Multinational and tourist groups

Case study: mobile technology and tourism

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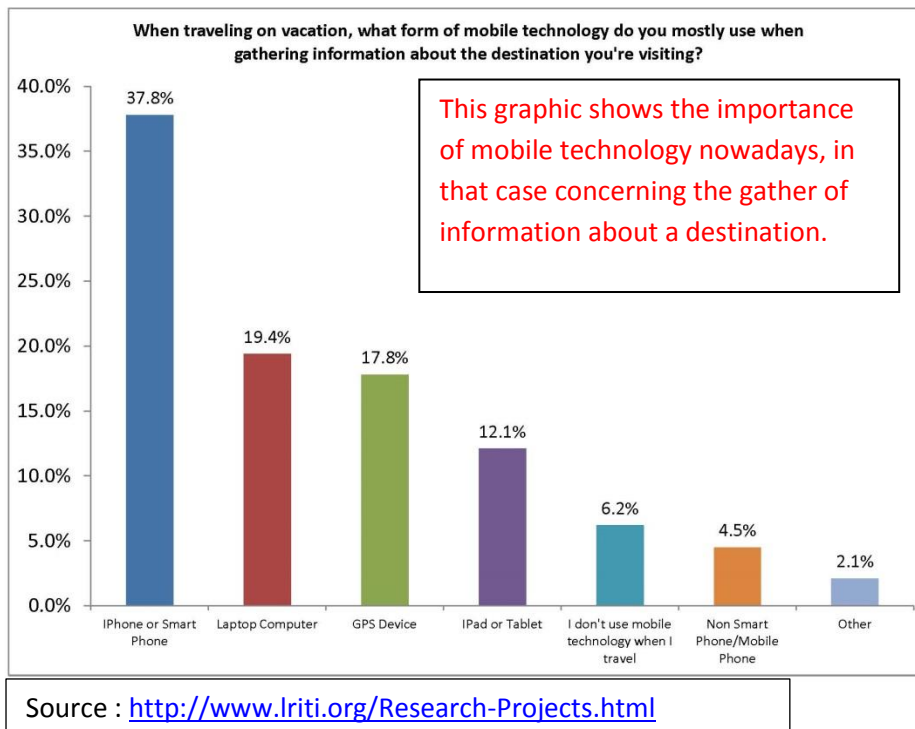**Kate Varini**

Module 713E International tourism

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Introduction

Nowadays, more and more products, markets and changes in customer behaviour occur within the tourism industry. One of the most growing trends today is the growing popularity of mobile technology. Indeed, it is becoming a more and more important channel in tourism and it has started to revolutionise information delivery, especially for the tourism industry. In this paper, the aim is to first summarize the results of three peer review journal articles which all evaluate the same issue. Then, a synthesis and recommendations of the three studies as well as the relevance for Swiss Tourism will be given. Finally, a short conclusion will be provided.

Summary of results

The most important points that have been pointed out are, first of all, the undeniable fact that mobile technology is completely changing the travel industry. Indeed, more and more mobile applications related to the tourism industry are available, enabling people to book airline ticket, deliver website reviews, booking accommodation and this, only with the help of their mobile phones. However, a lot of tourism destinations as well as the hospitality sector are facing several challenges concerning the implementation of new technologies. Indeed, still a lot suffer a lack of infrastructure, service cost, integration and partnership problems (Brown, B.; Chalmers, M.;, 2003) (Law & Jogaratnam, 2005) (Moustafa, 2011).

When traveling on vacation, what form of mobile technology do you mostly use when gathering information about the destination you're visiting?

This graphic shows the importance of mobile technology nowadays, in that case concerning the gather of information about a destination.

Source : http://www.lriti.org/Research-Projects.html

Synthesis and recommendations

The three studies examine the issue of mobile technology and tourism. However, it is interesting that they provide different recommendations for different fields in the tourism industry. Concerning the leisure tourism, changes in behaviour have occurred. Indeed, the new technologies are more likely to be used in order to emphasize the pleasure of spending time with friends or family than those which supporting collaboration. It this field, it is then recommended to use technologies that are involved in this "sociality" that those who don't (Brown, B.; Chalmers, M.;, 2003).

Concerning the hospitality industry, it has been found out that IT does indeed improve customer services and allows more effectiveness. However, still too much businesses and destinations don't have efficient mobile services and it thus need to be improved in order to provide efficiency. It would then be recommended to develop and integrate a mobile information model with a mobile destination coding as well as the need to use IT in general to develop more efficient business strategies and use it for high-level business decision-making in the hotel industry (Law & Jogaratnam, 2005) (Moustafa, 2011).

Relevance for Swiss Tourism

In the case of Switzerland, the studies chosen have their relevance. Indeed, as well as any other destination, Switzerland has to face the fast and growing emergence of mobile technologies within the tourism industry, the hospitality industry or even the health sector. Being up-to-date will help Switzerland meet the needs of customers with constant growing expectations and attract them.

Conclusion

To conclude, the growing importance of mobile technology has to be taken into consideration from all the stakeholders within the tourism industry in order to provide more efficiency, meet the new needs customers have developed and build stronger business strategies. In the leisure tourism as well as in the hospitality industry, the constant changes in behaviour of the actual and future customers have to be analysed in order to face the future consequences mobile technology might have at every level of the tourism industry. Current strategies need to be adapted as well as the mobile services still not yet available in most of the hospitality industry and the tourism industry in general.

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