

Working Paper Series

Developing a Multidimensional and Hierarchical Service Quality Model for the Travel and Tourism Industry

Laura Martínez Caro
Ellen Roemer

Working Paper No 06/18

July 2006

The working papers are produced by the Bradford University School of Management and are to be circulated for discussion purposes only. Their contents should be considered to be preliminary. The papers are expected to be published in due course, in a revised form and should not be quoted without the author's permission.

**DEVELOPING A MULTIDIMENSIONAL AND
HIERARCHICAL SERVICE QUALITY MODEL
FOR THE TRAVEL AND TOURISM INDUSTRY**

Laura Martínez Caro

Universidad Politécnica de Cartagena, Spain

Ellen Roemer

Bradford University School of Management

ABSTRACT

This paper develops a comprehensive model measuring service quality in the travel and tourism industry based on an extensive literature review and qualitative research. The authors propose a multidimensional and hierarchical model of service quality, which is consistent with the latest conceptualizations in the literature. In this model, service quality is a third-order construct which is composed of several dimensions and subdimensions. Our findings show that customers' perceived service quality of travel agencies consists of three primary dimensions namely personal interaction, physical environmental and outcome, which are defined by seven subdimensions, namely conduct, expertise, problem solving, equipment, ambient conditions, waiting time and value. Our model has important implications for the measurement of service quality in this specific industry as well as for the development of marketing strategies for travel agencies.