

Travel Booking App

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Abstract: *The purpose of the present research is to discover and to understand young people's touristic behaviour. We investigated the process of planning a trip, the perception about travel agencies and about Internet using qualitative methods. The aim of this paper is also to establish how important are qualitative methods when trying to understand touristic behaviour. We used exploratory qualitative research. Even we made only a qualitative research there are some managerial implications of this study. Managers must focus on human factor when promoting a touristic product. They can use Internet to inform young tourists but they must understand the importance of presenting the real conditions and not an improved option of the real offer. Travel agencies must be as flexible as the situation allows. This paper is important because it investigates in-depth the young tourists opinions and allow a comparison between the perception on travel agencies and the Internet.*

Keywords: User-generated content, Web 2.0, Blogs, Tourist, Travel Planning

I. INTRODUCTION

1.1 The Importance of Knowing Young Tourists Behaviour When Planning a Trip

Turban et al., 2000 states that understanding the way that tourists behave represent a crucial issue for the providers of touristic services, but also for the authority in tourism for developing a proper marketing strategy. Internet became such an important tool in tourism industry, not only because it allows to achieve products and services through its electronic channel but also because it represents a huge information environment.

UNWTO and WYSE Travel Confederation* consider youth travel as a very important matter because it is a market for the future. The power of youth travel report shows that young travelers use to spend more money than other tourists, they are likely to return to the same destination over their life time and of course it is a growth market at a global level and also young travelers are the most familiar with using the new technology.

Youth travel is considered a very important segment and also a vital resource for innovation and change.

Young travelers want to experience the new, in one word they think outside the box. According to the World Youth Student and Educational Travel Confederation, in 2010 young travelers generated 165 billion USD towards global tourism receipts, confirming their financial importance to the global tourism industry and local economy. Currently, the global youth travel industry is estimated to represent about 190 million international trips per year and by 2020 UNWTO forecasts almost 300 million international youth trips per year. (The power of youth travel report - UNWTO) If their market is considered so important automatically we consider a point of interest to understand the young travelers' behaviour, investigating their process of planning a trip, the perception about travel agencies and about Internet.

The purpose of the paper is to investigate young tourist's behaviour in planning a trip. We want to understand how young people make decisions when they decide to go on a trip, in their country or in a foreign country, the process of searching information and their opinions about travel agencies services and about using Internet for planning a trip.

The objectives of this research are:

1. Identify the sources of information and the reservation manners used to plan a trip (Internet versus travel agency);
2. Identify the advantages and disadvantages of using a tourism agency services;
3. Identify the advantages and disadvantages of using the Internet in planning a trip;
4. Investigate the usefulness of promotional materials off the trust in Internet vs. travel agency when planning a trip;
5. Understand the trip planning behaviour (choosing the destination, the means of transport, the accommodation units, the tourists' attractions).

1.2. Using Internet and Travel Agencies in Planning a Trip. Advantages and Disadvantages

Young travelers use the Internet when they decide to plan a trip. It is an environment

For social interaction where they can consult photos or reviews from friends past trips posted on Facebook or by unknown travelers that post reviews on sites like Trip Advisor, this way their decision will be influenced in a positive or negative way. Young tourists tend to be very well informed, consulting a wide range of resources before departure. Internet is the main form of collecting info, overtaking family and friends. A study from 2003, realized by TNT/Uni Travel, concluded that 44% from the young tourists surveyed in Australia used Internet to gather information prior to arrival. Referring at booking their trips, most respondents prefer to use travel agencies. Young travelers contact a specialist youth or student travel agents ('The Global Nomad: Backpacker Travel in Theory and Practice' Richards and Wilson, 2004 – survey conducted by ATLAS and ISTC). Travel agencies tend to offer traditional information support, like printed materials (like catalogues, flyers, brochures) which represent a limited source of information. As Middleton, 1994 states, printing represents a fixed environment, that has a partial capacity to communicate such a complex tourism experience. They also involve semnificative costs, time and also they become rapidly outdated. Zins (2007) indicates that for young travelers, the Internet represents an important source of information. Still, many travelers combine the online with offline when planning a trip (Lee, Soutar and Daly, 2007, p. 165). Every young tourist is interested in a customized pack of information, with different needs and requirements, and the improvement of information technology can deliver a solution to this "knowledge gap" (Buhalis, 2000)

