

Service encounter and customer experience in group package tour : 以雙因子理論探討 / 黃月瑛 撰 .- 彰化縣大村

黃月瑛、張景旭, 謝龍發, 范垂爐

E-mail: 354530@mail.dyu.edu.tw

ABSTRACT

This study was a qualitative research. We collected positive -experienced stories & negative-experienced stories and applied (Situation-Clue Technique, SCT) to analyze. Based on the situations and focused on the tour leaders, from the perspectives of customers' experiences, we explored systematically the service encounter situations in group packet tour and the models of the situations. We found out the clues which influenced customers' experiences and constructed the customer's experience platform which is only for the customer service of the group packet tour. This research adopted two-factor theory with the situation concept. After our analysis, we generalized that 58 items which belong to exclusive motivators of positive experiences, 47 items which belong to exclusive hygiene factors of negative experiences, and 39 items which belong to the common factors of customer satisfaction / dissatisfaction. Further, we proposed the management meanings which help to design a customer-satisfied situation and modify the management policy to the travel agents of group packet tour for their references.

Keywords : Service Encounter、Group Packet Tour、Customer Experience Management、Situation-Clue Technique、Two-factor Theory

Table of Contents

內容目錄	封面內頁	簽名頁	中文摘要	iii	英文摘要	iii
	iv	誌謝辭	v	內容目錄	v	
	vii	表目錄	viii	圖目錄	viii	
	xii	第一章 緒論	1	第一節 研究背景	1	
與動機	1	第二節 研究目的	4	第二章 文獻探討	4	
	7	第一節 團體套裝旅遊相關研究	7	第二節 領隊	7	
相關研究	19	第三節 服務接觸相關研究	25	第四節 顧客經驗	25	
管理相關研究	34	第五節 雙因子理論相關研究	43	第三章 研究設計	43	
	53	第一節 研究範圍	53	第二節 研究方法	53	
	54	第三節 研究對象與資料蒐集	55	第四節 信度與效度分析	55	
	61	第五節 情境線索技術	63	第四章 研究分析與發現	63	
	82	第一節 行前階段	83	第二節 機場及出入境階段	83	
	92	第三節 行程階段之景點遊覽	107	第四節 行程階段之用餐	107	
	152	第五節 行程階段之購物	174	第六節 行程階段之旅館住宿	174	
191	第七節 行程階段之自由活動	216	第八節 行程階段之自費行程	229	第九節	229
行程階段之遊覽車經驗	246	第十節 返程階段	268	第十一節 事後階	268	
段	278	第十二節 研究發現	286	第十三節 領隊相關之	286	
服務接觸情境	323	第十四節 與文獻之比較	344	第五章 結論與建議	344	
	416	第一節 研究結論與發現	416	第二節 管理	416	
意涵	418	第三節 研究限制與建議	421	參考文獻	421	
	425	附錄A 團體套裝旅遊情境線索分析表	441	表目錄	441	
文獻GPT服務品質構面與類別	10	表 2-2 中文文獻GPT服務失誤構面與類別	15	表 2-1 中文	15	
13	表 2-3 英文文獻GPT服務品質構面與類別	15	表 2-4 領隊服務品質構面與類別	22	22	
	22	表 2-5 Bitner服務接觸構面及類別	28	表 3-1 正面故事基本資料一覽表	28	
	58	表 3-2 負面故事基本資料一覽表	60	表 3-3 單一故事分析表架構	60	
	67	表 3-4 單一故事分析表	67	表 3-5 「行程階段-購物」	67	
喜點聯集表	69	表 3-6 單一情境聯集表	71	表 3-7 情境模型	71	
	75	表 3-8 單一階段情境聯集表	76	表 3-9 單一階段	76	
典型陳述表	78	表 3-10 正面/負面情緒經驗延伸表架構	78	表 3-11 情	78	

