



Usage of Smartphone Applications in Tourism

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GRIN Verlag. Paperback. Book Condition: New. Paperback. 76 pages. Dimensions: 8.2in. x 5.8in. x 0.3in. Masters Thesis from the year 2011 in the subject Tourism, 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)...



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