Analysis of Mobile Technology Development Based on the Dual Perspectives of Tourism Managers and Customers

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Abstract. In recent couple of years, Information technologies (ITs) have a profound impact in various industries. Today the tourism industry would not be operated without the information technologies especially mobile technologies. Smartphone is a good choice when people have a travel. It is not only to call, but to instead lap top to book tickets, hotels and local cuisine of the destination before you are arrived. Tourism managers need to adjust destination products to meet the needs of consumers and attract more customers. The paper starts by discussing the benefits of the mobile technology for tourism managers and customers. Then discuss the drawbacks of the emergence of mobile device for the tourism managers and tourists. When after finishing the weakness, the future opportunities of mobile technology in tourism will be discussed. Lastly, the assay also would like to talk about the development of mobile device is facing some threats for managers who make the tourism planners and travellers.

Introduction

In recent years, the evolution of mobile equipment (smartphones, tablets ...) and localization technologies (4G, GPS, etc.) has invaded many areas of our daily lives such as commerce, tourism, training, etc. This evolution helps and supports mobile users anywhere, anytime. Moreover, with the explosion of tourism on the WEB, it is not only provides the update information to managers, but also influences the decision of customers [1]. Therefore, this study intends to focus on the relationship between mobile technology and the tourism industry because people easily think about mobile electronics when the tourism is mentioned. For example, they use the mobile electronic map to search the landscapes and traditional restaurant in destination areas. In addition to this, a new trend “Mobile tourism” is very popular in the today’s tourism field, including the using of mobile technology for electronic tour guide, mobile map and on-line order trip services. “Mobile tourism” to a great extent changed the tourists’ habit and also brings great challenge to tourism makers. Therefore, tourism organizers only keep up with the development of technologies and modify the market strategies to win the competition [2].

Benefits for Tourism Managers

In old times, people used to read guide books, paper maps and various tourism brochures when they had tourism activities. As the development of technology, the old days passed. Today the life of human being is full of different portable devises like smartphone and pocket electronic tour guide. The change makes the tourism industry have more chance to close mobile. An example is many companies coming about exploiting new tourism apps in order to promote their services and mark. Tourism- related apps rank as the 7th downloaded type of apps in the big mobile apps market. About 60% smartphone holders download the apps which are related to travel. Among the smartphone users, 45% will be use mobile apps to plan their future trips. Fig1 collected some statistics and understandings the people would like to order hotels via mobile apps. That means mobile apps is an innovation in the tourism industry, and it also takes a huge benefits and challenge to tourism planners [3].

Challenge for tourism managers is need to modify tourism methods to satisfied customers and improve their market share, because old customers and new customers are equally important to
The first benefit for planners is they will quickly publish new tourism products by mobile technology, and then the responses will be back very soon from the mobile uses. The planners can easy to measure how the customers’ like their products, and to improve the products the visitors do not like. The second advantage for services providers is supervising the services quality. According to compare the price and customers feedback from others companies, operators can adjust their service strategy to deal with the market competition [4].

For example, mobile Near Field Communications (NFC) is a new services connecting mobile SIM card. It provides six self-services like Passenger check-in; Baggage check-in; Security check-point; Lounge access; Boarding and Post-flight. These services make traveller’s air trip convenient and bring great value for decision-maker of the tourism airline company. The reason is NFS collected information from the different airline industry and delivered services to customers via mobile. It is a new opportunities for travel agent to sell additional services. The travel provider also can able to issue and track electronic miscellaneous document (EMD) via their systems, providing increased productivity, market intelligence and more efficient corporate billing and control. At last, Support corporate requirements for tracking and travel budget follow-up. That is a best way to measure customer’s demanding, in addition, the feedback from customers greatly enhanced the firm to improve the services and competitiveness of enterprises [5].

Benefits for Customers

The development of mobile technology has taken a lot of benefits to people who use it. As above mentioned, today more and more smartphone users prefer apps to plan a new trip. Mobile devices like ipad on-line resources, portable tour guide and phone map, the portable devices make people’s life more comfortable and convenient. For example, Aladdin consortium generated a portable device which is for tourists and tour guides. The mobile support systems provide demands for customers, update information and past tourism problem-solving experiences [6]. Aladdin obviously provides an available, practical standards based platform to customers in order to increase the quality of trip.

