

大眾交通工具旅遊平台設計與行銷之研究

-以「一遊在手」App 為例

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摘 要

調查指出國人自助旅遊比例占了將近八成，亦有七成的外籍遊客較傾向自助旅遊。這意味著自助旅遊儼然已成為國內旅遊業重要趨勢。但經本研究發現有幾項國內旅遊問題與現象：1.外籍遊客因為人生地不熟，所以在自助旅遊過程中須仰賴大眾交通工具，但國內與大眾交通工具結合之旅遊資訊平台甚少；2.隨著大眾交通工具日益成熟。國人於國內旅遊不再需要仰賴汽車或機車，許多景點透過大眾交通工具即可到達旅遊目的地。有鑑於此，本研究將透過「一遊在手」App 的開發，來解決上述消費者的旅遊問題以滿足市場上的缺口，並提升旅遊品質。具體而言，本研究將利用評估性研究來進行初級與次級資料分析以發展本平台之功能、界定目標客群以及擬定行銷策略與財務規劃。綜上所述，本研究希望透過本平台系統開發與行銷推廣，除了可以為觀光景點和店家增加營收外，更可以提供旅遊者良好的旅遊品質。

關鍵字：觀光吸引力、台灣觀光業、大眾交通工具、旅遊資訊平台、行銷企劃研究

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Research on the Design and Marketing of Public Transport Tour Platform - Taking the "Tour in Hand" App as an Example

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Abstract

The survey showed that 80% of Taiwanese took an independent tour in the past, and 70% of foreign tourists prefer independent tour in Taiwan. This means that independent tour has become an important trend in the domestic tourism industry. However, this study found that there are several individual travel problems and phenomena in Taiwan domestic tourism: 1. Foreign tourists are unfamiliar with Taiwan, so they must rely on public transportation during their independent tour, but there are few tourism information platforms can integrate the information of domestic and public transportation; 2. With the increasing maturity of public transportation. Taiwanese no longer need to rely on their vehicles for domestic travel, and many scenic spots can reach tourist destinations by public transportation. In view of this, this research will solve the above-mentioned independent tour problems through the development of the "Tour in Hand" App to meet the gaps in the market and improve the quality of travel. This research will conduct primary and secondary data analysis through evaluative research to develop the functions of the platform, define target customer groups, and formulate marketing strategies and financial plans. Based on the above, this research hopes that through the development and marketing of "Tour in Hand" platform system, not only to increase revenue for tourist attractions and stores, but also provide tourists with good tourism quality.

Keywords: tourism attraction, Taiwan tourism, public transportation, tour information platform, marketing planning research

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