

Dilara Torun

Usage of Smartphone Applications in Tourism

Master's Thesis

Usage Of Smartphone Applications In Tourism Usage Of Smartphone Applications In Tourism

Lorenzo Cantoni,Zheng (Phil) Xiang



Usage Of Smartphone Applications In Tourism Usage Of Smartphone Applications In Tourism:

Usage of Smartphone Applications in Tourism Dilara Torun, 2011-10-06 Master s Thesis from the year 2011 in the subject Tourism Miscellaneous grade 9 7 of 10 distinction Bournemouth University School of Tourism course European Tourism Management language English abstract In recent years smartphone applications have appeared as a new tool helping travellers create experiences Taking into consideration the potential impact of the smartphones and mobile applications it is important to analyse the usage of smartphone applications in tourism This dissertation analyses the already existing mobile applications on the tourism market clarifies which type of consumers uses these applications during their travel process and predicts some future trends for these new mobile services There are several different user groups who use smartphones in a variety of different ways from business users to media junkies The literature review shows that the main customers are young men who use these applications especially to plan their travel during the information phase But smartphone applications can not only support tourists information processing activities such as connection and navigation in the tourism consumption stage but also the activities in the pre consumption and post consumption stages A survey in Madrid Spain and Nuremberg Germany was conducted for this dissertation showing the main differences and similarities in using smartphone applications for tourism activities The usage of smartphones in Germany is still more frequent than in Spain and the main used device is the iPhone from Apple Furthermore German as well as Spanish travellers focus their usage mainly on the information stage than on the booking process as the majority of mobile applications are purely informative such as maps or tourist travel guides The usage is also still challenged by expensive roaming charges and poor Internet connectivity For a successful usage tourism companies should therefore focus on aspects like secure and efficient mobile services who give tourists feel like accompanied with a reliable and personal travel guide during their whole trip Only by improving these aspects smartphone applications will have a successful growth on the tourism market Keywords tourism smartphone mobile applications

Mobile Computing and Technology Applications in Tourism and Hospitality Waluyo, Agustinus Borgy, Tan, Ling, 2022-03-11 Mobile computing and wireless technology have grown at a phenomenal rate in recent years and so has artificial intelligence The most advanced software applications that the world ever witnessed can be realized through a combined aspect of these disciplines capable of delivering high level support to various industry sectors and to people s quality of life in general Currently many countries are facing challenges from the COVID 19 pandemic One of the most impacted industries by the pandemic is that of tourism and hospitality It is time to explore and leverage the power of mobile and wireless intelligence to assist with the recovery of the tourism and hospitality sector during and after the pandemic which constitutes a need for relevant research in the field Mobile Computing and Technology Applications in Tourism and Hospitality presents the latest research and development in mobile and intelligent computing with a focus on tourism and hospitality sectors The chapters discuss the role of research on innovative technologies and applications for resilience to

return the tourism and hospitality industry back to its normal state This includes research on topics such as sensor based technology smart tourism virtual and augmented reality mobile travel applications and more This book is ideal for managers executives museum and cultural heritage specialists app developers IT consultants tourism and hospitality professionals researchers academicians and students The Routledge Handbook of Tourism Marketing Scott McCabe, 2014-01-03

Tourism has often been described as being about selling dreams tourist experiences being conceptualized as purely a marketing confection a socially constructed need However the reality is that travel for leisure business meetings sports or visiting loved ones has grown to be a very real sector of the global economy requiring sophisticated business and marketing practices The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical methodological and practical processes of marketing within this complex and multi sector industry It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical research on this complex relationship The Handbook is divided in to nine inter related sections Part 1 deals with shifts in the context of marketing practice and our understanding of what constitutes value for tourists Part 2 explores macromarketing and tourism Part 3 deals with strategic issues Part 4 addresses recent advances in research Part 5 focuses on developments in tourist consumer behaviour Part 6 looks at micromarketing Part 7 moves on to destination marketing and branding issues Part 8 looks at the influence of technological change on tourism marketing and Part 9 explores future directions This timely book offers the reader a comprehensive synthesis of this sub discipline conveying the latest thinking and research It will provide an invaluable resource for all those with an interest in tourism and marketing encouraging dialogue across disciplinary boundaries and areas of study This is essential reading for Tourism students researchers and academics as well as those of Marketing Business Events Management and Hospitality Management

Technology Application in Tourism in Asia Azizul Hassan, 2022-03-02 This book very specifically focuses on technology application in tourism in Asia The book contains twenty seven chapters in four sections i e theories innovations practices and future research directions based on the intriguing qualities and importance of technology applications in the Asian tourism business This book a blend of comprehensive and extensive efforts by the contributors and editor is designed to extensively cover technology applications in tourism in Asia including distinct topics such as mobile computing new product designs innovative technology usages in tourism promotion technology driven sustainable tourism development location based apps mobility accessibility the post crisis situation of COVID 19 etc This book is a significant contribution towards the very limited knowledge of technology applications in tourism with selected examples of Asian countries The importance of technology in Asian tourism is rapidly increasing and has led to a rise in luxury allowing citizens to enjoy leisure travel over both long and short distances The rise of low cost airlines and the region s growing affluent middle class have changed the tourism environment dramatically More tourists are booking their holidays online as a result of

technological advancements Online travel is the most important and well established aspect of Asia s Internet economy Considering the ongoing trend of technology applications in the tourism industry in Asia more research attempts like this book need to be made aiming towards exploring diverse aspects As tourism is an expanding area this book can serve as a reading companion for tourism students policy planners and industry professionals This book is expected to be appreciated by expatriate researchers and researchers having a keen interest in the Asian tourism industry

