

## 摘要

旅遊，在人類社會中，隨著各項科技的提升與經濟條件的改善，已經進展到每年有七分之一的人在旅遊，龐大的商機，使得全球旅遊產業的 GDP 高達 9%，但是，我們回想一下自己的旅遊經驗，就會發現旅遊產業都還在使用非常傳統的方式提供服務，這一點讓研究者產生高度好奇心，特別是在 2011 年 SoLoMo 趨勢被提出後，旅遊這個傳統產業的發展將在 SoLoMo 趨勢下產生甚麼樣的變化呢？今日大家隨時都能在網路上、手機上取得便利的旅遊資訊查詢，這個現象將對旅遊產業帶來甚麼樣的影響？旅遊產業面對旅遊者的改變，勢將導致的服務創新又會有甚麼現象出現，以及為達成服務創新，會產出甚麼對業者、從業人員、消費者的價值？旅遊業能否繼續保有其資訊落差的優勢，傳統封閉的產業風格在消費者至上的現代觀念下能否有所突破，尤其是當我們在社群網路的推波助瀾下真的可以跨越業者的營利心態而進入共創時代，旅遊業該以甚麼核心價值作為其經營 know-how...，這些都影響著旅遊產業的發展。

台灣在 2009 年有「愛台十二建設」，中國在 2011 年有「十二五計畫」，兩個重要計畫中都針對 SoLoMo 環境的旅遊服務需要提出創新作法，研究者有幸躬逢其盛參與兩岸兩大計畫的落實過程中，透過台灣與中國大陸兩地、兩個旅遊專案的內涵，以實務經驗為佐證探討兩岸智慧旅遊發展的服務創新價值。雖然這份研究是在智慧旅遊發展之初所做，但已可從中嗅出未來十年華人世界裡智慧旅遊的發展趨勢。

## **Abstract**

Following the technological advances and economic condition improvements in the human society, tourism has become an activity that annual one-seventh of the population is participating in. The immense business opportunity has allowed global tourism industry to contribute over 9% of the global GDP. However, as we reflect back upon our tourism experiences, it is not difficult to find that the tourism industry still operates in rather traditional methods of providing services. This draws the researchers' attention, especially after the publication of the SoLoMo trend. What kind of changes and impacts would the SoLoMo trend bring to the Traditional Tourism Industry? Today, most of the population can have access to tourist inquiries via the internet or the smartphone at any given time, yet how will this phenomenon impact the tourism industry? The changes in the consumers' behaviors will surely motivate changes in the tourism industry, but how will service innovation reflect in return? Further, how will the changes in service innovation impact the values of the companies, employees and consumers? Can the tourism industry still retain its information advantage over its consumers and continue to survive in today's consumer-first society? How would the tourism industry's conventional industry structure be affected by the convenience of social media and the development into an era of co-creation? What core values should the tourism industry regard as important elements in its know-how? All of the above questions concern the development of the tourism industry.

Both Taiwan and China has shown interest in bringing innovation reflecting on the SoLoMo trend through their national plans including the "i-Taiwan 12 Projects"(2009) and the "Twelfth Five-Year Guideline"(2011). The researcher has been involved in the implementation of both plans, and hopes to analyze the smart tourism development's service innovation values between the two political entities through practical experiences and understanding of both plan's implications. Although this research is completed at the beginning of smart tourism developments, it can still provide an insight to the smart tourism developments trends of the Greater China Region for the next decade.