



STUDYING THE POSTIVE IMPACTS OF MOBILE APPLICATIONS ON TRAVELLERS AND TRAVEL INDUSTRY

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Abstract: *The evolution of mobile technology has revolutionized human experience in every aspect by bringing ease and transparency. The field of tourism industry is not an exception. Mobile phones have become an important factor in travel behavior, as mobile applications are enhancing the experience of travelers as well as, are empowering service providers of this industry in different ways. This particular paper will highlight the features of mobile applications that have made it popular among service providers and users.*

Index Words: Apps-Applications

I. INTRODUCTION

Travel and Tourism industry has gone through a complete overhaul because of technology. Mobile applications have made it effortless for a traveler to make any kind of bookings by following few simple steps as these Apps have become a one-stop solution for its users. Gone are the days when a person used to approach a travel agency for physical booking as for now numerous mobile applications are available in the internet market from where a person can easily plan a trip. Presently, approximately 80% of travelers use mobile apps to plan their holiday trips [1].

App developers are putting their best in making apps that are not only easily accessible for users but also facilitates them for travel planning, accommodation booking, location viewing, route mapping, cab booking as well as ticket booking and many more things. Thus, these mobile apps bring ease with multi-benefits for both users as well as for the company that owns these apps.

II. Benefits of Mobile Applications to Travellers

2.1. Multi-tasking

Planning for a vacation is just one click away as people can easily use the mobile apps to choose between various packages and can even customize it. A person can

- book tickets for reaching the place
- decide the destination
- can book a cab or other conveyance
- reserve hotels
- compare between tariffs, location, facilities and interiors of hotels
- decide according to feedbacks
- know about the local places or other areas of sightseeing that can be explored

Thus, holiday lovers are using mobile apps as the entire booking can be done within no time without switching to other apps for multiple tasks.[2]

Some of the examples are Trivago, MakeMyTrip, Clear trip, Yatra

2.2. Cashless Travels

Tourists have remained most prone to quarrels and thefts, especially for cash at the time of journey which demotivates many tourists to travel. It becomes a big security concern for tourists visiting certain regions. However, payment apps have enabled us to travel cashless and facilitate all kinds of payments and transactions easily and securely.

Apple Pay, Google Pay, Cash App are some of the examples that have been successful in mitigating cash related concerns of tourists [5,6].

2.3. Reduce paperwork and ease payment

With the introduction of mobile apps, not only the process but also the formalities involved with traveling has reduced. Apps render a one-stop approach to manage, book, and pay for all transactions under one platform and without causing any worries about paperwork. Confirmations of the process are received as a text message on mobile or even can be received via e-mail that doesn't need any kind of sending or receiving hard copies. Softcopies of the documents like flight tickets, hotel reservations, payments, etc can be saved in the smartphones [2].

2.4. Knowing about attractions

People need to try before they buy, however, in the area of travel and tourism one cannot try but can know about the place he or she wants to visit, according to which decision can be made about the visit. The mobile applications have aided people in making their minds about the destinations as they can see pictures, videos, reviews, etc. Apart from it, social networking apps have also great role to play. Undoubtedly, people get enticed by viewing pictures, videos of the tours enjoyed by friends or family, or even the celebrities via social networking websites or apps[2,5].

For instance, Instagram, YouTube, Facebook are acting as a source of information for tourists as people can share, like view, or save photos and videos.

2.5. Planning a Trip

Earlier the travelers use to depend on the host or travel planners or agents to get their trips planned but now different kinds of apps are available that can be accessed by trippers to plan their tours in the way they like. For instance:

- **Hopper**-Hopper aids people to find the cheapest flights possible and saving some cash. It analysis billions of airfare a day to tell whether to proceed or wait for booking. A person just needs to put in his home city and desired destination after which, hopper shows a calendar with dates that are color-coded to reflect historical price averages. Days in green are the cheapest, followed by light orange, coral, and red, with red indicating the most expensive days to fly [3].
- **Airbnb**-This is app is for booking home rentals instead of hotels. App users can filter out results based on home type, price, and amenities[1,2].
- **Hotel.com**-Hotel.com can be used to book, modify, or make reservations as well as keep track of rewards offered when bookings are done via this app[3,4].
- **TripIt**-This app organizes all travel plans into an itinerary, putting all of the details in one place[10].
- **Roadtripper**- This app has eased the task of planning for people who are inspired to drive and enjoy facilitating them not only to map trips with up to 7 waypoints for free but also recommends roadside attractions, local food joints, scenic spots, etc. One can also get pre-made guides for famous road trips [4].

III. Benefits of Mobile Applications to Travel Industry

3.1 Customer Engagement

Business to customer and customer to business, both kinds of communication is important for marketing and to earn customer loyalty. People want their concerns and complaints getting resolved in the minimal lag of time which in turn helps businesses to build brand loyalty. This task has been made easy by mobile apps providing online help desk and support systems. Furthermore, customer loyalty programs launched in apps, help people to earn points that are used in the future to get a service at a discounted price, or to earn other rewards. This indirectly helps not only in satisfying the loyal customer but also to attract new clients [8,11,12].

1.2 Profit Booster

The mobile apps have been successful in cutting down business investment costs, man-power, and task indulgence. It simplifies communication for customers making them able to send secured, direct and instant messages whenever it is wanted. Additionally, it has mitigated the workload of staff as they no longer have to make phone calls or information requests[11,12].

1.3 Source of customer survey

Mobile apps have also acted as a source of information to businesses to keep track of preferences and behavioral patterns of users. Based on this data decisions about services are made. Eventually, this boosts sales and enhances overall customer experience [8,9,11].

3.4 Brand awareness

Newspaper adverts, outside hoardings, flashy signboards, and social media marketing have been exploited by the business for long. These offer no uniqueness to a brand to stand out. However, the same advertisement when combined with an app focussed on customer engagement can do wonders to level up brand loyalty. Apart from it, In-app offers and promotions through mobile apps can keep customers engaged [11,12].

IV. CONCLUSION AND FUTURE SCOPE

4.1 CONCLUSION

With the advancement of technology, the world has shrunk for people who are passionate to travel for exploring new horizons. This has been only possible because of the availability of digital tools like mobile applications, that have made it easy for travellers to make booking for hotel, flights, train tickets, taxis just within few seconds and without sending huge amount of money. Thus, mobile apps have made travel convenient and easy.

4.2 FUTURE SCOPE

It can be anticipated that in future tourism industry would experience surge as mobile application would be more user friendly and designed according type of tourist. The future apps may be more specific or may be even targeting specific people. Apart from this, such tools need to be more secure and adhering the code of privacy and safety which would definitely be able to attract users.

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