

Queue Length's Impact on Tourists' Expectations and Willingness: Expected Waiting Time's Role

Jiong LI, Jose Weng-Chou WONG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

* Supervisor: Jose Weng Chou WONG

Introduction

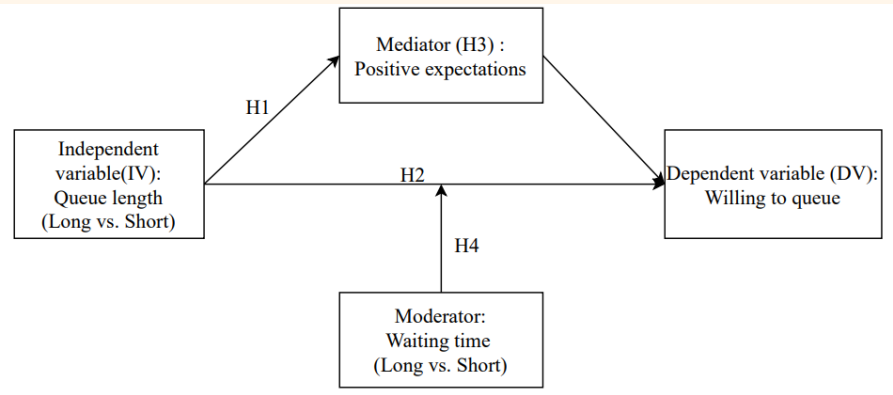
- ✧ Although queuing is a common phenomenon in tourism services, how to alter the situation of poor queuing experience and stimulate tourists' willingness to queue has become a research problem.
- ✧ Queuing is a double-edged sword in influencing tourists' experiences. Queues can help consumers provide a signal about service quality. But whether a shorter queue or a longer queue is a good signal remains a question.
- ✧ The expected waiting time, similar to queue length, can be regarded as a part of a queuing environment. However, no studies on service queuing have investigated the interaction effect of wait time and queue length on customers' intentions.

Questions

- ✧ Is a shorter queue or a longer queue a good signal?
- ✧ Is a shorter queue or a longer queue can create a higher positive expectation and more willingness to queue to enter the attraction?
- ✧ Does the expected wait time works with queue length creating a queuing situation that affects tourists' willingness to queue?

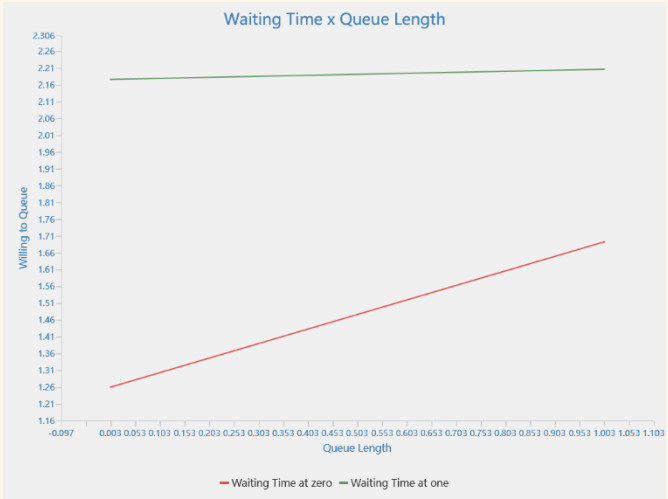
Overview

- Study 1: Exploring the effect of queue length on tourists' positive expectations (H1), and tourists' intention to queue (H2). Additionally, the mediating effects of tourists' positive expectations (H3) was also tested.
- Study 2: Employing a 2×2 factorial between-subjects design to examine the moderating effect of waiting time on the relationship between queue length and tourists' intention to queue which testing H4.



Results

A one-way ANOVA using SPSS version 22 revealed that the participants of the long (vs. short) queue length group had a more positive impact on positive expectations ($M_{Long} = 6.065$, $M_{Short} = 3.392$, $F(1,128) = 176.768$, $p < 0.001$). Likewise, participants in the long (vs. short) queue length group had higher levels of willingness to queue ($M_{Long} = 6.056$, $M_{Short} = 3.385$, $F(1,128) = 169.843$, $p < 0.001$). The mediating effect of positive expectations was significant ($\beta = 2.263$, 95% CI [1.873, 2.668]).



Conclusions

- ✓ Firstly, the results of Study 1 showed that the queue length affects tourists' positive expectations and willingness to queue for an unplanned visit; the effect of long queues is better.
- ✓ Secondly, it also showed positive expectations mediate queue length and willingness to queue.
- ✓ Thirdly, the results of Study 2 showed that expected waiting time moderates the effect of queue length on willingness to queue for an unplanned visit. If the expected wait time is short, tourists will be willing to queue. However, when the expected waiting time is long, the long queue length has a stronger positive effect on tourists' willingness to queue.

Contact

✉ E-mail: jiongli0128@gmail.com

ORCID:0009-0004-8188-4975



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



酒店與旅遊管理學院
Faculty of Hospitality and Tourism Management