CHAPTER – I

INTRODUCTION

1.1 Prologue

Tourism is the action of movement around a circle which ultimately returns back to its beginning. The tour represents a journey that is a round trip. It involves the act of leaving and then returning to the original starting point. The person who undertakes such a journey can be called a tourist. Tourism is also the business of providing services for people who are travelling for their recreational, leisure or business purposes. Tourism is a major industry which creates employment opportunities. It has great strategic importance for the national and regional economies due to its capacity for generation of wealth. Tourism plays an important role in driving growth and bringing about economic prosperity. Strategic management is a field of study that involves the process through which modern organizations define their missions, visions, goals and objectives, as well as craft and execute strategies at various levels of the firms’ organizations’ hierarchies to create and sustain a competitive advantage. Strategic management is an important aspect of tourism development. The subject has been systematically taught across the world. Strategic tourism management has emerged as an important aspect of research in modern times. It is based on the perfect understanding of stakeholder needs and expectations which are paramount in the development, implementation and success of tourism industry’s strategy.

Smartphone application is used in mobile phone under mobile environment. It is being materialized in portable personal digital assistant (PDA). Smartphone application refers to a program which has been designed to be operated in Smartphone. It can be installed by downloading in specific application sales outlet. Smartphone application field is extended since it has become a core communication factor in the process of strategic tourism management. The present investigation was carried out in South India to understand the use of Smartphone in strategic tourism management. The salient features of the study such as tourism development in the new millennium, features of Smartphones, tourism in South India, contemporary strategic tourism management, Smartphone application in tourism sector, use of Smartphone in strategic tourism management, significance of the study, statement of the problem and objectives of the study are amplified in this chapter.
1.2 Tourism Development in the World

Tourism Development

The spread of education has created cultural awareness and has stimulated desire to travel among the people across the globe (Singh, 1982:243). Tourism is a nation building activity and an effective instrument for national integration. The promotion of tourism can be a great encouragement to economic development particularly employment (Medilk, 1995:164). Tourism as a force for poverty reduction is based on two central assumptions. The first assumption is that tourism development leads to economic growth. The second is that economic growth can effectively reduce poverty. Proponents of the former tend to support the contention that a liberalized free market global economy is the optimal environment to facilitate economic growth. Hence, tourism can strengthen the economies of developing countries.

Tourism development refers to all the activities associated with providing facilities for tourists in a destination. Tourism promotion is concerned with publicizing a destination to tourists so that they visit, spend money and leave happily. Tourism is often considered as a way to achieve sustainable development for indigenous peoples in terms of environment, culture and economy (Dieke, 2000:68). Tourism promotes the economic status of countries by providing community infrastructure and opportunities for small enterprise creation. Tourism can provide more than material benefits for the poor, but also cultural pride.

Tourism development mechanisms have been useful in creating a conceptual framework for tourism and poverty reduction. Tourism facilitates alternative sources of development finance, such as philanthropy, which can support various development processes on a local level and may be more effective in harnessing the potential of tourism to deliver poverty reduction objectives (Sharpley and Telfer, 2002:238). Tourism is embraced for its potential to create employment, contribute to the national balance of payments, provide capital needed for investments in infrastructure, help to create inter-sectoral linkages within the economy, and produce multiplier effects.

Importance of Tourism

Tourism assumes great significance in the present times because of the following characteristics.
• Tourism has become an important economic activity since it generates considerable income to various nations.

• Millions of people travel to different foreign countries and contribute for the economic development.

• International tourism and domestic tourism have emerged as vital branches of modern tourism.

• Tourism is indeed a multi-dimensional activity. Prominent tourism branches include – cultural tourism, medical tourism, adventure tourism, atomic tourism, eco tourism, geo tourism, industrial tourism, religious tourism, sex tourism, sustainable tourism and virtual tourism.

• Tourism has become a billion dollar industry in the world and provides employment opportunities to millions of people.

• Tourism is the world's number one export earner, ahead of automotive products, chemicals, petroleum and food.

• Tourism is a natural course of action to stimulate growth in the globe.

• International organizations including the World Bank have encouraged tourism sector to provide means of revenue generation and poverty alleviation.

• The tourism receipts have grown dramatically in the age of globalization.

• Sustainable tourism has gained prominence since it connects environmental, socio-cultural, and economic factors.

World Tourism Development

International tourism refers to tourism that crosses national borders. Globalization has activated the tourism sector since it is a prominent global leisure activity. The international tourism has received a fillip on account of modern aviation facilities and increased business activities. World tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress, in particular in developing countries. (WTO, 1981:293). Certainly, many countries consider tourism to be a vital ingredient in their overall development plans and policies (Dieke, 1989:67). Tourism is one of the major social and economic phenomena of modern times. Tourism offers opportunities to the people to visit and understand the tourism destinations and continues to remain as the single largest peaceful movement of
people across cultural boundaries in the history of the world. It is also carried out on a global basis in modern times (Lett, 1989:153).

Tourism has become a favored means of addressing the socio-economic problems facing peripheral rural areas (Cavaco, 1995:49). Many urban areas have also turned to tourism as a prominent means of mitigating the problem of industrial decline. However, the potential of tourism to contribute to development in modern, industrialized countries is also widely recognized. Tourism plays an increasingly important role in most, if not all, Organization for Economic Co-operation and Development countries.

