STRATEGIC TOURISM MANAGEMENT: NEED FOR SMARTPHONE APPLICATION

Behnaz Malmir* Dr. B.P.Mahesh Chandra Guru ** Dr.Dileep Kumar.M*** Gowtham Devanoor.P****
* Research Scholar, Department of Studies in Communication and Journalism, University of Mysore, Manasagangothri, Mysore.
**Professor, Department of Studies in Communication and Journalism, University of Mysore, Manasagangotri, Karnataka.*
***Guest Faculty, Department of Studies in Communication and Journalism, University of Mysore, Manasagangothri, Mysore.
**** Research Scholar, Department of Studies in Communication and Journalism, University of Mysore, Manasagangotri, Mysore.

Abstract
Strategic management is the need of the hour in all walks of human life. The strategic tourism management deals with the major and fundamental managerial issues that directly affect the future of tourism industry across the globe. The strategic tourism management is an act of identifying long-term objectives and conditions for development, and making decisions on the allocation of resources needed to meet the objectives. The Smartphone application has come to stay in tourism sector. Smartphone use had made it possible to avail various services and facilities in tourism sector. The potential for mobile digital applications to completely transform tourist experiences in the future needs scientific evaluation to develop appropriate strategies of Smartphone application.
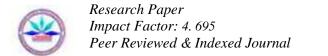
Preamble
Strategic management is the need of the hour in all walks of human life. The need for strategic management is constantly increasing since modern organizations are required to achieve the goal of competitive business management. The strategic management is indeed an all pervasive activity which boosts the national economy and organizational prospects in modern times. The successful strategy selection and implementation relies upon the application of strategic management practices. The strategic tourism management deals with the major and fundamental managerial issues that directly affect the future of tourism industry across the globe. The stakeholders of strategic tourism management are responsible for the successful tourism management. Smartphone application for strategic tourism management is amplified in this article on the basis of qualitative research methodology.

Features and Functions of Smart phones
A Smartphone is a new form of mobile Internet device that combines the traditional features of a phone and a personal digital assistant (PDA). Smartphone is a mobile phone that offers more advanced computing ability and connectivity than a basic current mobile phone does. Smartphone technology adoption is seen as being influenced by perceived usefulness, ease of use and the potential for risk, without any appreciation of how that adoption takes place over time.

The Smartphone includes a digital camera for taking fairly high to extremely high quality digital photographs which can be shared with others directly from the phone (i.e. email, social media, text messaging etc). The Smartphone provides video recording capabilities with sound. A calendar/scheduler is included in the Smartphone. Appointments can be entered and edited directly on the Smartphone. Changes made to the online calendar or also synchronized back to the Smartphone's calendar.

The Smartphone enables the user to add all the contacts. The user can also delete and edit the details just like on a computer. The Smartphone has very clear viewing screens and can play many video formats with sound, as well as record video with sound. The Smartphone also incorporates the same features of a digital music player which enables the users to store music files on it. The Smartphone provides for text messaging just like most cellular phones do. The built in keyboard or software keyboard can be displayed on the phone's screen. It is easier to type with than cellular phones. The Smartphone acts very much like a desktop or laptop computer. It includes a web browser programme just like a conventional computer.

Research Paper
Impact Factor: 4. 695
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

The Smartphone usually includes common computer programmers' used in office settings. The users can create, read and edit these types of files. The Smartphone includes a full keyboard which is physical, either covering the lower half of the front of the phone or sliding out from under the phone. There are many 'Apps' available for free and for cost for all the Smartphone brands and models. Smartphone service providers offer free phones. The fee paid each month for a Smartphone includes data charges above and beyond what a regular cell phone user pays.

The primary built-in applications of Smartphone include - Phone and contact address book, texting, video calling, web browser, e-mail, weather, predictive typing, voice dictation, voice-activated virtual assistant, alarm clock, stopwatch, timer, calculator, calendar, note taker, music player, photo album, camera, GPS navigation and app store search. Smartphone have become more or less part of the lives of people in modern world. Smartphone application make the users feel more connected, more informed, more innovative and more productive. Smartphone's are said to be wearable computing systems which can be used anywhere the person goes. Internet access and calls can be made almost everywhere in the world (Buhalis and Costa 2006:05).

Smartphone is an integrated device with mobile telephone technology and the ability to access the Internet. The Smartphone enables the users to acquire almost any type of information from various sources. The users can also create a new form of social community, influence public opinion and significantly improve the infrastructure and speed of social communication (Song, 2011:20). Smartphone means an interpersonal communication device to a multimedia machine. It contains functions such as instant messaging, downloading applications, utilizing information services such as Wi-Fi and global positioning system (GPS) and entertainment (Ting et al. 2011:21).