Information and Communication Technologies in Tourism 2013 Lorenzo Cantoni,Zheng (Phil) Xiang,2013-11-18 The papers presented in this volume advance the state of the art in social media and Web 2 0 electronic tourism marketing web site and search engine optimization technology adoption and diffusion online communities tourism management and decision support eLearning mobile technologies and applications in tourism recommender systems e intermediaries and networks in tourism customer research in e tourism and user generated content The volume collects research papers of prominent scholars from around the world with a disciplinary background in the fields of social or computer sciences The book covers the most significant topics within the study field of electronic tourism and addresses both academics and practitioners interested in the latest advances in the electronic travel and tourism domain

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Technology Application in Tourism Fairs, Festivals and Events in Asia Azizul Hassan,2022-03-30 It is an unconditional reality that the tourism industry in Asia is becoming exposed to innovative technologies more than ever before This book reports the latest research in the application of innovative technology to the tourism industry covering the perspectives innovativeness theories issues complexities opportunities and challenges affecting tourism in Asia A blend of comprehensive and extensive efforts by the contributors and editors it is designed especially to cover technology applications in tourism fairs festivals and events in Asia The application and practice of technologies in tourism including the relevant niches of fairs festivals and events are also covered with a focus on the importance of technology in tourism This book highlights in a comprehensive manner technologies that are impacting the tourism industry in Asia as well as the constraints it is facing It deals with distinct topics such as tourism promotion technology driven sustainable tourism development social media accessibility and so on to cover fairs festivals and events This book is a significant contribution towards the very limited knowledge in this identified research area with examples from selected Asian countries This book is designed to

accommodate both qualitative and quantitative research linking theory and practice This book has a clear focus on outlining the research issues Each chapter of the book highlights a methodology that was used with rationale for its use This book addresses a number of revisions that unify the theme or framework to integrate the chapters **Handbook of Technology Application in Tourism in Asia** Azizul Hassan,2022-07-09 It is an undisputed reality that the tourism industry in Asia is getting exposed to more innovative technologies than ever before This proposed book provides the latest research in the application of innovative technology to the tourism industry covering the perspectives innovativeness theories issues complexities opportunities and challenges This book a blend of comprehensive and extensive effort by the contributors and editors is designed to cover the application and practice of technology in tourism including the relevant niches This book focuses on the importance of technology in tourism This also highlights in a comprehensive manner specific technologies that are impacting the tourism industry in Asia as well as the constraints the industry is facing The contents of this book deal with distinct topics such as mobile computing new product designs innovative technology usages in tourism promotion technology driven sustainable tourism development location based apps mobility accessibility and so on A good number of research studies have conducted outlining the contributions and importance of technologies in tourism in general However the tourism industry of Asia so far has attracted very few researchers Some contributions have been made but not sufficient Considering the ongoing trend of technology application in the tourism industry in Asia very few research attempts have been made aiming to explore diverse aspects Tourism is expanding enormously across the world which actually creates more demands for effective technologies This book will be a reading companion especially for tourism students in higher academic institutions This book will also be read by the relevant policy planners and industry professionals Apart from them this book will be appreciated by expatriate researchers and researchers having keen interest in the Asian tourism industry **Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries** Santos, José Duarte,Silva, Óscar Lima,2019-08-30 The growth of internet access and the entry of smartphones into everyday life has provided a revolutionary way for consumers to interact with businesses throughout the tourist industry As a result numerous companies are utilizing techniques and concepts designed to communicate directly with potential clientele all over the world Digital Marketing Strategies for Tourism Hospitality and Airline Industries provides innovative insights into how digital marketing can influence the consumer relationship at every stage of the tourism process and features emerging tools and techniques to establish better connections with consumers The content within this publication examines topics such as branding strategies social media and influencer marketing for maximum content exposure This information is designed for marketing managers executives event planners tour developers hotel managers airline managers program directors advertisers restaurateurs students business professionals and researchers **Handbook of Research on Smart Technology Applications in the Tourism Industry** Çeltek, Evrim,2020-01-17 In today s modernized society certain technologies have become more

applicable within many professional fields and are much easier to implement This includes the tourism industry where smart technology has provided a range of new marketing possibilities including more effective sales tactics and delivering a more personalized customer experience As the scope of business analytics continues to expand professionals need research on the various applications of smart technology within the field of tourism The Handbook of Research on Smart Technology Applications in the Tourism Industry is an essential reference source that discusses the use of intelligent systems in tourism as well as their influence on consumer relationships Featuring research on topics such as digital advertising wearable technology and consumer behavior this book is ideally designed for travel agents tour developers restaurateurs hotel managers tour directors airlines marketers researchers managers hospitality professionals policymakers business strategists researchers academicians and students seeking coverage on the use of smart technologies in tourism

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