

# A Relationship Study between Brand Equity of a Theme Park Affiliated Hotel and Relationship Marketing of Travel Agents..

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## ABSTRACT

The main purpose of this study focused on the relationship exploration between the brand equity of a theme park affiliated hotel, the Janfusun Prince hotel as a case, and the relationship marketing of travel agents. A well-defined and structured questionnaire was sent by mail to the travel agents around Taiwan area. There were 241 travel agent persons received the sent questionnaires, while 108 returned samples that were valid and qualified to processing statistics, including descriptive statistics of travel agents' background, reliability analysis of structured constructs, Pearson correlation analysis between brand equity, marketing relationship, customer relationship bonding, and relationship quality. This empirical study founding includes: 1. Most of the travel agents cooperated with Janfusun Prince hotel are A-class travel agent in the northern Taiwan area and have been constructed a long term relationship. 2. There existed significant positive co-relationship between the brand equity of Janfusun Prince hotel and the relationship marketing of the travel agents. The primary construct of relationship marketing is structural bonding, and the travel agents positively have positive agreement on relationship quality with Janfusun Prince hotel. Several recommendations were concluded for the hotel authorities, hotel manager, and travel agents as well.

Keywords : Brand Equity, Relationship Marketing, Customer Relationship Bonding, Relationship Quality

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