The other example is also from electronic miscellaneous document (EMD) which has four characters. First is more flexibility, EMD allows travellers to make to order their trip, only buy customers think valuable services and products. Second benefit is easier access, because it makes sure public Wi-Fi access is safe and easy to get. Passengers not only buy the services from on-line, but can purchase it at a booth, on phones shop, from travel agents or at check-in desks. Third is less trouble, tourists can choose multi-leg trips a time and even include multiple airlines. Services make passengers journey more simple and effective. Last advantage need to be referred is zero stress for travellers. They no longer worry about the paper ticket will be loosed, various e- services make their trip more easier [7].
Drawbacks for Tourism Managers

Keeping tourism database for companies is not a simple collection but need maintain and update effort, although there is a great amount of digital data available [2]. It can promote the tourism costs of production for data maintenance. The most important thing is tourism managers should make sure the mobile tour guide is flexible and adaptable.

However, it has a big different to implement the data maintenance. First reason is many real existing tourism information have not yet been built because the difficult of collecting. Second reason is different tourism companies use a different to measure the existing geographic and tourism data, it lead to resource data is too complex to easy understand. Last one is travel agent focus on the client side rather than various mobile devices, thus mobile devices categories are limited [8].

Drawbacks for Customers

Available internet has been provided to tourists in airports, restaurants, museums and some famous destinations. For example, Hong Kong is a famous destination for its free Wi-Fi and Wi-Fi services. CNN reported that Taiwan as a destination not only offer free Wi-Fi to citizens but also to every visitors. Tourists can register for free Wi-Fi cards at the airport with the passport [9]. However, there is no free Wi-Fi in most tourism destination to provide tourists. Even some tourism hot zones no Wi-Fi that is really a drawback for people who rely on mobile devices to plan and search travel resources, especially in some rural destination. Sometimes they had to pay more for their mobile devices that can improve the trip budget.

The other drawback for tourists is the information from database is too big and complex. It is difficult to judge which information is they need according to their knowledge. With the development of mobile technology and information skills, Information technology have helped tourists get messages by making connectivity faster and easier, information are available anywhere and it helped tourists do things a lot quicker than before. On the other side, because of faster connectivity, some new travellers are totally rely on the past trip reviews to make a plan. Sometimes, the reviews are not reliable and would make the journey terrible [7].

Opportunities for Holiday Management

Since the mobile technology became the central of tourism, it is granted that the development of tourism industry need to face the technologies innovation and changing. It puts forward new requirements for tourism managers. For example, the main purpose of core tourism product and destination competitiveness is to improve the trip experience of tourists. How does a planners do produce a competitive product? That is not only a challenge but also a great opportunity for holiday makers. In the 21st century, Integrated Circuit Tester (ICT) is an undeniable appearing, but the expansion of broadband is also one of the largest challenges to today’s technology tourism. If the problem is solved, the planners will provide more improved technology tourism products to customers. Everyone can use Wi-Fi everywhere and easy to access the trip advisors and tourism resources. In the context, many barriers which used to prevent or slow global travel are gradually falling [1].

Nowadays, the tourism competition focuses on the trip products’ price and the technology connect the tourism. Applying a new mobile technology give planners opportunities because the network technology is a better way for firms to enhance competitiveness and receive more market share. Additionally, the improving of information technology is benefit for product managers master the output direction. In short, technology change is becoming more and more obvious and constant, just like the opportunities that it is creating [5].
Opportunities for Customers

Mobile portables are changing the travel way because people access information very quickly. People access to the trip method is not like a couple of past years. Mobile devices can provide not only audio, but also pictures and video, which is welcome by tourists, because they can get a mobile experience. It is a best way that customers access the world environment and connect with the context by uses’ mobile devices. Moreover, smartphones and tablets are embedded accelerometer and compass can define the tourists’ location and orientation. When the tourists lost the way on the trip, the map of smartphones can tell them the right direction and they can follow the reminder [7].

