

**THE MINISTRY OF FINANCE  
UNIVERSITY OF FINANCE – MARKETING**

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**TRUONG QUOC DUNG**

**RELATIONSHIP QUALITY AFFECTS ON THE LOYALTY OF  
TRAVEL AGENT TO TOUR OPERATOR**

**Major: Business Administration  
Code: 9340101**

**INFORMATION ON NEW ACADEMIC AND THEORICAL  
CONTRIBUTIONS OF THE DOCTORAL DISSERTATION**

**Scientific instructor 1: Assoc.Pro.Dr. Dao Duy Huan  
Scientific instructor 2: Assoc.Pro.Dr. Nguyen Cong Hoan**

**Ho Chi Minh City - 2023**

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*Ho Chi Minh City, Nov. 11, 2023*

**INFORMATION ON NEW ACADEMIC AND THEORETICAL CONTRIBUTIONS  
OF THE DOCTORAL DISSERTATION**

Dissertation title:           **Relationship quality affects on the loyalty of Travel Agent  
to Tour Operator**

Major:                           Business Administration                           Code:           9340101

PhD candidate:                Truong Quoc Dung                                   Course:        2017

Training Institution:         The University of Finance - Marketing

Scientific instructor 1:      Assoc.Pro.Dr. Dao Duy Huan

Scientific instructor 2:      Assoc.Pro.Dr. Nguyen Cong Hoan

A summary of new contributions both in terms of academic and practical aspects of the dissertation is as follows:

**1. Academic contributions**

*Firstly*, much of the previous research on loyalty in the tourism industry was limited to the B2C environment and very little research on the travel industry. Therefore, this study makes an important theoretical contribution to the study of loyalty in the B2B environmental travel industry and is the study of loyalty in terms of both behavioral loyalty and attitudinal loyalty. This is the basis for the next research on loyalty in the B2B environmental travel industry.

*Secondly*, this study inherits the model of service quality - customer value - satisfaction - loyalty with additional elements of trust and commitment to clarify relationships in business B2B environment. Furthermore, this study sheds light on the relationships of service quality in the B2B environmental travel industry that have an

impact on the satisfaction of travel agent; satisfaction includes process-oriented satisfaction and result-oriented satisfaction; Commitment includes emotional commitment and calculated commitment.

*Thirdly*, this study has a comparison between business characteristics of the firm in order to clarify the different influencing factors between business characteristics of travel firm sending domestic tourists, travel firm sending outbound tourists overseas and foreign travel firm sending tourists to Vietnam.

## **2. Practical contributions**

*Firstly*, Tour operators are aware of the importance of customers as travel agents, as well as the factors to retain customers of this channel.

*Secondly*, depending on the business characteristics, the travel agent has different interests in maintaining a relationship with the tour operator. Thereby helping tour operators to invest in the most effective areas of their business to enhance the loyalty of the travel agents.

PhD Candidate

Truong Quoc Dung