



What Is the Reason for Breaking the Good Mood of Tourism? The Source of Hassle for the Members of Group Package Tour

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Abstract

The group package tour (GPT) is one of the most popular ways for people in Asia to travel to other countries. GPT's contact a wide range of suppliers, including travel agencies, airlines, restaurants, souvenir shops, and transportation. However, the tour group members are not completely happy during their travels. The members of the GPT are easily distressed due to the people and things they come into contact, and this leads to trouble. However, there has been no research in the past to explore the connotations of the hassles of GPT members. Therefore, the purpose of this study is to conceptualize the distress of tour group members in order to fill the gap in previous research. This paper adopts a qualitative research method and conducts in-depth interviews with 20 experienced travelers who have participated in a GPT in the past. And, using a rigorous content analysis method, it is concluded that there are five dimensions of hassle for tour group members: interpersonal hassles, food and accommodation hassles, traffic hassles, cultural hassles, and safety hassles. The results of this study will make up for the gap in the academic application of the tourism industry and provide a reference for the practical operation of travel agencies.

Keywords: cultural hassles; food and accommodation hassles; interpersonal hassles; traffic hassles; safety hassles