enhance effectively the current competitive advantages of leisure farms.

Keywords:

leisure farms, competitive advantages, critical factors, developmental strategies

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