

小費給予制度差異化與旅遊團費競爭

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摘要

Strategically adopted the tipping system created by tourist firms can be the profitable differentiated service strategy. This paper setups a tourism economics model to analyze how the differentiated tipping systems performed by the firms have the effects on firms' profits, tourists' consumer surplus, and social welfare. The results in the study indicate that (1) the firm strategically uses the differentiated tipping system which is different from its rival, that is, all-included tour price, not only can increase its profit, but also increase its rival' s profit. (2) the firm exerting the tip-included system is not necessarily leading the tourists to pay higher total tour price. Strategically using differentiated tipping system and jointly with the tour leader' s service to establish the differentiated service strategy that is the firm' s competitive edge. (3) the firm exerts the differentiated tipping system can increase the tourist' s consumer surplus and also increase social welfare. In addition, the tourists' life-style attributes influencing the firm' s tour price and profit are also discussed.

關鍵字：Tipping system, Tip-included system, Tour price, Tour leader service, Network effect