境線索分析表架構	79	表 4-1 階段名稱定義表	82
表 4-2 行前階段情境線索分析表	86	表 4-3 行前說明情境模型	
89 表 4-4 決策後鞏固失當情境模型	90	表 4-5 行前階段雙因子分析表	
91 表 4-6 機場及出入境階段情境線索分析表	95	表 4-7 候機意外情境模型	
104 表 4-8 機場及出入境階段雙因子分析表	106	表 4-9 行程階段之景點遊覽情境線索分析表	
121 表 4-10 水上活動參與情境模型	144	表 4-11 未增成本額外增設情境模型	
146 表 4-12 危險與刺激情境模型	147	表 4-13 祕密偵察情境模型	
147 表 4-14 行程變更協商情境模型	148	表 4-15 行程階段之景點遊覽雙因子分析表	
150 表 4-16 行程階段之用餐情境線索分析表	158	表 4-17 異文化飲食體驗情境模型	
169 表 4-18 用餐前等待情境模型	170	表 4-19 團體用餐情境模型	
170 表 4-20 食物中毒意外情境模型	171	表 4-21 行程階段之用餐雙因子分析表	
173 表 4-22 行程階段之購物情境線索分析表	176	表 4-23 先品牌後產品情境模型	
187 表 4-24 經驗工程師主動服務模型	188	表 4-25 購物很少情境說明模型	
188 表 4-26 行程階段之購物雙因子分析表	190	表 4-27 行程階段之旅館住宿情境線索分析表	
196 表 4-28 辦理入住手續情境模型		211 表 4-29 旅館給獎活動參與情境模型	
211 表 4-30 客房設備使用情境模型		212 表 4-31 行程階段之旅館住宿雙因子分析表	
214 表 4-32 行程階段之自由活動情境線索分析表		219 表 4-33 額外通融情境說明模型	
225 表 4-34 購物比價情境模型		226 表 4-35 未參加自費行程挫折情境模型	
226 表 4-36 行程階段之自由活動雙因子分析表		227 表 4-37 行程階段之自費行程情境線索分析表	
233 表 4-38 自費水上活動參與情境模型		241 表 4-39 歷史關聯體驗情境模型	
242 表 4-40 自費行程解說情境模型		243 表 4-41 自費活動參與挫折情境模型	
243 表 4-42 行程階段之自費行程雙因子分析表		245 表 4-43 行程階段之遊覽車經驗情境線索分析表	
248 表 4-44 搭乘互動情境模型		261 表 4-45 行程變更協商情境模型	
262 表 4-46 推銷購物情境模型		263 表 4-47 推銷自費行程情境模型	
263 表 4-48 接駁意外情境模型		264 表 4-49 行程階段之遊覽車經驗雙因子分析表	
266 表 4-50 返程階段情境線索分析表		269 表 4-51 候機返程儀式情境模型	
275 表 4-52 晚餐返程儀式情境模型		276 表 4-53 返程階段雙因子分析表	
277 表 4-54 事後階段情境線索分析表		279 表 4-55 投訴協商情境模型	
284 表 4-56 事後階段雙因子分析表		285 表 4-57 研究分析結果數量統計表	
287 表 4-58 正負面經驗之情境、連動經驗及模型分析結果		288 表 4-59 團體套裝旅遊激勵因子分析表	
292 表 4-60 團體套裝旅遊保健因子分析表		296 表 4-61 團體套裝旅遊滿意/不滿意共同因子分析表	
298 表 4-62 領隊相關之情境、連動經驗與情境模型統計表		323 表 4-63 領隊相關之情境、連動經驗與情境模型分析表	
334 表 4-64 團體套裝旅遊之正面經驗與文獻比較表		354 表 4-65 團體套裝旅遊之負面經驗與文獻比較表	
379 表 4-66 領隊相關之正面經驗與文獻比較表		395 表 4-67 領隊相關之負面經驗與文獻比較表	
399 附錄 A 團體套裝旅遊情境線索分析表	441	圖目錄 圖 2-1 Pine & Gilmore 體驗模型	
36 圖 2-2 消費者情緒構面	38	圖 2-3 Kano 之二維品質模式	
45			

