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## Guideline for the Use of Mobile Applications for Tourism Business in Bangkok

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### Abstract

The objective of this research were to ๑) study the current use of mobile applications for tourism business in Bangkok, and ๒) find guideline for the use of mobile applications for tourism business in Bangkok. This research employed quantitative and qualitative research methodologies. The research samples were ๔๐๐ tourists in Bangkok, Thailand. These samples were selected by simple random sampling method. The research tool for data collection was a questionnaire. Data were analyzed in terms of percentage, mean, and standard deviation. The researcher also conducted interviews with ๕ executives and computer staffs from tourism business in Bangkok. They were selected by purposive sampling. The research result revealed that tourism business had gained high benefits from the use of mobile applications, especially in terms of customer services. The guidelines for the use of mobile applications for tourism business were as follows: ๑) the formulation of clear policies was required for the use of mobile applications to enhance tourism business competitive, ๒) mobile applications must be designed and developed in terms of helpful information support and ease of use, and ๓) appropriate promotion and update information for the use of mobile applications must be put in place for tourists.

**Keywords:** Use, mobile applications, tourism business



## Introduction

Tourism has important role in economics of Thailand. There are various tourism styles in Bangkok, in terms of history, culture, and nature. These interesting places should be improved and promoted for higher quality of service. Thailand government has promoted tourism policies in ๔ important aspects: ๑) digital Thailand ๔๐, ๒) tourism information support via internet, ๓) development of human resources in tourism for income increment, and ๔) corrective registration system for tourism business (Economic Business Research Center and Economic Foundations, ๒๐๑๘).

Mobile devices become a necessary gadget for human in daily lives. There are a large amount of mobile phone users at present. People have to connect their mobile phones through internet in order to access relevant information in the past, present, and future. The information will support them for business direction and decision making. The research in the use of mobile application for tourism business will support improvement of information service and convenience tools for tourists.

## Research Objectives

The objectives of this research were to:

๑. study the current use of mobile applications for tourism business in Bangkok.
๒. find guideline for the use of mobile applications for tourism business in Bangkok.

## Research Scope

### Research Methodology

This research is a mixed method methodology which it composed of qualitative and quantitative methodologies.

### Research Samples

Research samples were divided into ๒ groups. Research samples in the first group were tourists in Bangkok. ๔๐๐ samples were selected by simple random sampling using Taro Yamane's sampling table. They composed of ๒๐๐ Thai tourists and ๒๐๐ foreign tourists. Data were collected from this group by questionnaires. Research samples in the second group were ๔ research samples which they were selected by purposive sampling from executives, information technology managers, and computer relevant managers. Data were collected from this group by interviewing.

### Research framework

This research study and find appropriate guideline for the use of mobile applications for tourism business in Bangkok, the research framework was shown in figure 6. The collected data will be analyzed by descriptive analyzing method.

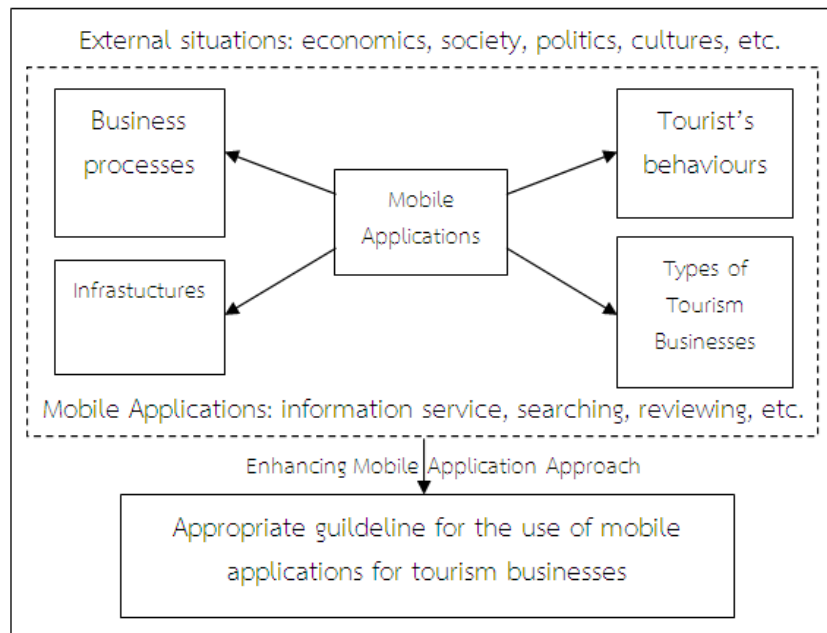


Figure 6: Scope of finding guideline of using mobile applications for tourism business

### Tourism business

Tourism business created main income for Thailand which all Thai people can earn money, especially in important and famous tourist's places. However, slowdown world economics, terrorisms, national disasters, and pestilence have a significant effect on tourism business in Thailand and around the world.