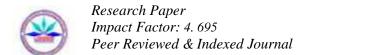**Strategic Tourism Management**
A tourism strategic planning is fundamental for product positioning, image creation and demand management. In a deliberate strategic process, strategic implementation would be carried out only after an organization has gathered sufficient information on its internal and external environments. The evaluation of these options is followed by the selection of the most appropriate option.

Services in the hospitality and tourism industry are undergoing a shift from service to experience. This requires changing the mindset of many managers and employees in their strategic thinking and daily actions. In order to achieve this shift, there is an essential need to know both the hospitality and tourism context and how this strategic change can be achieved in that context. To better prepare and respond to these trends and keep redefining strategic management practices, hospitality and tourism organizations need to have a clear knowledge about strategic management theories and apply them in the relevant context (Pine and Gilmore, 1998:18).

The strategic tourism management is an act of identifying long-term objectives and conditions for development, and making decisions on the allocation of resources needed to meet the objectives. Basically, strategic tourism management deals with the major and fundamental managerial issues that directly affect the future of hospitality and tourism organizations. The stakeholders of strategic tourism management should be equipped with necessary vision, skills and competence to achieve the goal of tourism development.

The stakeholders should successfully prepare for its future and responds to changes and developments in its external and internal environment proactively. Strategic tourism management can secure its survival and develop sustainable competitive advantages. It is also essential to emphasize that even successful organizations face problems and may end up making irrational investments in the absence of strategic tourism management.

Product design, market segmentation, franchising, real estate investment trusts, and new product concepts are some of the strategic driving forces that cause the industry to be very dynamic. All of these trends and developments require the organizations in the hospitality and tourism industry to keep redefining their strategic management practices through a continuous process (Nykiel, 2005:15).

In the present times strategic tourism management concept has appeared as an alternative to the old method which failed to deliver goods in modern times. The strategic management of tourism destinations is an extension of traditional planning methods. In the literature there are various definitions of strategic management. The key aim of the strategic management of a given territorial unit is to maintain its presence on the market and maintain opportunities for development (Goranczewski and Puciato, 2010:12). A tourism destination may be considered as a cluster of interrelated stakeholders embedded in a social network that interact, jointly meeting visitor needs and producing the experience that the travelers consume (Baggio et al., 2010:03).

The importance of strategic and operational management is important, because without successful operations parts, the development of the tourism component is threatened. Therefore, the use of leisure time should be arranged in a certain way, with travel, especially leisure travel, to bring the development of the tourism phenomenon to unforeseen limits (Kirovska, 2011:13). Strategic management is a framework for analyzing the environment, for coordinating the company's activities, for creation and adaptation innovations, and for creating value both in the present and in the future. It is the process that creates the value for consumers, owners, and for all stakeholders of a firm. And, after going into depth of concept we can find out that strategic management is short-term and long-term process that involves plans and actions at the same time.

Strategic management is a highly developed discipline, with a fundamental logic and framework. It can be translated in some measure to every firm, every industry, and every setting (Amason, 2011:02). The importance of strategic management has been realized in all walks of life including tourism sector. The stakeholders of tourism development need strategic management to guide how to achieve objectives and how to pursue the organization. Strategic tourism management includes specific strategies relating to reaching out to target groups, outcompeting rivals, setting competitive advantage, strengthening the long-term business position of tourism industry.
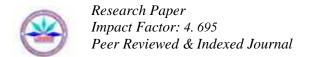
Smartphone Application for Strategic Tourism Management
The Smartphone application has come to stay in tourism sector. Smartphone use had made it possible to avail various services and facilities in tourism sector. Using technology throughout all phases of the trip indicates that consumers are not only well informed but also more engaged to the outcome of their customer journey. Smartphone's are the newest phenomenon in tourism business which needs serious consideration.

The rapidity in the enquiries and interaction with the supplier is made easier for the Smartphone user and then also for the user of an application. The easiness of the usage of Smart phones and their applications has motivated the customers to use this device for all purposes including travel and tourism. Usability of Smartphone depends mostly on an access to Wireless Internet called Wi-Fi. However there are offline applications available also which means that the mobile application can be used when there is no Wi-Fi connection available in the phone. The Smartphone users can receive information about thousands of destinations, events, restaurants, hotels, car rentals etc from just one click away by using Google or Yahoo tools of Smart phones.

Intuitively, location-based mobile Internet applications serve a number of purposes. Smartphone ownership rates generally reflect the current level of adoption in modern times. Current users are early adopters and their use of Smartphone technology is consistent with their high usage of the Internet and social media in their daily lives. The potential for mobile digital applications to completely transform tourist experiences in the future needs scientific evaluation to develop appropriate strategies of Smartphone application in tourism sector (Eriksson, 2002:10).

