

「校際傑出學術論文授權暨發表會」

論文摘要表

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論文名稱	大高雄地區發展無縫隙旅遊之研究
英文論文名稱	The study on the development of Seamless Travel in Kaohsiung City
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中文摘要	高雄縣、市於 2010 年底完成合併，其擁有國際空港及三鐵共構之便捷路網，結合農漁業基礎及豐富觀光資源，具備發展無縫隙旅

遊之基礎實力。因而，本研究以此為題進行探討，針對高雄市主要觀光景點與大眾運輸系統連結之「空間、時間、資訊、服務」等四大縫隙進行調查，並根據研究結果提出具體建議，供相關單位執行或改善之參考。

本研究採文獻探討、田野調查與深度訪談等方法進行研究，先就高雄市觀光相關文獻進行回顧探討，其次進行交通匯集點與重要景點之田野調查。再者就產、官、學等三方面，進行專家深度訪談，以瞭解高雄市觀光旅遊與大眾運輸發展現況，以及面臨之困境與問題，並徵詢未來觀光景點與大眾運輸連結發展應採取之策略與意見。

研究結果顯示：

- 一、在空間縫隙上，高雄市的主要觀光景點均提供大眾運輸行駛服務及站牌設置，因此較無空間縫隙之問題。
- 二、在時間縫隙上，主要存在於高雄偏遠山區之觀光景點，因山區人口稀少，大眾運輸運量極低，部份路線因虧損停駛或降低班次頻率，導致運輸服務未能滿足觀光旅次。
- 三、在資訊縫隙上，高雄市已建構即時交通資訊網，內含即時交通資訊、大眾運輸資訊，以及各主要景點的交通接駁資訊，尚稱完備。此外，智慧型手機結合適地服務（LBS）已成為未來觀光資訊搜尋的重要趨勢。
- 四、在服務縫隙上，高雄市的大眾運輸系統將配合交通部之規劃，於年底進行區域一卡通，以及跨區多卡通之票證整合。在旅遊服務中心的部份，現在僅設置於高雄市區主要交通匯集點與觀光景點，未來可望於旗山等郊區主要轉運站設置，以強化觀光服務的便捷與普及。

綜上，本研究認為大高雄地區發展無縫隙之觀光旅遊，應著重於交通業者與政府單位軟體服務之改善與創新，加強提供正確且即時的旅遊及交通資訊。

英文摘要

Kaohsiung County and Kaohsiung City were merged at the end of 2010; it possesses an international airport and a convenient transportation network with Taiwan Rail, High Speed Rail, and Mass Transit. Along with infrastructure of agriculture and fisheries and abundant tourism resources, Kaohsiung city has the basic ability to develop seamless travel. Thus, this study explored this issue, focusing

on important scenic spots in Kaohsiung city and investigating the four gaps of “space, time, information, and service” in connections in the public transit system. Based on research results, concrete suggestions were proposed as a reference for related departments for implementation or improvement.

This study used literature review, field investigation, and in-depth interview for research. It first reviewed and explored literature relating to tourism in Kaohsiung City, then conducted field investigation of transportation hubs and important scenic spots. Then, in-depth interviews were conducted with experts in the three fields of industry, government, and academia, in order to understand the current state of development of tourism, travel, and public transit in Kaohsiung City, as well as the obstacles and problems faced. This study also solicited opinions and strategies regarding how to develop the connection between scenic spots and public transportation in the future.

Research results show:

1. In terms of spatial gaps, important scenic spots in Kaohsiung City all provide public transit services and established stops, so there is not a great spatial gap.
2. Temporal gaps primarily exist in the scenic spots in remote mountainous areas of Kaohsiung. Since the population in mountainous areas is low, there is a very low volume of public transit; some lines have ceased operating or decreased frequency due to financial losses. This results in the transit services failing to meet needs in tourism and travel.
3. In terms of information gaps, Kaohsiung City has already constructed a real-time transportation information website which contains real-time transportation information, public transit information, and the transfer information at key scenic spots; it is fairly comprehensive. In addition, smart phones connected to location-based service (LBS) has become an important trend in tourism information searches in the future.
4. In terms of service gaps, the public transit system of Kaohsiung City will accommodate planning by the Ministry of Transportation and Communications to implement regional I Pass in the end of the year, and ticketing integration of cross-region I Passes. The travel service center is now only established in primary transportation hubs and scenic spots in Kaohsiung City, and in the future it is hoped that more will be established in primary hubs in suburbs such as Chishan, in order to strengthen the convenience and accessibility of tourism services.

In sum of the above, this study suggests that Kaohsiung City's development of seamless tourism and travel should focus on improvement and innovation by transportation businesses and government software services to provide more accurate and real-time information and travel and transportation.