In short, people have lived a mobile technology world. Mobile tourism provides not only efficient and convenient trip but take a new life way to the travellers. It is a great opportunity for the population who use the portable device. First of all, people can surf the net and search interesting trip and tour related resources as long as they has the mobile. Compared the price of different companies, they would like to mark the trip agent they prefer, or browse the previous travellers tourism experience. When planning the future trip, they will have many indirect experiences from mobile. Then if you have enough time plan you trip before departing, mobile device will be a good choice. For instance, figure 2 is Tripadvisor, this is a very useful website to tourists. It provides information of hotels, restaurants, flight booking and other relevant advices. Various webs, blogs and Facebook information broaden tourists’ horizon and develop interesting visit different landscapes [6].

Figure 2. TripAdvisor.

Threats for Tourism Managers

Mobile technology make the social networks became a first choice of customers. Especially in tourism industry, social networks have many advantages for tourism planners. Many tourism manages provide customised services according to the social network information. However, the development of network technology has brought tremendous challenges and threats to travel business, despite today is seem an early stage of the development mobile technology and social network [6].

Tourism company planners should find a good way establish stead connection between the customers’ information and tourism products according to social network. It needs firm to invest a lot to the development of mobile technology. For example, Facebook, Twitter, Linkedin and Youtube are very popular social network. The company need to invest considerable funding in the field, and try to establish trust relationship with their customers. For small tourism business, it is difficult to build a reliable relationship with customers because of the limitation of technology, although investing a lot of money. It is easy to have a bad result of the development of the new tourism business. Today, Facebook and Twitter are not a choice but a need for the development of firm. Business managers or planners should to exploit the advantages of the network. If they need to continue to sell their tourism products and trip services, they need to close the customers. This is a
huge threat for many emerging enterprise because firm credibility is not high and easy to bankruptcy [4].

**Threats for Customers**

When the tourists use the portable devices to order flights, hotel and shopping, they had to register on-line including write down the name, age, gender, favorite language, preferred payment method, contact address, phone and e-mail information, trip mode (commuter, business traveler, or tourist), preferred transport vehicle and so on [3]. It is the best way for holiday companies to collect the personal information of customers. The technology will classify the information and then deliver relevant advices to customers. That means once you fill in the form of travel agent or book hotel, you will always receive the mail or text the tourism companies recommend. In most of time, the marketing sale method disturbs the people’s daily life.

On the other hand, it is very important to protect customer’s personal information in case the computer hacker attacks information database. However, many companies leak the customers personal information result from neglected management. The more important is credit card information leakage lead to the customer lost their property. Sometimes, the public free Wi-Fi is also not safe to access in airport, café and shops. The mobile hackers would enter the private information system by the unsafe Wi-Fi and malicious software. These are the threats from mobile technology to people who use it [9].

**Conclusion**

The innovation of information technology drives the development of mobile technology. The mobile technology makes an inseparable role in the tourism industry. The portable devices not only bring the convenient to tourists but also change the travel mode. People begin to plan their trip use web travel resources and choose the destination to visit by google map. Some travellers would like to book flight or hotel by phone, when they finished the trip, they would write down their holiday experience and reviews to other tourists. They also use Facebook and Twitter social network to communicate with other tourists and companies. The changes have taken benefits and opportunities to tourism planners and tourists. However, it also has brought the drawbacks and threats to holiday makers and the people who use the mobile technology.

On one hand, the development of mobile technology benefits the tourism managers because they can easy to receive their customers’ information and deliver services. According to the need of customers, they will renew and modify the supply in order to make the profit maximized. At the same time, the new technology is also an enormous opportunity for planners, but the emerging of mobile device has taken some disadvantages and threats. Especially for those new type of small business, to obtain the trust of customers and maintain large databases is indeed difficult. On the other hand, the emergence of the technology has changed people’s travel method. Such as “Mobile tourism” is not only increasing the speed of the information communication but also improving the life quality of tourist. Nevertheless, the security of customers yet cannot be ignored. Therefore, the future of mobile technology is a double-edged sword.

**References**


