크루즈 서비스 선택속성이 관광만족과 행동의도에 미치는 영향에 관한 연구

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A Study on the Effect of Selection Attribute of Cruise Service on Tourism Satisfaction and Behavioral Intention

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Abstract: The interest on cruise service has been increased due to the economic development and income growth all over the world during last several decades. However, cruise industry in Korea is located in the initiating stage and the service is just focused on costal cruise service. This study investigates relationship between influencing factors of the selection attributes of cruise service on tourism satisfaction and behavioral intention. Additionally, the study aims to provide information to establish customer- oriented marketing strategies for cruise tour service. Literature review is conducted to find out the factors in order to meet the future users preference and expectations. The data was collected on-board customers of “One Night Cruise” on Panstar Line. The result of the study shows that a certain number of factors are statistically significant on the cruise tour intention of potential customers. It shows that there is significant difference related to the using purpose and the usage attitude. Managers in the cruise company are able to utilize the practical implications of the present study when the cruise service launches in Korea. This study exists limitations that samples are not sufficient and the research can not be generalized due to the inadequate samples of target company.

Key Words: Cruise service, Selection attributes, Tourism satisfaction, Behavior intention, Customer royalty