

智能手機徹底改變旅遊體驗

Smartphones transform travel experience

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旅遊時使用智能手機的美國旅客，在感受上截然不同。

American travellers with smartphones while travelling feel significantly differently.

香港理工大學、維珍尼亞理工、佛羅里達大學的三名學者，在共同發表的論文中，揭示了智能手機日益廣泛使用，「已徹底改變了旅客的體驗」，因為智能手機使旅客在計劃、體驗與感受旅遊上都有所轉變。

研究人員認為，「旅客需要移動，時時刻刻都需要資訊 / 與人通訊」，而智能手機「支援了這些需要」。可是，旅遊行為如何因應流動科技「日益增高的滲透率」而逐漸轉變，旅遊體驗和感受又如何受到改變，這方面卻所知甚少。研究人員因此深入訪問了二十四名美國旅客，以探究旅客使用智能手機背後的「想法與理由」，以及「使用時和使用後」的感受。

受訪旅客在過去十二個月內都起碼去過三次休閒旅遊，他們的流動電話都有無限數據計劃，可任意上網。他們的年齡介乎十八至七十歲，有一半在十八至三十歲之間。

智能手機的四種用途

研究人員找出了旅客使用智能手機的各種方式，然後歸納為幾個大類別：通訊、娛樂、提供便利、搜尋資料。通訊類別包括打電話、收發電郵和文字訊息、使用臉書。娛樂類別包括最流行的活動——拍照並透過社交網絡、電郵等分享照片，還有聽音樂、玩遊戲、看電影。

研究人員得悉，智能手機也會用作其他用途，例如「管理行程、查看天氣、辦理登機手續、訂票」等。旅客有些會使用導航地圖去訪路問徑，並會「瞭解周遭環境，以防萬一」。

雖然智能手機在出發前和旅途中都能派上用場，使搜尋交通、住宿、膳食、值得一做的事情等資料更加方便，但受訪旅客在旅途中使用智能手機的方式似乎異於日常生活。

The increasingly widespread use of smartphones has “transformed the tourist experience” by altering how people plan, experience and feel about travel, according to a paper published by three researchers with The Hong Kong Polytechnic University, Virginia Tech and the University of Florida.

The researchers argue that smartphones “support tourists’ need for mobility and information/communication on-the-go”. Nevertheless, little is known about how people’s travel behaviour has evolved in response to the “increasing penetration” of mobile technology, and how it has altered their experience of and feelings about travel. They therefore conducted in-depth interviews with 24 American tourists to explore the “thinking and reasoning” behind tourists’ smartphone use and their “feelings during and after use”.

All of the travellers interviewed had taken a minimum of three leisure trips in the past 12 months, and they each owned a mobile phone with an unlimited data plan that allowed them to freely access the Internet. They ranged in age from 18 to 70, with half of them aged 18 to 30.

Four categories of smartphone use

Different ways in which the tourists used their smartphones were identified, which were grouped into the broad categories of communication, entertainment, facilitation and information search. The communication category included making phone calls, sending and receiving emails and text messages, and using Facebook. The entertainment category included the most popular activity — taking and sharing photos through social networks, emails, etc, as well as listening to music, playing games and watching movies.

The researchers note that the tourists also used their smartphones for activities such as “managing their itineraries, checking the weather, checking-in for flights, and purchasing tickets”. Some of them used navigation apps to find their way around and also to “understand the environment for safety reasons”.

Although smartphones were useful both before and during their trips, facilitating information searches for topics such as transport, accommodation, dining and things to do, the travellers seemed to use it while travelling in a different way from in everyday life.

動機千差萬別

研究人員也找出了使用智能手機的不同動機。舉例說，智能手機可用來滿足「自發需要」，例如辨認方向，安排交通及住宿，以及找出值得一做的事情。其他動機看來與性格和生活方式更加相關，包括與其他人保持聯繫，隨時知道別處的活動，找樂子等。一些旅客提到，「與別人分享體驗使他們又滿足又快樂」。

部份受訪者表示，使用手機只是打發時間或習慣使然，例如看電影、聽音樂、玩遊戲、查看臉書等。在旅途中使用智能手機，也跟他們的日常生活相關——比如說，平時習慣了以臉書與朋友保持聯繫的話，在旅遊時多數會用它分享體驗。

行程易於計劃，也易於更改

研究人員證明了智能手機使計劃行程更加容易。部份受訪旅客表示，現在出門前少了計劃行程，因為「隨時隨地可以上網」，出發前無須事事安排。不過，有些旅客反而比以前多了計劃，因為智能手機令上網更方便，所以在工作休息時間、午膳時間、上下班往返期間都可計劃行程。

智能手機看來確實令旅程更具彈性。受訪旅客提到，如果「原定活動不符期望」，智能手機有助他們改變計劃，善用最後一刻的優惠，享受未經籌劃的活動。

研究人員認為，智能手機令旅客感到與外界更加「聯繫」起來，沒有那麼孤立，因為能夠保持「日常的通訊」，例如查閱電郵。此外，持續連線令用家在旅途中「沒有那麼緊張」，「更有安全感」，例如可藉著上網得知航班更改的最新消息。受訪旅客還表示，帶著智能手機旅行樂趣更多。

由於智能手機變成了現今提升旅遊體驗的重要方式，研究人員提出，旅遊現在是「科技應用的『特別舞台』，日常如何應用科技，影響了旅途中如何應用科技」。✎

Motivations vary a lot

Different motivations for smartphone use were identified by the researchers. For example, **smartphones were useful for meeting “spontaneous needs”** such as obtaining directions, arranging transport and accommodation, and finding things to do. **Other motivations seemed to be more related to the individual’s personality and lifestyle**, including staying connected with others, keeping informed about events elsewhere and having fun. Some of the tourists mentioned that they gained a “sense of satisfaction and happiness from sharing experiences with others”.

Some of them used their phones just to kill time or out of habit, such as watching movies, listening to music, playing games and checking Facebook. **The use of smartphones in the context of travel was also related to their use in everyday life** — those who were used to keeping in constant touch with friends through Facebook, for instance, were more likely to share their experiences through the site while travelling.

Easier to plan and change plans

Travel planning, as the researchers show, has become easier with the help of smartphones. **Some of the tourists interviewed reported that they now did less pre-trip planning** because “ubiquitous Internet access” made it unnecessary to plan everything beforehand. **Some others, in contrast, found that they planned more than ever**, with the ease of accessing the Internet through smartphones meaning they could plan their trips during work breaks, at lunchtimes and while commuting.

Smartphones certainly seem to have made travel itineraries more flexible. The tourists mentioned that their phones helped them to change plans while travelling if “planned activities did not meet their expectations”, and to take advantage of last-minute deals and enjoy spontaneous activities.

The researchers argue that **smartphones allow travelling users to feel more “connected” and less isolated because they can keep up “the routines of communication”** such as checking emails. **Constant Internet access also seems to make users feel “less stressful” and “more secure” while travelling**, such as by keeping them updated on flight changes. The tourists interviewed also mentioned that travelling with a smartphone was more fun.

Given the significant ways in which smartphones are now used to enhance travel experience, the researchers argue that travel is now “a ‘special stage’ for technology use whereby everyday use of technology influences the use of technology during travel”. ✎

Wang, Dan, Xiang, Zheng and Fesenmaier, Daniel R. (2014). Adapting to the Mobile World: A Model of Smartphone

Use. *Annals of Tourism Research*, 48, 11-26.