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HYPOTHESES TESTING ON INFLUENCE OF TOURISM APPS TOWARDS TOURIST TRAVEL NEEDS AND TOURISM ATTRACTION

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Abstract: *To develop interesting tourism apps, tourists' travel needs must be found out in order to link it with the features of the application. Needs is something necessary to the tourist while they are travelling in order to satisfy their own wants. Tourists' traveling needs based on their own preference and way of life. However, there are also tourists that have needs based on the locations to visit, the different locations give different needs to the tourists. The detailed travel information available on tourism Apps helps to minimize the tourists' efforts and costs in planning their trips. Tourism Apps provide tourists with various choices and suggestions of affordable travelling activities, as there are numerous discounts and proposal from various travel agencies and hotels that can be immediately found in there. This paper focuses on the hypotheses testing on influence of tourism apps towards tourist and tourism attraction. The finding of paper also can prove the influence of tourism apps towards tourism industry in aspects of developing new prototype of tourism apps based on tourist needs. It is to testing hypotheses of the influence of tourism apps towards travel needs and tourism attractions. This paper will introduce the best features to be including in tourism apps.*

Keyword: *Tourism Apps, Travel, Tourism Industry, Tourist, Travel Needs*

Introduction

There are plenty of tourism Apps designed for different tourists' needs. Thus, tourists tend to have their own perspectives regarding the function of each tourism Apps in fulfilling their desire. Sucheta (2015) claimed that the benefits of using tourism Apps are divided into two parts. These benefits will influence tourists' travel experience by making it more interesting by exploring new place in aspect of tourism attraction. To prove the significant influence of tourism apps toward tourism attraction hypotheses testing have been tested. The hypothesis in the framework consists of three variables, which is the independent variables (travel needs), the dependent variables (tourist attraction) and also the apps' features (moderator).

Literature Review

Tourism Apps

Tourism Apps offer different benefits according to the stage of travel. As stated by Black (2015), there are five stages of travel. They are dreaming, planning, booking, experiencing and sharing. Each stage has its own role in influencing the tourists' behaviour. Before travelling, tourists use the Apps to plan their trips. While travelling, they use it for navigation and communication. Tourists often write comments, reviews and suggestions on tourism Apps so