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The Study of Trends in Travel and Technology - A Review

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ABSTRACT: In the last decades, technological advancement has changed significantly in the travel industry. Travel industry rely on technology for searching, booking, undertaking and sharing travel experiences. On the other hand, tourism businesses rely on technology to advertise, adapt and design products, facilitate the booking process and interact with tourists. This paper, which is focused on the technology used in travelling by using new technology perspectives, presents and analyses the results of a questionnaire regarding the usage of mobile technology before, during and after travelling, i.e., throughout the full travel cycle. The goal of this work is to understand the current impact of technology in tourist behaviour, i.e., in travel planning, travel undertaking, travel experience, and travel sharing. Therefore, the main contribution of this paper is a survey to explore the impact of trends technology in travelling or travel industry. The results allow to anticipate trends, and to address future research topics in the travel and tourism sector. This study has focused on recent developments when travel technology has reached its epitome. The reviewer has come to a critical conclusion about recent technological advancements and transformations in travel industry and how they have influenced travel behavior.

I. INTRODUCTION

Technology is essential, and its effects are endless. Technology has given the economy so much in every industry. The travel and tourism industry's business has been significantly impacted by and adapted to technological transformations. Internet search, online transactions and mobile apps have made tour planning both effortless as well as enjoyable. Ease of choice and comparison between the different deals offered by different sources right from the desk has made it possible to plan and organize trips well in advance and leave the traveller just to enjoy and relish the travel experience without any hustle. It can be said without doubt that the recent developments in science and technology has brought the world in the finger tips with easy access to any distant and remote information in a matter of seconds. On the other hand, tourism businesses rely heavily on technology to advertise, adapt and design offers, facilitate the booking process and interact with tourists. In this context, the information generated by tourists plays an essential role to the tourism industry due to its influence in the tourist behaviour, namely, in the decision making process and in the identification of new trends. The developed questionnaire includes four parts focused on the identification of the: (i) Profile of the Respondents; (ii) Information Sources; (iii) Resources and Technologies; and (iv) Current Challenges. This survey involved 124 people, including tourists as well as tourism professionals, teachers, researchers and students, from all over Maharashtra. In terms of contributions, this work not only analyses the current trends in the travel or tourism sector, but also provides directions for both researchers and businesses regarding the relevance of the different technology use for the future in the tourism industry.

TECHNOLOGY IN TOURISM

Increasingly, tourists are using Web and/or mobile-based technology to plan business and leisure travels. The adoption and dependency of people on mobile devices is shaping various industries, including the travel sectors. The mobile technology And Mobile Ad-hoc Network has direct influence in tourism activities due to its ubiquity in terms of Internet access, services and applications. Additionally, it boosted the explosion of opinion-based information (ratings, likes, shares and reviews about tourism resources), generating a ripple effect where the decisions of current and future travelers are influenced by the opinions of their predecessors. On the other hand, the large volumes of tourism-related information available, either shared by tourists or posted by businesses, can be processed for the profiling of tourists and subsequent recommendation of personalized offers, using data mining and big data approaches. The combination of these techniques together with the Web and mobile technologies have contributed to the enrichment of the tourist experience. According to World Tourism Organization (Antonio 2011), the travel cycle is composed of the following four stages:



Dreaming: The tourist starts to consider travelling. In this stage, the Web typically acts as an inspirational source of information where the tourist browses through social networks, blogs, wikis or travelling sites, going through shared tourism information (texts, photos or videos) regarding potential destinations.

Researching: The tourist invests time to research further about the viability of his travelling intentions with the support of the countless tourism services available on the Web, e.g., Trip Advisor, Booking, eDreams, Expedia, airbnb, Wikivoyage, etc. Some of these tourism services, which use profiling and recommendation mechanisms, offer registered users automatic support and guidance.

Booking: The tourist books the selected resources, including transportation, accommodation, events, etc. Online booking, both from desk/laptop and mobile devices, has increased exponentially. In particular, to meet the tourist needs, booking websites should offer desk/laptop and mobile versions and present an web design.

