Optimizing the Host of a Travel Program for Commercial TV Stations by Using the AHP and Sensitivity Analysis

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ABSTRACT

This study develops a model for selecting a host for a travel show. First, the proposed model adopts the “Modified Delphi Method” to find out suitable criteria to evaluative hosts of travel shows. Next, the research model applies the “Analytic Hierarchy Process (AHP)” to determine the relative weights of the evaluative criteria, and then ranks the alternatives and selects the optimum host for a travel show. Additionally, a well-known Taiwanese TV station is taken as an example, to demonstrate how a new host of a travel show is selected by applying this model. The results indicate that managers of commercial TV stations rank criteria in the following order of importance: “Image”, “Viewpoint from production”, “Professional skills”, and “Personal conditions”. Eventually, using the sensitivity analysis to test criteria when assessing factors of weight changes and how about the other assessment factors.

Keywords: Analytic Hierarchy Process (AHP), Decision Model, Host, Modified Delphi Method, TV Produce

1. INTRODUCTION

There are many travel shows on many channels in Taiwan. The shows are local Taiwanese as well as international productions, and the travel shows’ contents contain both local culture and foreign culture. The competitive nature of travel shows in Taiwan is very strong. Audiences enjoy watching travel shows because they can relax themselves and learn a lot of information no matter which kind of travel show they watch. According to previous research, TV programs

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become more homogeneous when the competition in the TV market is intense (Li & Chiang, 2001; Park, 2005). The definition of a travel show in this study is a program in which the host introduces things such as culinary delicacies, travel knowledge and local cultures by firsthand experience. The host is the key person of in the program who can control the tempo and atmosphere. A good host not only expresses the appropriate message to the audience but also makes the program more interesting. Something special is found from the viewpoint of the development of interpersonal relationships. Rubing & McHung (1987) research the relationship between the host and audience, in the medium of TV. They found that the relationship between the audience and the participants of the TV show, hosts and actors etc, is like interpersonal interaction. Communication is a core factor of interpersonal interaction. People get closer when they communicate to each other no matter what the medium is (Berger & Calabrese, 1975). Audiences watching the experiences of the host through TV, develop a close friendship like relationship, The hosts’ gestures and conversation style can draw the audience to enjoy it just as in real life, which is called “Para-social Interaction” (Horton & Wohl, 1956). If the manager of the TV station selects a host who can make friends with the audience, then the audience will continue to watch the host, which will increase the ratings ratio and bring more advertising revenue. The host is the soul of travel shows, especially in the case of high cost and high-risk program, a show host has become one of the key success factors for overseas travel shows. Therefore, the purpose of this study is to create a decision model for evaluating and selecting the optimal travel show host from the perspective of TV stations’ managers. First, the modified Delphi method is applied to summaries of overall opinions from experts to find the appropriate decision criteria. The analytic hierarchy process (AHP) is applied to determine the relative weights of these criteria in order to rank the candidate travel show hosts and select the optimal one. This decision method takes both quantitative and qualitative criteria into account and is suitable for the issues of this study. Finally, a well-known Taiwanese TV station, which intends to find a new travel show host, is used as an example to select the optimal travel show host. This model is used for an empirical study. It is hoped that the decision model developed in this study can offer TV stations’ managers an objective and workable method to select the optimal travel show host. Finally, the model adopts “Sensitivity Analysis” to examine how other evaluative criteria change with changes in the weightings of evaluation criteria. The proposed model provides TV station managers with an objective and effective method of selecting an optimum traveling show host.

2. METHODOLOGY

Methodology involves two parts, the modified Delphi method and AHP, as stated below.

2.1. Modified Delphi Method

The Delphi method is a conventional forecasting approach that does not require large samples. The Delphi technique can be applied to generate a professional consensus for ambiguous, complex and contentious topics (Linstone and Turoff, 1975). Delphi technique requires continuous written and oral discussion and feedback among anonymous experts on a particular topic. Anonymous experts offer professional experience, knowledge skills and opinions, and exchange views with other experts until a consensus is reached (Delbecq et al., 1975). The
A Logit Model for Budget Allocation Subject to Multi Budget Sources
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