

ABSTRACT

The primary objective of this research is to identify group package tourists' perceptions of services, facilities, and value upon their visit to Shaolin Temple, their future intentions and to investigate the relationships between group package tourists' perceptions and their intentions. A questionnaire was designed and distributed to 384 respondents, all of whom are group package tourists who have visited Shaolin Temple.

The data was collected and analyzed using Pearson Correlation Coefficient to test the relationships between group package tourists' perceptions (i.e. the perception of services, facilities, and value) and their intentions (i.e. revisiting Shaolin Temple and helping to promote Shaolin Temple).

The results indicated that all group package tourists' perceptions of services, facilities, and value have positive relationships with their future intentions. In addition, this study also showed there were three weakest items, including the inquiry service from the group package tourists' perception of services, facilities for elderly and handicapped from the group package tourists' perception of facilities, and unreasonable entrance fee from the group package tourists' perception of value.

Based on the findings, this study provides seven suggestions to the managers of Shaolin Temple: improving the inquiry service and the facilities for elderly and handicapped at Shaolin Temple; adjusting the entrance fee; providing more training to staff to improve service level; developing additional high-tech facilities to better satisfy tourists' needs; enhancing Kung fu and Zen culture to build its unique brand; And developing more marketing strategies and promotions abroad and cooperating with international travel agencies to attract more foreign tourists.