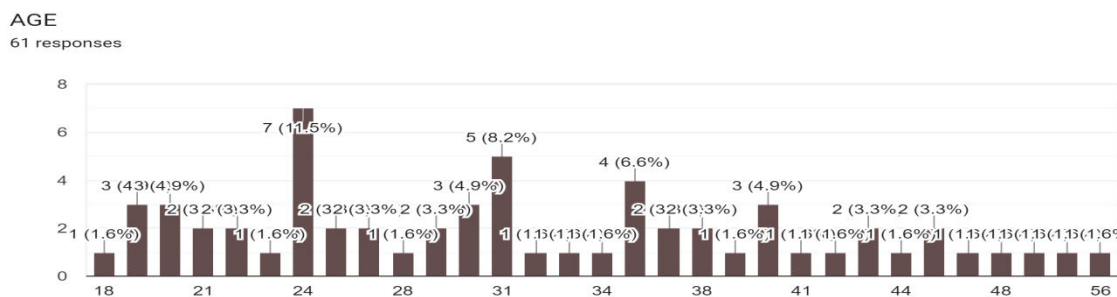
Experiencing: The tourist searches for location-aware tourism information mainly via smartphones. In this context, mobile applications provide real time access to routes, recommendations, maps or complementary information. The tourist shares opinions and information in real time or in deferred time. This valuable feedback information (pictures, reviews, opinions or general travel information) influences the decisions of tourists and businesses alike.

II. LITERATURE REVIEW

1. Fátima Leal, Benedita Malheiro International Conference CLAWAR 2017: "How Technology Enhances the Tourist Experience: A Survey". This study was conducted in order to understand how technological advancement has significantly changed the tourist behaviour and increased the quality of service delivery in the tourism sector.
2. Dr. S. Sugasri, Mr. R. Panneer Selvam, International Journal of Management, Technology And Engineering DECEMBER/2018 : "Recent Technological Trends In Tourism And Hospitality Industry". The article discusses the different sections of technology that have influenced the tourism and hospitality industry. Contributions by Social media, Online review websites, Virtual Reality, Augmented Reality, Artificial Intelligence, Robotics, Chatbots, NFC Technology and other technologies have helped investors a great deal in the development of business, marketing and publicity and in turn customer attraction and business.

III. PROFILE OF THE RESPONDENTS

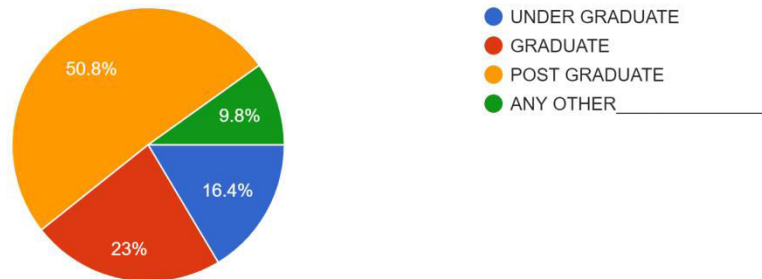
The respondent profile section covers personal and travelling details. The personal features are the age group, the level of education and the role of the respondent in the context of this survey. The travelling information includes the main modality of travelling.





