

Comparing Cross-culture Dimensions of the Experiences of International Tourists in Hong Kong

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Abstract

In this study, aim to compare the overall satisfaction and service quality expected and perceived by visitors from 7 source markets and contrast them between the hotel sector and the attraction sector in Hong Kong. The satisfaction levels of tourists visiting Hong Kong with regards to the services and products offered by the two sectors are analyzed. The cultural aspects in relation to the backgrounds of tourists are taken into consideration. Based on cultural differences of tourists, the levels of satisfaction are analyzed and compared the post-purchase behavior of Asian and Western visitors. The questionnaire is designed to survey on the visitors' feedback adapted in this study is Oliver's (1980) framework; customers compare purchase outcomes with their expectation of product/service performance. Hong Kong is one of the main commercial centers of the world as well as one of the leading urban attractions of the world. Tourism destinations and service industry across the world are constantly entangled in stiff competition with each other in order to get a larger share of international tourism arrivals and receipts. Cultural backgrounds of tourists play a vital role in taking effective strategies towards enhancing customer satisfaction.

Key words: Service Industry, Destination, Cross-culture, Satisfaction

跨文化比較國際遊客在香港的經驗

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摘 要

在世界各地的旅遊目的地不斷增加且糾纏在激烈的相互競爭，為了可以獲得更大份額的國際旅遊人數及收入。了解不同文化背景的遊客有至關重要的作用，採取有效的策略，對提高客戶滿意度十分重要。香港是一個主要商業和服務業中心的世界，以及世界領先的城市景點之一，在這項研究中，分析來自七個主要中西方客源市場的遊客整體滿意度，對比它們之間在香港酒店業與旅遊業的吸引力，和服務質量的期望和感知為目標。基於文化差異的遊客的考慮，設計問卷調查在這項研究中採用 Oliver (1980)的理論，分析和比較後亞洲和西方遊客的購買行為；客戶購買結果與他們的期望的產品/服務的性能比較。訪港的亞洲和西方遊客旅客由酒店與旅遊業兩個市場提供的服務和產品方面的滿意度。

關鍵詞：服務業、目的地、文化差異、滿意度。