REFERENCES

- 一、中文部分 中華民國旅行業品質保障協會, (2011), 旅遊糾紛案例統計表, (線上資料), 來源: <http://www.travel.org.tw/>, [2011, June 30]。交通部觀光局行政資訊系統, (2011), 觀光統計年報, (線上資料), 來源: <http://admin.taiwan.net.tw/index.aspx>, [2011, June 30]。國際領隊協會(International Association of Tour Manager, IATM), (2011), 來源: <http://www.iatm.co.uk/>, [2011, June 30]。王石番(1991), 傳播內容分析法:理論與實證, 台北:幼獅書局。石川(1975), 「講座 品質解析第一講」, 品質管理, 第二十四卷, 第一期, 70~82頁。林東封(2003), 旅遊電子商務經營管理, 台北:揚智文化。林燈燦(2005), 觀光導遊與領隊-理論與實務, 台北:五南圖書出版股份有限公司 林聖偉, 李君如(2006), 品牌形象、知覺價值、顧客滿意度與顧客忠誠度關係之研究-以旅行社海外團體套裝旅遊為例, 旅遊管理研究, 6(1), 63-81。林毓珊(2007), 團體套裝旅遊服務品質重要因素之研究, 旅遊管理研究, 2(7), 207-225。周淑惠(2004), 團體旅遊意見卡發展與創新之研究, 文大商管學報, 9(2), 85-104。狩野紀昭、瀨樂信彥、高橋文夫、迂新一(1979)。有魅力的品質與該有的品質(Attractive Quality and Must-be Quality)。品質 管制月刊, 21(5), 33-41。(譯自日本「品質」雜誌, 14(2), p147, 1984) 孫德修, 趙正敏, 陳家祥, 張煌基(2011), 團體套裝旅遊消費者之消費體驗、滿意度與忠誠度關係之研究, 顧客滿意學刊, 7(1), 23-54。曹聖雄, 李淑如(2007), GPT服務品質構面與量表之建立:整合旅遊仲介與消費觀點, 休閒與遊憩研究, 1(1), 15-40。陳文河(1987), 我國旅行業行

