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Abstract
Impression management is the action that individual takes to protect his personal image and the procedure to affect others people's impressions to himself. Goffman who earlier studied the impression management had ever suggested that people must positively manage their own images on others' minds. It is also a common situation that people apply impression management to control their reputations. The reason which individual uses impression management is to construct a likable and desirable impression, which fits in with others. In the past, few studies of impression managements concerned with the travel industry. As the matter of fact, the most tour members come from different backgrounds and environments. Because of this reason, it makes the topic " the tour leaders could apply the impression management well or not" worth to explore.
This study designs the questionnaire through by impression management and the research subject is focused on the tour leader and members who had ever participated the tour group before. 600 questionnaires were delivered; valid retrieved questionnaires were 329. The research results implied that tour leaders' application of impression management has positive influence on tour members' satisfaction with the trip, follow-up interpersonal relationship, and reputation of the travel agency. The more experienced the tour leaders are; the higher possibility they harness different strategies of impression management. The tour members' individual background would intervene the relationship between tour leaders' image management and tour members' satisfaction level.
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