1.3. Young Tourists Behavior Qualitative Studies

A complex study dedicated to students and young travelers was realized in 2002 by ISTC (International Student Travel Confederation) and ATLAS (Association of Tourism and Leisure Education). The project was conducted and analyse by Greg Richards and Julie Wilson. The goal of the survey was to gather valid information on the youth and independent traveler market combining data on the social and cultural aspects of young travelers (their backgrounds, motivations and experiences) with data on travel purchases, information gathering, destinations and previous travel experience. The data was collected from 2.300 young people and students from 8 different countries using a survey (most of the questions that were completing the survey were tried and tested in different tourism surveys): India, the Czech Republic, Hong Kong, Mexico, Slovenia, South Africa, Sweden and the UK. The survey discussed is considered unique because first of all it covers all aspects regarding to the "whole journey" and second because it is based on primary research at a global level with young consumers themselves, rather than by analysing conclusion from national tourism statistics. Travel Agents vs. Online Booking: Tackling the Shortcomings of Nowadays Online Tourism Portals represents a qualitative study that aimed to identify the reasons that lead many consumers still rely on traditional travel agencies instead of booking their trips through Internet. The study starts from the main research question: Why do people go to travel agents instead of booking online? Study hypothesis were formulated based on the literature review and the information obtained through a semi structured interview. The sample was composed from 10 PhD students from the Faculty of IT, University of Technology Sydney, Australia. Based on the hypotheses, there was constructed a questionnaire, that was tested and improved. After the refinement, the questionnaire has been used to collect data that provides evidence in favour or against these hypotheses. Some of the results from the interview and also from the literature consist in some suppositions: "The majority of people prefer booking their international trips from a travel agent. Domestic trips are usually booked online", "Human expertise is an important convenience factor that is missing in online booking (Stewart, 2005)", "Social interaction with a travel agent is the key to a good customer experience" (Prasarnphanich & Gillenson, 2003; Stewart, 2005), "Security and trust towards humans is higher" (Stewart, 2005), "The way package deals are composed now is not satisfactory and can be done better on the Web" (Klein et al., 1999). To validate the data, the survey was applied on 132 people from 25 different countries filled in the questionnaires (61% male, 39% female)

II. LITERATURE SURVEY

2.1 Mobile Development and Trends Mobile Applications

Frequently referred to as apps are a type of software appl (Technopedia, n.d.). Traditionally, mobile apps often reflect similar services as 1. provided on a PC. However, some of the most successful apps are rather built on the concept of making use of the unique features of mobile devices. Today, mobile devices share a number of powerful characteristics such as big

displays, Internet access, context-relevant push notifications, location tracking functionality (Wart, 2009) and health tracking that enable consumers to enhance their everyday activities Outstanding examples of such companies range from mobile messaging apps such as Whats App to last-minute booking apps like Hotel Tonight and location based services like Google Maps, all of which share the concept of mobile flest meaning that the product was specifically designed for mobile usage. Mobile applications have been first popularized by Apple with the introduction of its App Store soon followed by Google Play Store which both offer a storefront for developers to distribute their software to consumers since 2008. As of today, both Apple and Google feature some 1.2 to 1.3 million applications (Statista, 2013) in their respective app stores accumulating for total revenue of \$25 billion in 2013 Statista 2013), a number which can be expected to rapidly grow within the next five years, according to Statista (2013) the world's leading statistics company on the Internet, which further forecasts mobile generated revenue to surpass the \$ 75 billion mark by 2017

2.2 Relation to Hospitality and Tourism Taking this thought further

A recent tourism study argues that smartphones play a significant role in mediating the touristic experience (Wang, Park and Fesenmaier, 2012). This results in a less distinct differentiation between travel and everyday live as travel-related activities, ranging from getting inspired on a social media page to checking flight rates on the go, have become directly available without any physical barriers to end-consumers. As such it is argued that the integration of smartphones into daily habits produced spillover effects and consequently influenced modern travel behavior (Wang, Xiang and Fesenmaier, 2014), thus making travel-related 16 activities a more integrated part of everyday habits and therefore setting the basis

III. OBJECTIVE

The travel and tourism industry has grown emphatically over the years. And one has to believe the statistical numbers; it currently stands at \$147.7 billion, which is expected to augment further to an estimated \$260.5 billion within the next decade. Another statistical data released by the United Nation World Tourism Organization(UNWTO), states that international tourist arrivals have increased up to 1.2 billion in2015. These figures are sufficient enough to indicate that the travel and tour business has a prospering and profitable future. Technology has played a key role inface-lifting the landscape of tourism. One has to thank the handy mobile applications, which has brought a revolutionary transformation in the sector. Seriously, planning for a memorable vacation with the family members wasn't that simple before the advent of these travel apps. There was a time when one had to depend on the travel agents to make proper arrangements for the trip. But fortunately those days have lapsed. Now with the changing scenario, most of the tour operating companies have developed their own travel apps and as such they keep on offering attractive discounts and other facilities so as to woo more potential customers. The main goal of this app would be to create an app that is easy to use and very would basically allow you to book a hotel, bus, train, etc in a matter of minutes.

IV. CONCLUSION

Hence we have gathered all the necessary information required for creating an app that will be used for booking train, flight tickets and reserving rooms in hotels providing a user friendly experience

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