

新制度环境下旅行社机会主义行为治理研究——基于游客感知视角

陈永昶¹, 郭净², 徐虹³

1. 河北大学管理学院, 河北 保定 071002;
2. 河北金融学院金融系河北省科技金融协同创新中心, 河北 保定 071051;
3. 南开大学旅游与服务学院, 天津 300071

How Travel Agency Opportunism is Perceived by Tourists in A New Institutional Environment

CHEN Yongchang¹, GUO Jing², XU Hong³

1. College of Management, Hebei University, Baoding 071002, China;
2. Finance Department, Hebei Finance University, Coordinated Innovation Center for Sci-Tech Finance of Hebei, Baoding 071051, China;
3. Tourism and Service School, Nankai University, Tianjin 300071, China)

[摘要](#) [图/表](#) [参考文献](#) [相关文章 \(5\)](#)

全文: [PDF](#) (1932 KB) [HTML](#) (1 KB)

输出: [BibTeX](#) | [EndNote](#) (RIS)

摘要 旅行社机会主义行为问题长期困扰着我国旅游业的健康发展。该研究依托机会主义行为理论和制度环境理论,从游客感知视角出发,重点探讨了规制性制度环境在旅行社机会主义行为治理方面的作用发挥情况。以保定、天津、北京、济南、杭州、昆明等地556名参加过包价旅游活动的游客作为样本,运用PLS路径建模方法对理论模型进行了检验。研究结果表明,相互依赖不对称与环境不确定性都可能导致游客对旅行社机会主义行为的感知,游客会因为机会主义行为感知而降低对关系质量的评价。总体来看,规制性制度环境能够降低游客对旅行社机会主义行为的感知,但是作用相对有限。而对于游客机会主义行为感知对关系质量的负面影响,规制性制度环境的调节作用并不显著。

关键词 : 旅行社机会主义行为, 制度环境, 相互依赖不对称, 环境不确定性, 关系质量

Abstract : Abstract: Historically, the opportunism exhibited by travel agencies is a challenge that faces the Chinese tourism industry. This issue distorts travel agencies' normal operating patterns, violates tourists' rights and has caused a series of conflicts between tourists and travel agencies. China has introduced numerous policies and measures to tackle this issue; however, to date these have had little effect. The Tourism Law of the People's Republic of China was published on 1 October 2013. This provides a timely opportunity to examine the efficiencies of the institutional environment that tackles travel agency opportunism and to explore how it influences, and whether it improves, the business-to-consumer (B2C) relationship that exists between travel agencies and tourists. There is a need to discuss the potential solutions and improvements to travel agency opportunism as there is little research on this to date. This study analyzes the current opportunism and institutional environment theory research findings, while fully considering China's current tourism market structure. From the tourists' perspective, a formation and effect path model of tourists' perceptions of travel agency opportunism was proposed. The regulatory institutional environment was taken as a moderating variable to better understand the effect of institutional environment on reducing tourists' perceptions of travel agency opportunism, to examine the effect of perception reduction on B2C relationship, and to identify any institutional environment defects. Accordingly, 556 domestic tourists (mainly from Baoding, Tianjin, Beijing, Jinan, Hangzhou, and Kunming) were included in the study sample, most of whom have participated in a package tour activity. The partial least squares (PLS) path modeling method was used to test the proposed theoretical model. Two of the six proposed hypotheses were not confirmed. The empirical research results showed that interdependence asymmetry and environment uncertainty will lead to a tourist perceiving travel agency opportunism, and tourists' perceptions of travel agency opportunism will jeopardize their relationship quality. A regulatory institutional environment can clearly reduce the effect of interdependence asymmetry on tourists' perceptions of travel agency opportunism. However, a regulatory institutional environment cannot clearly reduce the effect of environmental uncertainty on tourists' perceptions of travel agency opportunism, nor can it reduce the corresponding negative effect on their relationship quality. Three concrete solutions to tackle the issue of travel agency opportunism and to improve the B2C relationship quality are proposed: continuously developing the regulatory institutional environment, focusing on both the establishment of institutions and on the regulatory implementation; exploring the measures governing travel agency opportunism under environmental uncertainty and determining a method to reduce environment uncertainty; providing guidance to travel agencies to facilitate a fundamental operational change that moves the development of quality consumer relationship to its core. When tourists perceive travel agency opportunistic behaviors, the regulatory institutional environment can provide a solution to the issue, but it cannot guarantee the establishment of a high-quality B2C relationship. Tourists strongly perceive travel agency opportunism in China; therefore, its travel agencies must focus on their B2C relationship quality to earn the real trust of tourists.

Key words : travel agency's opportunism behavior interdependence asymmetry
environment uncertainty relationship quality

收稿日期: 2014-04-08

服务

- 把本文推荐给朋友
- 加入我的书架
- 加入引用管理器
- E-mail Alert
- RSS

作者相关文章

- 陈永昶
- 郭净
- 徐虹

CLC number: F59

基金资助:本研究受国家社会科学基金项目“网络化背景下顾客互动共创服务价值机理研究”(14BGL066)、国家自然科学基金青年项目“转型经济背景下B2B品牌资产的来源路径、形成激励及溢出效应”(71302065)资助

作者简介: 陈永昶(1982—), 男, 山东淄博人, 博士, 讲师, 研究方向为旅游产业经济理论, E-mail: harrycyc@163.com; 郭净(1978—), 女, 河北保定人, 博士, 副教授, 研究方向为服务营销; 徐虹(1963—), 女, 天津人, 副院长, 教授, 博士生导师, 研究方向为旅游产业经济理论与实践、服务管理。

引用本文:

陈永昶, 郭净, 徐虹. 新制度环境下旅行社社会主义行为治理研究——基于游客感知视角[J]. 旅游学刊, 2015, 30(6): 30-38. CHEN Yongchang, GUO Jing, XU Hong. How Travel Agency Opportunism is Perceived by Tourists in A New Institutional Environment. TOURISM TRIBUNE, 2015, 30(6): 30-38.

链接本文:

<http://www.lyxk.com.cn/CN/10.3969/j.issn.1002-5006.2015.06.003> 或 <http://www.lyxk.com.cn/CN/Y2015/V30/I6/30>

友情链接: [北京联合大学](#) [国家哲学社会科学学术期刊数据库](#) [中华人民共和国国家旅游局](#) [中国旅游研究院](#) [北京旅游信息网](#) [中国新闻出版总署](#) [中国旅游报](#) [中国地理资源期刊网](#) [中山大学旅游学院](#) [北京大学旅游研究与规划中心](#) [北京第二外国语学院旅游发展研究院](#) [陕西师范大学旅游与环境学院](#) [北京联合大学旅游学院](#)

Copyright © 2010 《旅游学刊》编辑部

本系统由北京玛格泰克科技发展有限公司设计开发 技术支持: support@magtech.com.cn