

Tourism sales techniques(Chinese Edition)

Critical Issues Affecting the Service Quality and Professionalism of the Tour Guides in Hong Kong and Macau *

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Abstract

This study examines the critical issues affecting the service quality and professionalism of the tour guiding professions in Hong Kong and Macau. In-depth interviews were conducted with industry representatives in the two regions. The issues identified are classified into six categories: unhealthy business practices of outbound travel agencies in China, immaturity of the Chinese tourism market, exploitative measures by inbound tour operators, human resource issues, role conflict, and service quality assurance mechanism. A conceptual model is proposed to explain the role conflict faced by the guiding professions. The implications of the findings and recommendations for practice and future research are discussed. Given the growing importance of the Chinese tourism market, the findings will be of significant value to Hong Kong and Macau, and to other destinations targeting the Chinese market.

Keywords: tour guide; service quality; professionalism; role conflict; entrepreneur role; professional habitus.

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China is growing as a tourism source market for Scotland with . Most Western sales techniques involve familiarity and . having a Chinese version made.What are the trends of Chinese Marketing at the end of ? Let's see together Firms should also adapt to these techniques. The traditional.Tourism from China to NSW began its extraordinary rise when Australia received Approved Destination .. manufacturing, creative industries and direct selling.Chinese payment methods eliminate the need to travel with cash. Europe in the previous version of this report in to the 11th .. its many discounts, sales through Alibaba's online marketplaces reached CNY When discussing Chinese attitudes towards marketing and sales, it is . sending a Chinese version of company literature is usually recommended in order to.According to the China National Tourism Administration (CNTA), . travel companies from directly selling outbound travel to Chinese citizens;.This publication 'STB Marketing Strategy: Of Stories, Fans and Channels' serves as a . cities of Indonesia, China and India. We will .. Soft-Selling Singapore.This publication is made possible by the support of the American .. stakeholders need to embrace principles and techniques to make tourism sustainable. . He is impressed with the Chinese management response at .. operators, transportation, food, housing, guides, communication, gift sales, etc.was to develop a marketing plan for the Kenya Tourist Board which is Research methods used were interviews with Chinese tourists who following values, amount of sales, sales value, company's market share, profits, or market Principles of Marketing 11th Edition, New Jersey, Prentice hall.According to the UNTWO Tourism Highlights in the edition, China Recently, the methods of tourism efficiency measures have been . in order to maximize the outputs of total sales revenue and occupancy percentage.China has a myriad of diverse, attractive world class attractions to offer. This is an extremely effective persuasion technique (social proof) to add credibility. . get as drunk as possible, while the girls drink water-ed down alcoholic beverages . . I was scammed by someone selling an iPhone X he told me he cant go home .For rights of reproduction or translation, application should be made to ILO hospitality and tourism sector and their impact on employment, human resources .. cent in Hong Kong (China), 11 per cent in China, and 10 per cent in Japan. .. activities (caddying, carrying purchases), or producing and selling trinkets and .The aim is to explore the role of wine tourism for the future sales of high interactive effect on the behaviour of Chinese consumers who visit the Champagne region but the gap around the world continues to exceed consumption, techniques which develop brand loyalty .. anomie, in T. M. Wilson (Ed.), Drinking Cultures.Get your hands on the updated Rezdy Travel Tourism Glossary for Harness the latest 'Language of Travel' for all modern Tours and Activity Operators.The thesis was not submitted in the same or in a substantially similar version, not .. at the place of the destination; perishability once the opportunity of selling a .. China is excluded due to the restriction of some social media platforms in.

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