銷策略之研究, 中原大學企管研究所未出版之碩士論文, 130-138。 陳堉吉, 李奇嶽(2008), 大陸人士來台觀光套裝行程之研究, 第五屆台灣地方鄉鎮觀光產業發展與前瞻學術研討會, 254-273。 張景旭, 張馨華(2006), 服務經濟轉型下的「重要事件技術」爭議與對策: 「主觀順序事件技術」之提出, 關係管理研究, 3, 49-76。 張景旭, 朱寶青, 張馨華, 范垂爐(2007), 服務失誤之引發事件與員工回應不當行為之研究 以顧客經驗管理為取向, 關係管理學報, 4, 111-139。 張景旭, 姚惠忠, 李淑儀(2009), 以顧客經驗探討旅行業服務失誤, 明新學報, 35(2), 175-192。 楊君琦, 蘇哲仁, 楊謹行(2009), 領隊人格特質、印象管理策略與領隊品質、收入之研究:以團體套裝旅遊為例, 觀光休閒學報, 15(1), 49-68。 鄭紹成(2006), 團體套裝旅遊服務失誤和服務補救期望之探索研究 - 兼以航空業和餐飲業驗證之, 戶外遊憩研究, 19(2), 33-61。 賴其勳, 游志青, 楊靜芳(2005), 旅館業服務接觸中顧客滿意與不滿意之來源-關鍵事件法之應用, 顧客滿意學刊, 1(1), 200, 31-50。 Bernd H. Schmit(1999), 體驗行銷(王育英譯)。台北:經典傳訊,(原文於1999年出版)。 Carbone, L. P. (2005), 顧客經驗管理(許梅芳譯, 2005), 台北市:台灣培生教育出版股份有限公司,(原文於2004年出版)。 Pine, B. J., & Gilmore J. H., (2003), 體驗經濟時代(夏業良、魯煒譯, 2008), 臺北市:經濟新潮社出版。(原文於1999年出版)。 二、英文部分 Abbott, L. (1955). *Quality and Competition*. New York, NY: Columbia University Press. Arnould, Eric J. & Price, Linda L. (1993). *River Magic: Extraordinary Experience and the Extended Service Encounter*. *Journal of Consumer Research*, 20(Jun), 24-45. Arnould, E., Price, L., & Zinkhan, G., (2004). *Consumers*, 2nd (Ed.), Boston, MA: McGraw-Hill/Irwin. Arnold, M. J., Reynolds, K. E., Ponder N., & Lueg J. E. (2005). *Customer delight in a retail context: investigating delightful and terrible shopping experiences*. *Journal of Business Research*, 58, 1132-1145. Baker, J. (1987). *The role of the environment in marketing services: The consumer perspective*: Chicago: American Marketing Association. Baker, J. A., Parasuraman, D. G. & Glenn, B.V.(2002). *The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions*. *Journal of Marketing*, 66, 120-141. Barker, S., & Hartel, C. E. J.(2004). *Intercultural service encounters: An exploratory study of customer experiences*. *Cross Cultural Management*, 11(1), 3-14. Barnes, (2010). *Branding relationships in financial services: Paradigm shift in Mediterranean countries*. *Journal of Brand Management*, 18, 312 – 328. Beldona, S., Morrison, A. M., & O'Leary, J. (2005). *Online shopping motivations and pleasure travel products: A correspondence analysis*. *Tourism Management*, 26, 561-570. Belk, R. W. (1975). *Situational Variables and Consumer Behavior*. *Journal of Consumer Research*, 2(3), 157-164. Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002). *Managing the total customer experience*. *MIT Sloan Management Review*, 43, 85-89. Berry, L. L., & Lampo, S. S. (2004). *Branding Labour-Intensive Services*. *Business Strategy Review*, 15, 18-25. Berry, L. L., Wall, E. A., & Carbone, L. P. (2006). *Service Clues and Customer Assessment of the Service Experience: Lessons from Marketing*. *Academy of Management Perspectives*, 20, 43-57. Binter, M. J., B. H. Booms, & M. Tetreault. (1990). *The Service Encounter: Diagnosing Favorable and Unfavorable Incidents*. *Journal of Marketing*, 54(January), 71-84. Binter, M. J., Booms, B. H. & Mohr, L. A. (1994). *Critical Service Encounters: The Employee's Viewpoint*. *Journal of Marketing*, 58(October), 95-106. Boulding, W., Kalra, A., Richard, S. & Zeithaml, V.A. (1993). *A dynamic process model of service quality: From expectation*, *Journal of Marketing Research*, 30(1), 7-27. Buller, D. B., & Burgoon, J. K. (1996). *Interpersonal deception theory*. *Communication Theory*, 6, 203-242. Caddote, E. R. & Turgeon, N. (1988). *Dissatisfiers and satisfiers: suggestions for consumer complaints and compliments*, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 