EDUCATION

61 responses



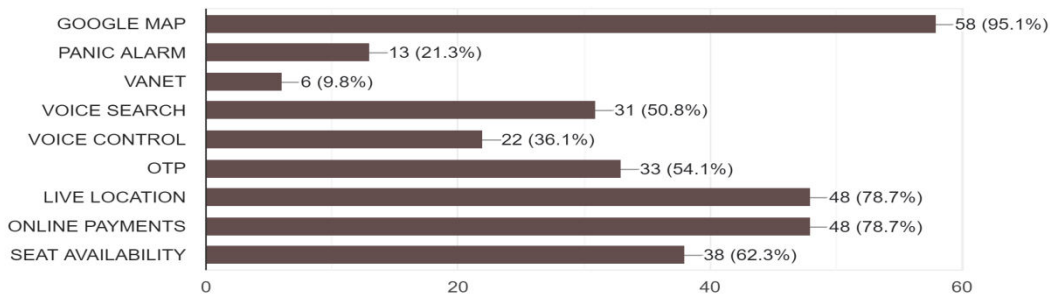
While the majority of respondents classify themselves as tourists (79.6 %), approximately half (48.3 %) are related with the tourism sector (28.7 % tourism students, 14.4 % teachers/researchers and 5.2 % professionals). The level of education of the respondents is high. The ages, summarized in Table 2, are diverse. While the age groups above 55 are under-represented (5.5 %), the majority of respondents (59.4 %) have less than 36 years. This is not a problem since, in terms of the analysis of the technological behaviour of tourists, technology was embraced by younger rather than old generations.

DATA ANALYSIS & INTERPRETATION:

The data collected from people with the help of questionnaires has been analyzed & interpreted. The interpretation of data has been represented in diagrammatic format.

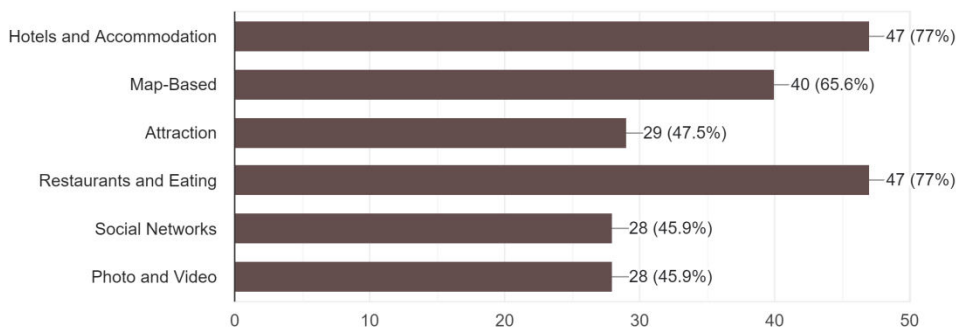
Which Of The Technology in Travel Industry You Are Aware Of?

61 responses



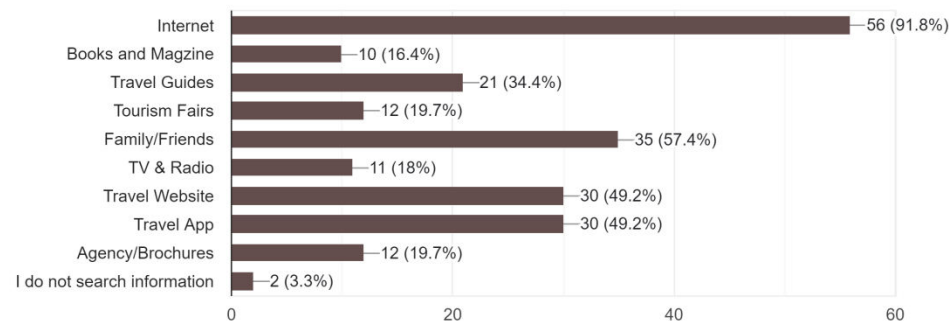
Which of the following points should be consider while travelling?