Wireless Application Protocol (WAP) was invented to have same Internet sites available on the mobile phones. This made it possible to have alerts on the phones by using applications, which means that application providers able the consumer to follow up situations as they happen. For example alert of British Airways application from a full booked flight can make it possible for the customer to book an alternative seat for a next flight. This kind of thinking is called an intelligent electronic assistant where the service provider can think a head of the customer on

situations that can be problematic or not. Consumers buying behavior in tourism should be divided into experienced and inexperienced travelers. This distinction should also be made in online users Buhalis (2003:04).

The Smartphone provide the travelers a personalized, location-aware tourism service, implemented as a multi-agent system, which supports seamless roaming, service mediation and interaction facilitation. The Smartphone application contains the user-perceived qualities of the system and enriches modern mobile tourism services (Schmidt-Belz and Poslad, 2003:19).

The 3G has become a significant factor to tourism services, since it offers both mobile online access and various services that aim directly to facilitate and enhance mobility. Tourism destinations can also take advantage of the new technologies and enhance their position in the market. Joint action taken by public tourism organizations and private sector companies could lead towards the development of services for tourist usage. Moreover, till the inevitable entire technology convergence, destinations would most benefit from formulating diverse business models (Flouri and Buhalis, 2004:11). The Smartphone applications add value to the tourism experience and to the visitor destinations. This kind of mobile tourist service poses certain challenges in terms of content development, technology and tourism industry (Nielsen, 2004:14).

The Smart phones enable the users to get security in times of travel. The Smartphone application makers the customers remain in forefront of the marketing tactics because they are telling the companies what they want to get for their money. Money has a bigger value now than ever before (Castaneda et al. 2007:07). The Smartphone application introduces a rich source of information which is considered as a moving object in an environment with variable contexts. The tourist guide applications and services are taken into account as an application area for the context-aware systems.

A framework for personal tourist guide (PTG) system based on service oriented architecture (SOA) is required to avail the right services in the right time (Abbaspour and Samadzadegan, 2008:01). The Smartphone enable convenient and secure mobile commerce services such as electronic wallet, electronic payment, 3G broadband Internet access, and multimedia contents. The payer-centric payment architecture is advocated to facilitate the adoption of smart phones for mobile commerce applications in tourism and other sectors of life (Chang et. al. 2009:08).

Cao and Nguyen (2012:06) have implemented a system called the Semantic Tourist information Access and Recommending (STAAR) which helps tourists to find relevant information aimed for them to plan their itineraries and trips using web and Smart phones. This helps the user to make their trip personalized and individualized because of the system asking for specific preferences of the user.

Mobile world has broadened the tourism sector since the travelers have the possibilities for sharing their experiences in real-time. The travelers make use of Smartphone which can not only inform but also educate them of their trips. The mobile travel business faces the real challenge to stay in the pace of needs and wants of the customers who matter most in modern business world (Parro, 2013:17).

The everyday use of Smart phones spills over to the tourist experience. Smartphone shapes the tourist experience. Increased communication with family and friends, the filling of all downtime, increased information search activities, greater interest in exploring technology and the partial replacement of laptops/desktops are the major advantages of Smartphone application in tourism sector (Wang et. al. 2014:22). The proliferation of Smartphone ownership and apps, and the growth of mobile travel bookings drive hoteliers to understand and develop mobile strategies to satisfy customers' needs. Hoteliers cannot compete with OTA apps or social apps and should focus on improving the features and functions of hotel apps developed by hotel chains (Chen et. al. 2015:09).

The potential for a travel company's engagement efforts to become 'white noise' has increased the mobile apps, especially those with a focus on the user, provide travel companies a path to cut through that white noise and

reach customers in a medium where they're not only experienced, but spending an increasing majority of their time (Ostdick, 2016:16**).**

The consumers demand quick action in the service providers' site since they demand individual travelling packages which results in more segmented marketing tactics. Customer satisfaction is dependent on the exactness and comprehensiveness of valid information which concerns destination accessibility, services and attractions. The Smartphone has become the most widely used device for strategic tourism management in modern times. The most downloaded Smartphone apps are recommendation pages and hotel and flight search engines. The Smartphone enables the tourism companies to improve their positioning. They also facilitate efficient and effective communication between the service providers and users. Smartphone has created a paradigm shift in strategic tourism management as a prominent tool of marketing communication. Mobile phones have changed the tourism landscape and the modus operandi of destinations. They have catered to the needs of the users who demand high speed access to relevant information and media content. Amongst the proliferation of mobile phones, the Smartphone in particular offers advanced capabilities, comparable with PC like functionality, often equipped with features such as keyboards or touch screens. The challenge for future Smartphone application makers for strategic tourism management is to make it more convenient and trustworthy for the future users in the mobile world.