1, 74-9. Carbone, L. P. & Haeckel, S. H. (2005). *Engineering Customer Experience*. *Marketing Management*, 3, 8-19. Carlzon, J. (1987). *Moments of truth*. Cambridge: Ballinger Publishing Co. Chak-keung Simon Wong & Wai-Yan Yan Kwong(2003). *Outbound tourists' selection criteria for choosing all-inclusive package tours*. *Tourism Management*, 25, 581-592. Christopher, M. & Andre, S. (2007). *Understanding Customer Experience*. *Harvard Business Review*, 85, 116-126. Clarke, J., Denman, R., Hickman, G., & Slovak, J. (2001). *Rural tourism in Ronnava Okres: A slovak case study*. *Tourism Management*, 22(2), 193-202. Crosby, L., Evans, A. K. R., & Cowles, D. (1990). *Relationship Quality in Services Selling: An Interpersonal Influence Perspective*. *Journal of Marketing*, 54(3), 68-81. Denzin, N. K. (1970). *The Research Act A Theoretical Introduction to Sociological Methods*. Chicago: Aldine Publishing Company. 194-195. Engel, J. F., R. D. Blackwell & P. W. Miniard. (1993). *Consumer Behavior*, 7th ed., The Dryden Press. Fennell, G. (1978). *Consumers Perceptions of the Product-Use Situation*. *Journal of Marketing*, 42, 38-47. Flanagan, J. C. (1954). *The critical incident technique*. *Psychological Bulletin*, 51(July), 327-358. Geva, A., & Goldman, A. (1991). *Satisfaction measurement in guided tours*. *Annals of Tourism Research*, 18, 177-185. Goffman, E. (1959). *The Presentation of self in Everyday Life*, Doubleday and Co., New York, NY. Gulnur Tumbat. (2008). *Customer Emotion Management and Symmetrical Emotional Exchange in (Extended) Service Encounters*. *Consumer Research*, 35, 516-521. Haeckel, S. H., Carbone, L. P. & Berry, L. L. (2003). *How to Lead the Customer Experience*. *Marketing Management*, 12, 18-23. Hanqin Q. Zhang. & Ivy Chow. (2003). *Application of importance- performance model in tour guides' performance: evidence from mainland Chinese outbound visitors in Hong Kong*. *Tourism Management*, 25, 81 – 91. Hansen, F. (1972). *Consumer Choice Behavior*. Free Press. Hartline, Michael D & Keith C. Jones. (1996). *Employee performance cues in a hotel service environment: Influence on perceived service quality, value, and word-of-mouth intentions*. *Journal of Business Research*. New York: Vol. 35 (Mar), 207-215. Herzberg, F. B. & Snyderman, B. (1959). *The Motivation to Work*, New York, John Willey & Sons, pp. 72-74. Higie, R. A., & Feick, L. F. (1989). *Enduring Involvement: Conceptual and Measurement Issues*. *Advances in Consumer Research*, 16, 690-696. Holbrook, M. B., & Hirschman, E. C. (1982). *The Experiential Aspect of Consumption: Consumer Fantasies, Feelings, and Fun*. *Journal of Consumer Research Inc*, 9, 132-140. Holbrook, M. B. (1996). *Customer Value — A Framework For Analysis and Researc*. *Advances in Consumer Research*, 23, 138-142. Holbrook, M. B. (1999). *Introduction to Customer Value*, In *Customer value: A framework for analysis and research*. Edited by Morris B. Holbrook, London: Routledge, 1-28. Holbrook, M. B. (2000). *The Millennial Consumer in the Texts of Our Times: Experience and Entertainment*. *Journal of Micromarketing*, 20(2), 178-192. Johnston, R. (1995). *The determinants of service quality: satisfiers and dissatisfiers*. *International Journal of Service Industry Management*, 6(5), 53-71. Kakkar, P. & R. J. Lutz . (1975). *The Psychological Situation as a Determinant of Consumer*