61 responses



Which of the following methods you are used for selecting destination

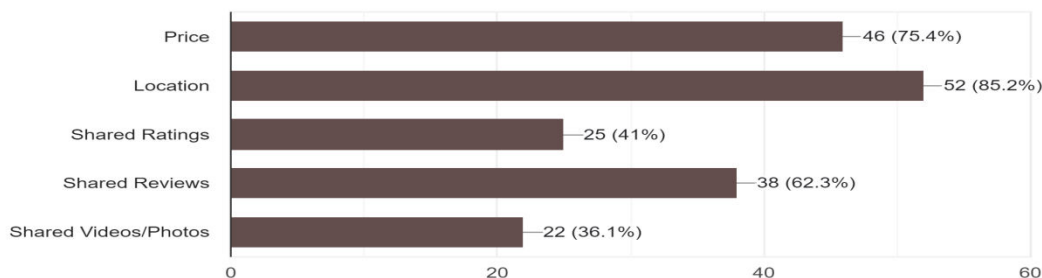
61 responses



This section of the questionnaire focuses on the sources as well as on the type information, the respondents use for inspiration and planning. stage, the tourist decides where to search and, in the Booking stage, which tourism resources to choose. Although the respondents considered all these features important, the most influential for travel planning are, apart from the unavoidable location, the resource price and the crowd-sourced ratings and reviews, photos and videos. Regarding awareness on various types of technologies people uses traveling tools such as Google Map, Live Location by Various application, Online Payment for Ride fare, OTP for verification purpose, Seat Availability for confirm booking. 78% of users use Live location and Online Payment Services while traveling .

When you choose a tourism resource which aspects are more relevant?

61 responses

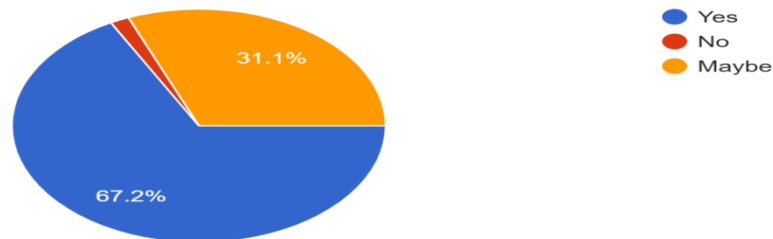




This section focuses on the crowd-sourced data, i.e., the tourist feedback data, which include ratings, reviews and likes/posts/shares. This information is, not only, the pillar of any electronic tourism resource reputation system, but the reviews are, in particular, highly influential in the tourist decision making by experience. On-line tourism services, such as Trip Advisor, Booking or Yelp, rely on the large volume of crowd-sourced ratings and reviews to recommend resources to travel planners. The results confirm the importance of textual reviews with 96 % of the respondents reading the available reviews before booking a resource. In the Experiencing stage of the travel cycle, technology provides permanent support in terms of Internet access and location-aware tourism-related applications and services. This section of the questionnaire targets the technology used while travelling, with special emphasis on the sharing behaviour, the preferred application functionalities and the current status of tourism technology. In terms of the usage of technology during travelling.

Do you rely on mobile Technologies for travelling?

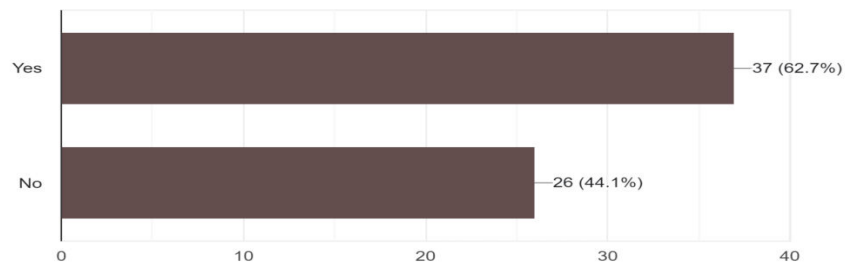
61 responses



94.8 % of the respondents are mobile users and, in particular, 96.7 % rely on smartphones.

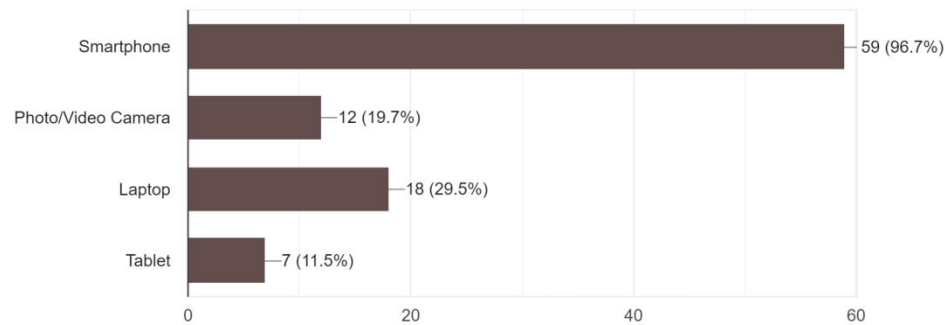
Do you share your trip in social networks?

