Technological Innovations in Hospitality and Tourism: Mobile Applications and their impact on travel

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Abstract

The mobiles have tremendous research of science, this new technology has made a revolution in human life by bringing the ease and transparency everywhere in the world. The field of tourism is also not an exception in this. This study is particularly based on the aspect of technology which makes the travel enjoyable for the tourist. The evolution in mobile is not only makes the travel ease but also creates the growth as well as scope in career. As vast as it grows, the scope of the inventors also increases to make more efficient mobiles through which we can explore new thing's and new destinations for travel. Smart phones have created a precious place in every human's life as it is very commodious to connect with everyone anywhere through varied applications while travelling. Searching a new place for travelling with the guide of applications have becoming common as it give assistance to know more about that particular place or country. These applications have done work as a multi taskers, as these aids us to know about the new tourist behavior towards the upgrading technology in the tourism sector, it enhances the destinations more according to the tourist demands.

Technology always plays an important role in any business sector; in the same way it plays a vital role in the sector of tourism as well. Earlier traveler has to go to the travel agent office to make such booking arrangements but this analysis shows that people have become too busy in their work scheduled so they don't have as much time to spend in doing paper work so usually their all the work is done through the apps. Like if they want to do any travel booking, transaction, account opening and so on. Technology has wide so it's very effortless activity for people or a traveler to know about anything. Thus, people used to search on internet about the diverse regions and culture to choose their destination for travel through travel apps. These inquires would assist them to methodize their all booking which they are demanding as per their specific choice and place. It The study will notify that these smartphones and mobile travel applications are helpful in strengthen the tourist experiences better.

Keywords: Tourist, Tourist experience, Travel, Mobile Applications, Technology, Destination.

Introduction

Innovative research of science was done on 22ndAugust 1994 in India but in 1995 first mobile was launched which was Motorolla DynaTAC8000X. Mobile had turned the world towards the progress, earlier they were very expensive for anyone but as the time went things were changed. Many of companies have launched their handsets and connection by which people can converse. Modi Telestar's Mobile net was the first company who have launched their connection in the year on 31st July 1995. Later, as the demands increases the cost also decreases and everything was quite commodious so that while doing travelling everyone can feel in touch or connected in personal and professional way.

Mobile is necessary why?

In this present time to have a mobile is important in everyone's life. The time has changed now people are more stuck in their work or in their life, most of them have to go to varies places for work purpose at this time mobile is the only via media between the family or the traveler because of this people feel get connected with each other. It has always considerate whether it is an emergency or not. As the time goes the mobile technology becomes more popular day by day. This time the researchers developed the technology with several functions as in 2008 the First Android phone of HTC company was launched with many applications.

Android phones has given wide direction to the entire world and the later the world is used too to this new technology and the application or other different software which have been launched by this. The applications made everything easy on a single click as sending photos and video messages to anyone around the world. In these phones, people have different type of models as we can say variety or models of phones as per their preferences. The mobile has become the part of their life without this everything feels like stuck somewhere but the evaluation still on the path and the engineers want to do more examination on its software. They made numerous application which can do support in their work as well as in their personal. The progression of it is very fast in the world. The apps are fistly introduced by IBM company in the year 1993 and they have launched a Simones smart phone with some in build features like Calander, Notepad, Email, Calculator and Address book. Few year later some more applications have launched in the year 2004 that were

1. Yahoo
2. Gmail
3. Orkut
4. Facebook
5. WhatsApp
6. Instagram so on.

The exploration of the engineers did not stop on a single time they are eagerly working on searching mode for the growth of the technology. After that they started working on tourism applications which gives an advancement in this particular field. As it is difficult to plan a trip for a traveler with proper plannings.

Literature Review

The fast digitalization and technical advancements in mobile applications has made a great effect on the tourism of India in 21ˢᵗ Century. The people of India have changed their strategy of planning a trip by the of these travel applications because of this only Tourism industry has reconstructed. The traveler has a new and creative way to plan their trip by searching different places on the browser after the launch of these travel applications they can easily plan their trip by their own, they do not need to visit anywhere to make the travel arrangements so it has observed that these innovative applications are working like a time reducing machine. Now a days, there are approximately 80% of travelers use mobile solicitation for making their travel plans. The data from Statista says that travel revenue is expected to grow at a Compound Annual Growth Rate of 12.35% until 2027. Recognizing the immense potential of travel mobile application development, travel enterprises are capitalizing on this trend to expend their business horizons. They understand that having a well-crafted travel appeal not only caters the demand of modern-days but also significantly contributed to increase revenue, brand reputation and global reorganization.

