

Usage of Smartphone Applications in Tourism



Filesize: 8.48 MB

Reviews

If you need to adding benefit, a must buy book. It normally fails to cost a lot of. Its been designed in an extremely easy way in fact it is just right after i finished reading through this ebook by which basically transformed me, change the way i believe.

(Vernon Ritchie)

USAGE OF SMARTPHONE APPLICATIONS IN TOURISM

DOWNLOAD



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) 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...



[Read Usage of Smartphone Applications in Tourism Online](#)



[Download PDF Usage of Smartphone Applications in Tourism](#)

Relevant PDFs



Good Night, Zombie Scary Tales

Feiwei & Friends. Paperback. Book Condition: New. Iacopo Bruno (illustrator). Paperback. 112 pages. Dimensions: 8.2in. x 5.4in. x 0.2in. Welcome. Have a seat. Ignore the shambling undead outside. Let us tell you a story. But be...

[Read ePub »](#)



The Mystery in Chocolate Town Hershey, Pennsylvania Carole Marsh Mysteries Teachers Guide

Gallopade International. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 11.0in. x 8.2in. x 0.1in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

[Read ePub »](#)



DK Readers Robin Hood Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Nick Harris (illustrator). Paperback. 48 pages. Dimensions: 8.4in. x 5.7in. x 0.2in. Discover the rollicking exploits of Robin and his merry men as they take from the rich and give...

[Read ePub »](#)



DK Readers Invaders From Outer Space Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in. Are aliens from other planets visiting Earth? Read these amazing stories of alien encounters-- and make up your own mind!...

[Read ePub »](#)



God Loves You. Chester Blue

Henry and George Press. Paperback. Book Condition: New. Ursula Andrejczuk (illustrator). Paperback. 140 pages. Dimensions: 8.0in. x 5.2in. x 0.3in. BEAUTIFUL NEW ILLUSTRATIONS BRING THE STORY TO LIFE! A charming book about a mysterious bear that shows...

[Read ePub »](#)

**At-Home Tutor Reading, Prekindergarten**

Evan-Moor Educational Publishers. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 10.6in. x 8.2in. x 0.3in. Developed by teachers, this curriculum-based series provides practice of important math and reading skills-ideal for providing additional practice at home.

[Save eBook »](#)

**The Voyagers Series - Africa: Book 2 (Paperback)**

Voyagers Series, Inc., United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Voyagers Series is a new multi-media, multi-disciplinary approach to teaching

[Save eBook »](#)

**El Desaf**

B&H Espanol. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 8.4in. x 5.4in. x 0.8in. Los autores del xito de libreria El Desafio del Amor para matrimonios han creado El Desafio del Amor para Padres, una

[Save eBook »](#)

**No Cupcakes for Jason: No Cupcakes for Jason (Paperback)**

AUTHORHOUSE, United States, 2005. Paperback. Book Condition: New. 223 x 213 mm. Language: English . Brand New Book ***** Print on Demand *****.No Cupcakes for Jason is the delightful children s story of five-year old

[Save eBook »](#)

**Patterns and Sequence Stick Kids Workbook, Grade K Stick Kids Workbooks**

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.2in. Knowledge of patterns enables us to make predictions and solve problems. Noticing patterns in nature and in home routines and

[Save eBook »](#)