### Application

Suchada (๒๐๑๑) explained that application composed of mobile and application. Mobile is a communication device which human can bring to everywhere and they can use it like embedded computer. Application means software which users can use for their works via User Interface (UI).



Janjira (๒๐๑๔) defined that application means application program which it was installed in smartphone and user can download these programs from service providers with charges or free.

To sum up, application or app is a program for support working with mobile phones, tablets, and mobile devices. Users can bring these devices with convenience because the devices have small size and light weight.

### Mobile Application Development

Thanakrit (๒๐๑๖) explained that mobile application development composes of ๕ steps as the following; ๑) study relevant documents and researches, ๒) analyze and synthesize mobile application design and apply, ๓) analyze and synthesize quality assessment tool for the mobile application by ๓ application and communication experts for suggestions, ๔) revise mobile application following the comments from ๓ experts and ask them to perform quality assessment again, and ๕) test mobile application by samples of users in order to measure user's satisfaction.

### Relevant Research

Kannika and Thanyalak (๒๐๑๖) studied mobile application for national park tourism. This paper revealed that ๓๐ samples of users were satisfied with the use of mobile application at the highest level because of convenience, correct information searching. This application was a public relation channel for national park in Thailand.

Somkai, Sakchai and Sompod (๒๐๑๔) studied android application for tourism in Kanchanaburi province. They developed the application in order to assist tourists by mobile devices in ๓ sections: ๑) information decision support for place selection, ๒) shortest travelling route to the destination, and tourist's location display. They developed the application on Androids operating system and connected to GPS and internet.

Thongchai and Sutha (๒๐๑๖) studied the use of information technology for marketing and promotion for hotel business in Bangkok. This paper revealed that suitable marketing and promotion combining with information technology will help to increase customer quantity and corporate income.

### Research Results

This research results were found that tourists need to use mobile application for tourism business at the highest level. They use the application in order to search for tourism information, such as famous place, tourism promotion, prices, travelling, and maps. They



were satisfied with the use of mobile application for tourism business in Bangkok at a high level. However, they need more detail information in terms of service hours, more choices, instant alert massaging or e-mail for update information and new recommend destinations for tourists, and providing reviewing board after visit.

Almost of surveyed tourism business develop their mobile applications in 6 steps: ๑) new concept study, improvement for current system, and user's requirement study, ๒) mobile application design, ๓) mobile application development; functional modules and user interface programming, ๔) prototyping, ๕) system testing with different mobile model, and ๖) system implementation and maintenance, see figure ๒.

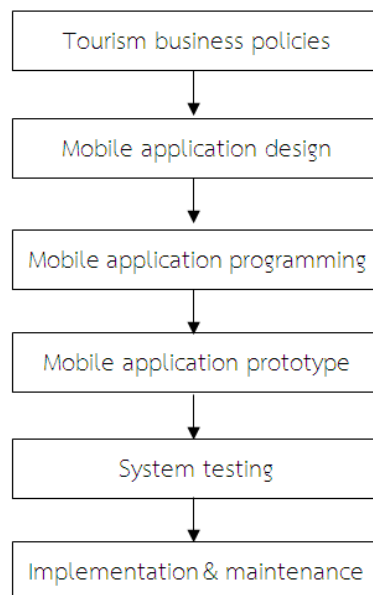


Figure ๒: Mobile application development in tourism business

## Conclusion

The guidelines for the use of mobile applications for tourism business were as follows: ๑) the formulation of clear policies was required for the use of mobile applications to enhance tourism business competitive, ๒) mobile applications must be designed and developed in terms of helpful information support and ease of use, and ๓) appropriate promotion and update information for the use of mobile applications must be put in place for tourists.



### Recommendation for further study

Further study for this topic should focus on the comparison for use of mobile applications between specific tourism business, such as airline business, hotel, restaurant, etc. Moreover, the further relevant topic is the comparison for use of mobile applications for tourism business between famous tourism destination, such as Chiang Mai, Phuket, etc.

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