How a travel application a success?

There are so many application developers in India, who are working day and night in a year with their full dedication in route for better further accessibilities. Through all these sorts of work behavior of the software engineers made everything attainable by clicking once. They usually update the apps by adding some new features after every short span of time for the betterment of the application. This type of applications brings ease with multi-benefits for both users as well as for the company that owns them.

As there are ample of travel supplications, so people have started to follow them instead of using any maps or any kind of travel guides. Now, they get the chance to develop in that way which a traveler or a customer demanded. Although there are some questions that come in our mind while we talk about these apps that what type of features, they contain like are they able to generate revenue and how they are designed in that particular way.

Impact of Mobile Technology on Tourism Industry

These are some criteria on which a developer has to always focus while in processing of considering these applications.

1. **Active booking:** The application has been a successful it totally depends upon how comfortable to a customer it is. They have some filters like price, Type of accommodation, offers etc. through this traveler can get details which he wants. These

filters have makes booking so easy and clients have available every things as per their choices.

2. **SEO Optimization (Search engine optimization):** When the traveler is searching for a specific destination the SEO designers makes the app ease to use for every one whether they are new or regular traveler on their phones.

3. **Book transport:** In the modern time, everything is possible via apps. These are having distinct feature for booking a cab to reach that destination. It shows each and every detail of cab whether it is the name, number of the cab driver, hours to reach and the way via traveler reach so on. This also use to track in any situation.

4. **Reducing Paperwork and Ease of payment:** Today travel apps plays a vital role in the field of travel industry as well as business industry. Thus, this service the travelers to do all their formalities prier like to fill their personal details on the form which is visible at the time of booking as well as it supports to make payments in advance.

5. **Knowledge of site-scenes:** People have curiosity to know about different areas of the country so they travel different placing for which they have to plan a visit. When they decide the destination or the place of travel, they want to know something about the area through pictures and videos which are easily available on the social media platforms and this will create more excitement in them to visit the place.

6. **Offline guides and maps:** Many of the approaches allow users to download maps and guides for offline use to address connectivity issues while travelling. This feature guides about all the information available even in critical or no internet access. So that they can explore the place without any fear.

7. **Mobile Boarding Passes and Tickets:** This makes the travelling easier by allowing the users to digitally store boarding passes, event tickets and reservations. Apps gives support to the travelers by which the speed of check-in processor is quick and because of these travelers can easily and quickly pass through from the security check.

Benefits of Mobile Applications to the tourism Industry

This cannot be denied that after the launch of mobile and the applications the tourism industry has got many benefits. There are different types of sites which supports to this sector to generate revenue from different parts of world by the support of internet. These applications are working as a backbone for enhancing the revenue and tourism.

1. **Customer Engagement:** Customer to business and Business to customer both kinds of communication are must marketing and to build the customer loyalty. People who are paying for the services they want their concerns and complaints get resolved with in the minimal log of time which in turns to create a brand loyalty. Now a days, this activity is also done through the apps on mobile which is known as online support desk. Moreover, the customer loyalty programs are also launched by the apps in which the customer get discounts and earns the loyalty points. This aids to attract the new customers.

2. **Profit Generation:** These mobile apps have been successfully generating profit because the organization need not to hire more people to fulfill customer demands and bookings of their travel. Through, these apps the customers are able to inquire anything by one msg

and have instant replay without any delay. If they want any other additional information regarding the place or the journey they have that through msg.

3. **Source of Customer Survey:** Mobile apps have also acted as a source of information to business to check the preferences and feedback of the users towards the services they get. It also makes very easy to know the experience by which if they need to do improve something they can do the needful.

4. **Brand Awareness:** It is important to aware people about any brand, it can be done through social media, hoardings, newspapers and by some flashboards. This type of things attract the people and they wanted to visit the website, by doing so they have come to know more about offers and discounts which are basically mend for premotion purpose to add some valuable or lifetime clientele with the company or brand.

Research Methodology

This study is purely based on primary data and secondary data which has been observed from previous researches.

Conclusion

By the advancement of the technology, the world has constricted people who really wants to explore the world or new horizons. This have been possible only if the apps have all the digital tools available which makes easy for the clients to arrange all the necessary arrangements in the affordable prices. Thus, travel has made smooth and convenient only because of the mobile applications.

Future Scope

It can be anticipated in future only if it would be made more user friendly and designed according to the type of the tourist. The tools of the apps need to be more secure and adhering the code of privacy and safety which would definitely be able to attract more users towards the websites.

Acknowledgement

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