SEASHORE TOURISM POLICY SELECTION AND LOCAL INHABITANT SATISFACTION EVALUATION BY TOPSIS METHOD

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ABSTRACT

Seashore tourism, especially in the seaside township, has rapidly developed in the recent years. In addition to fishing industry, the development of tourism activities has become an income-generating method for local economy. This empirical study illustrates how a seaside township selects a suitable tourism development solution using a simple group decision making method of TOPSIS. The attitudes of the inhabitants were surveyed in regards towards the costal tourism stimulus package implemented for half of a year. The discussions derived from the results can be used as a reference to promote the usefulness of seashore tourism and regional economic development at the township level, as well as to properly respond to the needs of inhabitants.