

A Study on the Value of Honeymoon: An Application of Means-End Chain

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【Abstract】 Honeymoon has a special significance and high expectations are different from ordinary tourism. In this study, Means-End Chain theory and the use of open-ended questionnaire, the 30 group tourism and 30 individual tourism by a one-to-one in-depth laddering interviews honeymoon, through means and end of the link structure, step by step guide from the lower deck dominant external concrete to the abstract hidden top-level internal and, based on Attributes, Consequences and Value, results and summarize the definition of the value of the ultimate goal of honeymoons and Hierarchical Value Map (HVM). In order to understand the link honeymoon chose the direction and how many, how strong, specificity, main focus, top links and the overall link characteristics. The results showed that the place and price of property to the budget for the being romantic and unforgettable honeymoon memories as the main value of the pursuit of goals. In addition, the study found that one. Groups of tourists like single-country tour, individual leisure travelers to be fixed, both to meet at leisure purposes; 2. Female romantic pursuit of happiness as the main value targets, while male focus forgotten memories; 3. Female decide honeymoon destination, male dominate on the budget.

【Keywords】 Honeymoon, value, means-end chain