59 responses



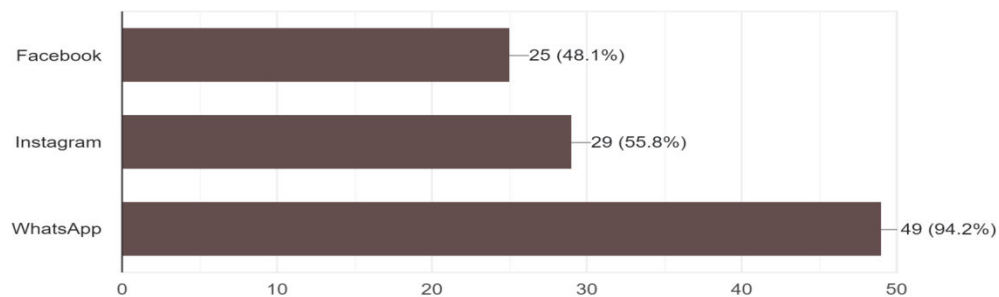
If yes which mobile devices used for travelling support?

61 responses



Which of the following?

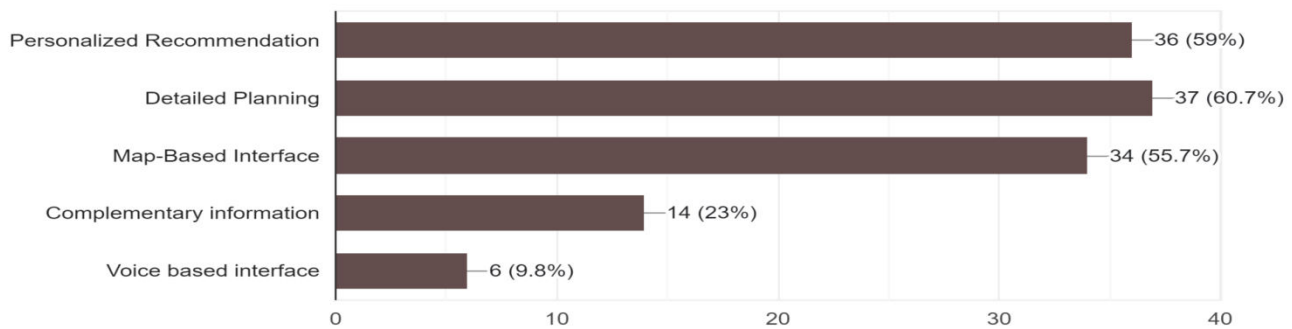
52 responses



media has made a huge impact on the tourism sector. Tourists engage with social networks to research trips, make informed decisions and share their personal experiences. Survey shows the results regarding the sharing, in social networks, of the travelling experiences – 94.2 % of the respondents share their experiences on social networks like Facebook and Instagram, mainly, on WhatsApp .Since the smartphone is the traveler's device of choice, the functionalities offered by tourism-related mobile applications should meet the tourist needs and expectations. Typical functionalities are popularity-based and personalized recommendations, detailed planning, e.g., including accommodation, food, transportation and attractions, map-based interfaces, etc. It shows that the functionalities the respondents value most are recommendations, detailed planning routes and experience sharing.

