The Significance of Conceptual Framework towards the Tourism Apps in Influencing Tourist Travel Experience

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Abstract: Tourism apps often try to anticipate the needs and demands of travellers to make sure it can make profit for the producer. Sometimes, collaboration between producer of tourism apps and owner of tourism organization such as, accommodation, activities, travel agency and airline play an important role to create effective apps. Apps have many benefits in developing the tourism industry in order to increase economic sector and provide travellers the best travel experience. This paper focuses on the significance of conceptual framework towards the tourism apps in influencing tourist travel experience. The finding of paper also can be used to developing new prototype of tourism apps based on tourist needs. It is to determine the independent variables, dependent variables and moderator for this study. This paper will introduce the best features to be including in tourism apps.

Keywords: Tourism Sector, Tourism Organization, Apps, Travellers.

I. INTRODUCTION

Usage of technology gives an impact towards the tourism industry. Technology is also included in Information and Communication Technology (ICT) that is divided into three parts which includes information, communication and technology. The term ICT consists of hardware, software and data that people engage as communication devices. The most important fact in the usage of ICT is the need of internet as a communication instrument. Apps are also included in the term of ICT that are designed with particular purpose by humans to satisfy their needs and demands. According to Bhasin (2017), needs are the basic requirements of human being which include food, clothing and accommodation. Every tourist possesses their own needs in the particular usage of apps. Tourist is a very important part in tourism because they are the main targeted customers in the tourism industry.

II. LITERATURE REVIEW

The users make use of mobile phone apps mainly to satisfy their needs such as information flight tickets, accommodation, and possible activities in the selected destination (Shove 2010). Tourists most of the time expects the tourism apps to filter less interesting information and provide them with vacation ideas that can fulfil their desire. Budget is the important thing to be filtered and normally it has to the best value for money. To ensure the best service is provided, tourism apps must link the satisfaction and desire of tourists with the features in the tourism apps.

Tourist's needs and demands are important things to deal with when it's come to creating efficient tourism apps. Tourism apps will then enhance the development of the tourism industry. According to Holden (2006), tourism industries do influence the economic development of the country. Basically, every country in the world puts huge effort in making tourism industry as one of the factors to develop their economy. The uniqueness and authenticity of each country must be highlighted to attract more tourists to visit the country. The efficiency of tourism apps combined with details of information will attract more tourists to make full use of the tourism apps. According to Kang (2014), the main factors are the one will influence to a destination is using tourism apps. The main factors can be interpreted via tourists' satisfaction in using the tourism apps in terms of the information provided from planning their vacation to getting directional tips during the vacation. Based on Grieve, Hundson and Bendon (2010), study stated that there are ten main benefits of tourism apps in dependence on its functions. Ten benefits of tourism apps are transport planning, event listing, travel planning, accommodation planning, tour guidance, providing directional services, delivering attraction experience, organizing local information, tourist assistance and providing tourist information about specific companies Tourism apps are certainly more simple and efficient to be used than tour guides handbook. According to Xiang, Wong and Fesenmaier (2014), tourist sometimes feel usage of tourism apps have big influence on their experience whether before, during and after vacation. While their not use any tourism apps tourist will feel isolated from their environment during travel. Use the tourism apps increase connectivity from their known environment during travel. Various benefits of tourism apps help tourist to spend their perfect travel experience, like maps to navigate and suggestions to planning their activities. The benefits of tourism apps will give an impact and influence towards tourist travel experience. Tourists prefer everything that can be standardized or filtered according to their desire, preferences and taste. Tourist also use several devices to access the tourism apps such as phones, desktops, or laptops.

III. RESEARCH CONCEPTUAL FRAMEWORK

To create a good conceptual framework, researcher needs to include the objectives of research and every important item to create the conceptual framework. According to Ravitch and Riggan (2012), conceptual frameworks assist the researcher by helping to shape the research question, literature review and all issues relating to methodology, data collection, data analysis and discussion. This conceptual framework also helps