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Abstract
Recently, the government of Taiwan promotes “2008-National Development Plan” actively. The policy of opening the market toward Chinese tourists wholly improves the tourist service industry to bloom and to be much more important. However, the turnover of hotels in service industry is higher than usual, it causes personnel expenses and training costs to increase and raises the possibility for enterprises to lose choice employees. Hotels should enhance the internal marketing practice for employees to have the concept of customer service, reinforce their service quality, and decrease the turnover.
This research was tried to integrate all points of view of scholars and treated of researching results from scholars. It discusses the relations between internal marketing practice and turnover intention through the analysis of references and questionnaires. Also, it added the concept of job fitness to find out the associations in different levels. Major research methods of this report are Correlations, T-test, ANOVA, Stepwise Regression Analysis. The targets of this research are the first line employees and leaders of 22 tourist resort hotels in Taiwan through the method of questionnaires. The 166 responsive valid questionnaires support the hypothesis of this article which reports findings as follows:
1. Different backgrounds among employees of tourist resort hotels in Taiwan area show the partly significant difference between internal marketing practice and turnover intention.
2. Employees regarding internal marketing practice as an important cognition and being in satisfaction from hotels putting internal marking practice into practice have significant difference.
3. There is a negative significant association between internal marketing practice and turnover intention of employees. It presents if employees satisfy with internal marketing practice, the turnover intention will be lower.
4. The execution of internal marketing practice can predict the turnover intention of employees effectively.
5. Sorting internal marketing practice by the team side and the organization side, the turnover intention does not have the significant prediction based on the correlation.
6. Grouping by working experience, the corelation of the organization side and the team side in internal marketing practice interferes with turnover intention.
Advisory Committee Chang, Cheng Ping - advisor

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