Conclusion
Strategic tourism management has emerged as an important aspect of research in modern times. A tourism strategic planning is fundamental for product positioning, image creation and demand management. Smartphone technology adoption is seen as being influenced by perceived usefulness, ease of use and the potential for risk, without any appreciation of how that adoption takes place over time. Specific operational or tactical activities should result from strategic plans in the age of competitive tourism management. Amongst the proliferation of mobile phones, the Smartphone in particular offers advanced capabilities, comparable with PC like functionality, often equipped with features such as keyboards or touch screens. The challenge for future Smartphone application makers for strategic tourism management is to make it more convenient and trustworthy for the future users in the mobile world.

References
1. Abbaspour R. and Samadzadegan F. (2008) Building A Context-Aware Mobile Tourist Guide System Base on A service Oriented Architecture, The International Archives of the Photogrammetric, Remote Sensing and Spatial Information Sciences, Beijing, 37(4):78-84.
2. Amason, A. C. (2011) Strategic management from theory to practice, New York, NY: Routledge.
3. Baggio, R., Scott, N. and Cooper, C. (2010) Improving tourism destination governance: a complexity science approach, Tourism Review, 65(4):51-60.
4. Buhalis, D. (2003) e-Tourism – Information technology for strategic tourism management. Essex, UK: Pearson Education Limited
5. Buhalis, D. and Costa, C (2006) Tourism Business Frontiers. OX: Elsevier Butterworth-Heinemann.
6. Cao, T-D. and Nguyen, Q-M. (2012) Semantic approach to travel information search and itinerary recommendation, Internet Research. Emerald Group Publishing Limited, 8(3):256-277.
7. Castaneda, A. J.; Frias, D. M. and Rodriques, M.A. (2007) The influence of the Internet on destination satisfaction, Internet Research. Emerald Group Publishing Limited, 17(4):402-420.
8. Chang, Y. F., Chen, C. S. and Zhou, H (2009) Smart Phone for Mobile Commerce, Computer Standards & Inter- faces, 31(4):740-747.
9. Chen, Yu-Syuan., Tso-Jen Chen and Cheng-Che Lin (2015) The Analyses of Purchasing Decisions and Brand Loyalty for Smartphone Consumers, Open Journal of Social Sciences, 4:108-116.
10. Eriksson, O. (2002) Location based destination information for the mobile tourist, In:Information and Communication Technologies in Tourism, Wober K.W., Frew A. J., Hitz M.(eds.), Springer-Verlag Wien, Innsbruck, 22 – 25, Jan 2002.

11. Flouri, E. and Buhalis, D (2004) Wireless technologies for tourism destinations. In Proceedings of the International Conference on Information and Communication Technologies in Tourism 2004 (Cairo, Egypt, 2004); Vienna, Austria: Springer, 27-38.

12. Goranczewski, Bolesław and Daniel Puciato (2010) SWOT Analysis in the Formulation of Tourism Development Strategies for Destinations, Tourism, 20(2):40-53.

13. Kirovska, Zanina (2011) Strategic management within the tourism and the world globalization, UTMS Journal of Economics,2(1): 69–76.

14. Nielsen, L.B (2004) Post Disney experience paradigm? Some implications for the development of content to mobile tourist services, In Proceedings of the 6th International Conference on Electronic Commerce, New York: ACM Press, 657-666.

15. Nykiel, R. (2005) Hospitality Management Strategies. New Jersey: Pearson Education.

16. Ostdick, Nick (2016) Going Small: How Mobile Apps Impact the Travel and Tourism Industry, Travel Tech Insights, Bucharest, Romania, www.sales@dcsplus.net

17. Parro, Laura (2013) Smart Traveling with Smartphones – Or is It? – Study how usable are mobile travel applications, Unpublished Bachelor's thesis, Turku University of Applied Sciences, Finland.

18. Pine, J. and Gilmore, J. (1998) Welcome to the Experience Economy, Harvard Business Review, July-August, 97–105.

19. Schmidt-Belz, B. and Poslad, S (2003) User validation of a mobile tourism service, Third Workshop on HCI in Mobile Guides (Glasgow, Scotland, 2004), www.comp.lancs.ac.

20. Song, Hee-Chan (2011) Analysis of the global Smartphone market and the strategies of its major players, Project Report, Hanyang University, University of Texas at Dallas, USA.

21. Ting, D.H., Lim S.F., Patanmacia T.S., Low C.G. and Ker G.C. (2011) Dependency on Smartphone and the impact on purchase behavior, Young Consumer, Emerald Group Publishing Limited, 12(3): 193-203.

22. Wang, Dan, Zheng, Xiang and Fesenmaier, Daniel R. (2014) Smartphone Use in Everyday Life and Travel, Journal of Travel Research, 53(3):1-12.