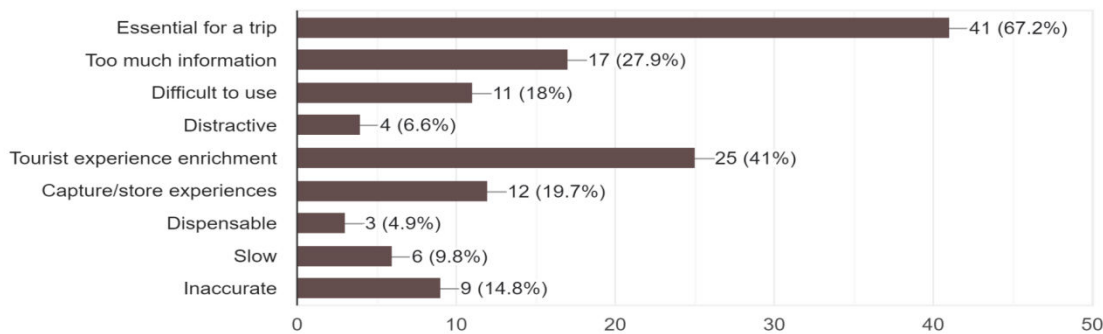
What do you value in a mobile tourism application?

61 responses



What do you think about the existing tourism technology?

61 responses



Above which comprises both positive and negative aspects of tourism technology, summaries how respondents perceive its current status. They consider that technology is essential for travelling (67.2 %), good to capture/store experiences (19.7 %) . However, it does not have a source of distraction (6.6%), presents too much information (27.9 %) and can be inaccurate (14.8 %). These results indicate that, according to the respondents, tourist mobile applications/services can be improved in terms of focus, enrichment of the tourist experience as well as quantity and accuracy of information provided.

FINDINGS

On the basis of interpretation of the data collected from the people, it is clear that the internet is most important for today's life. Most of the people are well known about the Internet and its uses, 70% people are aware about Technology used in Travel Industries or while travelling personally. The people are well known about the new type of applications and aware about how to use it. The most cited tourism services were: TripAdvisor (56.10 %), Booking.com (20.36 %), Google Maps (6.89 %), Momondo (1.66 %), airbnb (1.1 %), and trivago (0.55 %). The data was collected from more than 80% of under-graduate students who have experienced online booking.

The findings clearly show the major importance of the Web, mainly for travel inspiration, research and planning, and of mobile technologies, particularly for travel experiencing and sharing. Regarding travel planning and booking, the most relevant information resources are the price and the crowd-sourced ratings and reviews. In particular, textual reviews are crucial for decision making. The respondents consider social networks as good sources of information when looking for food, accommodation and attractions. The respondents, before, during and after travelling, depend on their smartphones to access the Internet, run dedicated mobile applications and consume complementary Web services. Finally, mobile technology has also brought new technological challenges to the tourism sector, in particular, those associated with the huge



volumes of tourist-generated data. In this context, the respondents consider privacy, trust & reputation and the accuracy of tourism application services as the main weaknesses. Moreover, they perceive Crowd sourcing as beneficial for tourists, and believe it can be used to improve recommendations, enhance the travelling experience or find interesting new offers. The statistical analysis frames the survey results with the travel cycle stages, i.e., researching, booking, experiencing and sharing. In the research stage, the Web is the main source of information for all age groups.

IV.CONCLUSION AND FUTURE WORK

This research has pointed out that Mobile technology has changed the paradigm of the tourism sector, revolutionizing the role of the tourist and transforming travel planning, experiencing and sharing. Tourists evolved from being end-consumers of the tourism industry to becoming central active players, and sharing large volumes of feedback data on tourism resources influencing the behaviour of other tourists. This paper analyses the current impact of tourism technology, specifically tourist-centred mobile applications and services, in the behaviour of tourists themselves. To address this research we designed a questionnaire covering the profile of respondents, the preferred information sources, the most useful resources and the current technological challenges. A Considerable number of respondents share travel experiences on social networks. Concerning tourism mobile applications, although they include valued functionalities (e.g., personalized and popularity-based recommendations, detailed planning and information sharing) they still need improvement in terms of focus, enrichment of the tourist experience as well as the quantity and accuracy of the information provided. Here, we detected a relevant impact of tourism crowd sourcing platforms, clearly being the most used tourism services. The booking step includes the decision making of the tourist. Therefore, we analyse the aspects which have a direct influence in the final decision of the tourist such as price, location, videos/photos and crowd-sourced information.

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