

導遊服務品質與旅遊團費之經營策略研究

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摘要

Tourism is related travelers' experience which can't be take home for collection. Travelers not only enjoy the scene in the route, but also tour leader' s service affects their feeling. Therefore, tour leader' s service quality is an important experience factor during travelers' trip. In this paper, we consider two cases: one is tour leaders take a constant self-training level, then we discuss how travel agency decides the tour fee when tour leaders' training is viewed as management strategy. The other is tour leaders can decide their self-training level, then travel agency decides the tour fee when tour leaders' training is viewed as management strategy. We discuss the consumer surplus and social welfare between two cases. We conclude that the service quality of tour leaders trained by travel agency is affected reversely by self-training level and satisfaction of travelers, but consumer surplus and social welfare are affected positively by self-training level and satisfaction of travelers.

關鍵字：Tour leader' s service quality, Tour Fee Competition, Tourism