

空間美學與旅館價值之形塑：雲朗觀光集團 的實踐初探

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摘 要

面對國際連鎖旅館相繼加入台灣旅館業市場的發展與競爭環境，本土旅館業者為了營造品牌形象並積極建立旅館經營特色，提供全新知覺價值體驗的旅館空間設計與美學感觀元素，已成為旅館經營不可或缺的必備理念。本文透過對於台灣本土旅館經營者－雲朗觀光集團的案例考察，並藉由旅館設計規劃者的深入訪談，企圖初步描繪與理解空間設計美學對於旅館經營的意義，並嘗試提出在台灣未來的旅館經營環境中，空間美學理念應用的重要性與價值。

關鍵詞：台灣旅館業、旅館設計、空間美學、知覺價值

Invention of Spatial Esthetics and Hotel Values: Case Study of L' Hotel de Chine Group

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Abstract

In the face of competition from emerging international hotel chains, local hotel practitioners in Taiwan are forced to build a new brand image and establish a hotel management that offers a brand-new perception in value experience in respect to interior and architectural space design. This has become an important concept to survive in the Taiwan's lodging industry nowadays. An in-depth interview was conducted with the architect/designer associated with the hotel – L' Hotel de Chine Group. The case study attempts to depict and analyze what spatial and architectural aesthetics mean to the hotel operations management. The study also makes a proposal regarding the importance and value in merging spatial esthetics with Taiwan's hotel operations management.

Key words: Taiwan Hotel Industry, Hotel Design, Spatial Aesthetics, Perception Value