

## THE INNOVATIVE SERVICE MODEL: A STUDY ON TOUR GUIDE SERVICE DESIGN IN TAIWAN BY ICT APPLICATION

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### **ABSTRACT**

*Tour guiding issues were identified through a series of in-depth and focus interviews and integrating many secondary data. Based on some new findings, a set of recommendations was formulated. A key recommendation includes the establishment of a service system to ensure high standard of service performance by the tour guides. ICT (Abbreviate by Information & Communication Technology) applied on tour guide is new trend. So far, some studies have invented tour guide service cases by RFID or IT, but ICT is few. This study tries to establish new combination service system with ICT. The new service design will make use of 6 dimensions to meet tourists' demand and promote tour guide service quality. The tourists' necessary information will be provided ubiquitously by mobile phone deliver.*

*Keywords: Tour guide service, Cultural service, Tourism Industry, Culture quality, ICT*