Behavior. in *Advance in Consumer Research*. Laurette Dube', & Michael S. M. (1996). Capturing the Dynamics of Consumption Emotions Experienced During Extended Service Encounters. *Consumer Research*, 23, 395-396. Linda L Price, Eric J. Arnould, & Patrick Tierney. (1995). Going to Extremes: Managing Service Encounters and Assessing Provider Performance. *Journal of Marketing*, 59, 83-97. Maddox, R.N. (1981). Two-factor theory and consumer satisfaction: replication and extension. *Journal of Consumer Research*, 8: June, 97-102. March, R. (2000). The Japanese travel life cycle. *Journal of Travel and Tourism Marketing*, 9(1/2), 185-200. Margee Hume & Janet R McColl-Kennedy. (1999). Episodic, Extended and Continuous Service Encounters: A Theoretical Framework. *Australian and New Zealand Marketing Academy (ANZMAC) Conference 1999: Marketing in the Third Millennium*, 28 (Nov), 1 Dec. Mattsson, J. (1994). Improving Service Quality in Person-to-Person Encounters: Integrating Findings from a Multi-disciplinary Review. *The Service Industries Journal*, 14(1), 45-61. Mazursky, D., & J. Jacoby (1986). Exploring the development of store images. *Journal of Retailing*, 62(2), pp. 145-165. Meuter, M. L., Ostrom, A. L., Roundtree, R. I. & Bitner, M. J. (2000). Self-service technologies: Understanding customer satisfaction with technology-based service encounters. *Journal of Marketing*, 64(3), 50-64. Mok, C., & Armstrong, R. (1995). Leisure travel destination choice criteria of Hong Kong residents. *Journal of Travel and Tourism Marketing*, 4(1), 99-104. Morrison, M. A. (1989). *Hospitality and travel marketing*. Albany, New York: Delmar Publishers. Morrison, A. M. (1996). *Hospitality and Travel Marketing (2nd Ed.)*. NY: Delmar Publishers. Mossberg, L. L. (1995). Tour leaders and their importance in charter tours. *Tourism Management*, 16(6), 437 – 445. Neil Ravenscroft, N. & Rogers, G. (2003). A critical incident study of barriers to participation on the Cuckoo Trail, East Sussex. *Managing Leisure*, 8, 184 – 197. Nimit, C. & Monika, P. (2005). Service quality: Revisiting the Two Factors Theory. *Journal of Services Research*, 5, 61-75. Nozawa, H. (1992). A marketing analysis of Japanese outbound travel. *Tourism Management*, 13(2), 226 – 234. Olson, J. C. & Mitchell, A. A. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?. *Journal of Marketing Research*, 18, 318-332. Parasuraman A., Zeithmal, V. A. & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(Fall), 41-50. Parasuraman A., Zeithmal, V. A. & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40. Parasuraman A., Berry, L. L., & Zeithaml, V. A. (1991). Understanding customer expectations of service. *Sloan Management Review*, 32(3), 39-49. Patton, M. Q. (1990). *Qualitative evaluation and research methods*. 2nd ed.). Newbury Park, CA: Sage Publications, Inc. Patton, M. Q., (2002). *Qualitative Research and Evaluation Methods*. Newbury Park, CA: Sage Publications, Inc. pp. 94-95. Pine II, B. J. & Gilmore, J. H. (1998). Welcome to the Experience Economy. *Harvard Business Review*. Boston: Jul/Aug. 76(4), 97 - 105. Quiroga, I. (1990). Characteristics of package tours in Europe. *Annals of Tourism Research*, 17(2), 185 – 207. Reichheld, F. F. & Sasser, W. E. (1990). Zero defection: Quality comes to services. *Harvard Business Review*, 68(5), 301-307. Robinson, W. S. (1951). The logical structure of analytic induction. *American Sociological Review*, 16, 812-818. Schmitt, B. H. (1999). *Experiential Marketing: How to Get Customer to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York, NY: The Free Press. Schmitt, B. H. (2003a). *Customer Experience Management: A revolutionary to connecting with your customers*, John Wiley & Sons Inc. Schmitt, B. H., & Kiska, J. (2003). *Customer care: Managing the experience, strengthening the business customer experience management*. *CMA Management*, 77(3), 6. Schvaneveldt, Enkawa & Miyakawa. (1991). Consumer evaluation perspectives of service quality: evaluation factors and two-way model of quality. *Total Quality Management*, 2(2), 149-161. Sheldon, P. J., & Mak, J. (1987). The demand for package tours: A mode choice model. *Journal of Travel Research*, 25(3), 13 – 17. Shostack, G. L. (1985). Planning the Service Encounter. In Czepiel, A. J., Solomon, R. M. & Suprenant, F. C. (Eds). *The Service Encounter*. NY: Lexington Books. pp. 1-23. Solomon, M. R., Surprenant, C. F., Czepiel, J., & Gutman, E. G. (1985). A Role Theory Perspective on Dyadic Interactions: The Service Encounter. *Journal of Marketing*, 49, 99-111. Stauss, B., & Weinlich, B. (1997). Process-oriented measurement of service quality: Applying the sequential incident technique. *European Journal of Marketing*, 31(1), 33-55. Strauss, A., & Corbin, J. (1990). *Basics of qualitative research: Grounded theory procedures and techniques*. CA: Sage Publications. Strauss, J. & Frost, R. (2001). *E- Marketing*, NJ: Prentice Hall. Halliday, S. V., Davies, B. J., Ward P. & Lim M. (2008). A dramaturgical analysis of the service encounter in higher education. *Journal of Marketing Management*, 24, 47-68. Swan, J. E. & Combs, L. J. (1976). Product performance and customer satisfaction: a new concept, *Journal of Marketing*, 40: April, 25-33. Vogt, C. A., & Fesenmaier, D. R. (1995). Tourists and retailers' perceptions of services. *Annals of Tourism Research*, 22(4), 763-780. Wang, K.-C., Hsieh, A.-T., & Huan, T.-C. (2000). Critical service features in group package tour: An exploratory research. *Tourism Management*, 21(2), 177 – 189. Wang K.-C., Hsieh, A.-T., & Chen W.-Y. (2002). Is the tour leader an effective endorser for group package tour brochures? *Tourism Management*, 23(5), 489-498. Wang K.-C., Hsieh A.-T., Yeh Y.-C., & Tsai C.-W. (2004) Who is the decision-maker: the parents or the child in group package tours? *Tourism Management*, 25, 183-194. Wang K.-C., Hsieh A.-T., Chou S.-H., & Lin Y.-S. (2007). GPTCCC: An instrument for measuring group package tour service. *Tourism Management*, 28(2), 361-376. Yamamoto, D., & Gill, A. M. (1999). Emerging trends in Japness package tourism. *Journal of Travel Research*, 38(2), 134-140. Yu-Shan Lin. (2007). Identification of Important Service Factors in Group Package Tours. *Tourism Management Research*, 7(2), 207-225. Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: Free Press.