Tourism contributes significantly for the development of destination areas and the economic benefits of tourism, such as income and employment generation are widely recognized. The tourism businesses contribute to economic growth in the region, although tourism earnings in this first stage are not normally substantial. The tourism development also, of course, has many non-economic developmental impacts, such as socio-cultural consequences, educational benefits and peace promotion. The power of tourism as a means of development is dependent upon the existing level of development in the tourism destination country or region. It is also certainly a fact that tourism development has various potentially beneficial economic impacts that may positively influence the process of economic development in the destination (Telfer, 2002:253).

to maintain the level of demand, many destinations use pricing as a marketing strategy. Such a strategy does not help improve the current economic situation of the destinations. Tourism jobs are often among the lowest-paid jobs. Many tour operators in the developed tourist-generating countries take advantage of exchange rates, third world payment rates and negotiating power to exploit businesses in the destinations (Hashimoto, 2002:106). Tourism provides the benefit of foreign exchange and continues to be an ideal form of economic development. Tourism provides opportunities for better employment generation, infrastructural development and socio-economic development of nations.

Sustainable tourism development has become an important aspect of national development. Sustainable tourism adds practical value to understanding the complex socio-environmental conditions influenced by tourism. It is carried out on the basis of environmental, social, economic and political structures, and their inter-relationship,
that are unique to any tourism development context. At the same time, the increasingly globalised nature of the tourism production system and its inherent power relationships cannot be ignored (Southgate and Sharpley, 2002:248).

The changing organizational structure of tourism production has simultaneously, precipitated the increasing transnationalization of ownership as well as the more visible participation of specific regions and regional growth triangles as relatively autonomous actors competing for a share of mobile tourism capital. The proponents of globalization have argued that deregulation and privatization have reduced the role of the state to that of a mere conduit for geographically mobile investment capital (Bianchi, 2002:26).

Tourism emerged as the largest global industry in the 20th century. In the new millennium, global economy will be governed by technology, telecommunication and tourism. Tourism has potential to create the maximum number of jobs. There has been rat race among the developed and developing countries to expand tourism indiscriminately, which has resulted, in severe cultural and ecological damages to the host country. An important feature of the tourism industry is its contribution to the national integration and creation of harmonious social relations in the globe (Chawla, 2003:56).

In the last decade, more and more tourists from non-Western countries participate in international tourism, while the most spectacular change is the growth of non-Western domestic tourism. China ranked among the world’s top five tourism destinations in 2002, while the other four countries are all developed countries, namely, the USA, Spain, France, and Italy, but China’s domestic tourism has outpaced its international tourism in recent years (Wang and Qu, 2004:283).

Tourism deeply embedded in the process of global environmental change where natural scale and rate have dramatically increased because of human impact (Gossling and Hall, 2006:94). Tourism has emerged as a flourishing industry having great prospects for some nations as a major contributor to the public exchequer. This sector also provides a number of job opportunities to the local people. Tourism has adverse effects on the destination places which should be kept in mind. There is a need of a sustainable tourism planning and management relevant to the present day context (Ratti, 2007:219).

The impact of international tourism on natural environment is equally convergent with domestic tourism. Domestic tourism is considered to be more
environmentally sound form of tourism than long-haul travelling by air, which causes remarkably higher emissions of green house gases and pollutants. Having a second home does not inevitably reduce other forms of tourism and recreational mobility, unless it substitutes them (Skanavis and Giannoulis, 2010:244).

In 2006–10, international tourism receipts represented about 6 percent of international trade of goods and services, and nearly 2 percent of the world’s GDP. In comparison, international trade in fuels accounts for 10 percent of total trade, while international remittances stand at ¾ percent of the world’s GDP. An important reason why tourism has not garnered the same level of attention is scarcity of cross-country data. Macro-economic variables and economic ties have a large impact on tourism arrivals. Tourists generally prefer travelling to regions with similar climates, but there is also a strong preference for travelling to warmer countries. Tourism and trade exhibit very similar responses to a number of factors. In the long run, the depreciation may help increase tourism receipts even in a small island, as it could spur investment in tourism-related services, but the short-term improvement of the external balance is likely to come from the import side.

The travel and tourism industry is responsible for creating jobs, lifting people above poverty and broadening horizons. Tourism represents one of the pillars that should be supported by governments around the world as part of the solution to stimulating economic growth. The international tourist arrivals grew by 4% to reach 1.035 billion in 2012 and marked a historic moment in tourism activity. Tourism contributes about 5% to the GDP, provides 235 million jobs worldwide, and represents 30% of the world’s export of services. Many new destinations appeared on the tourists’ preferences lists, challenging the traditional ones of Europe and North America (Pantelescu, 2012:197).

Globally, the travel, tourism and hospitality industry is one of the largest service industries in terms of revenue generation and foreign exchange earnings, contributing over 9% to global GDP. It is also one of the largest employment generators in the world. An estimated 235 million people work directly or in related sectors, accounting for more than 8% of global employment. Government has to take active initiation to capitalize the opportunities in tourism sector. Private Public Partnership should be initiated to ensure the infrastructure growth and expansion of better amenities to the tourists (Anand and Mallik, 2013:07).
Future research could also expand the analysis to cover additional factors affecting international tourism such as visa requirements (relevant for tourism to advanced economies) and natural disasters (relevant for small tourism-dependent countries)—which have not been incorporated here due to data limitations (Culiuc, 2014:62). With more than one billion international tourists now traveling the world each year, tourism has become a powerful and transformative force that is making a genuine difference in the lives of millions of people. The potential of tourism for sustainable development is considerable. As one of the world’s leading employment sectors, tourism provides important livelihood opportunities, helping to alleviate poverty and drive inclusive development (Banki-moon, 2015:18).

Travel and tourism is an important economic activity in most countries around the world. The direct contribution of travel and tourism to GDP in 2014 was USD 2,364.8bn (3.1% of GDP). This is forecast to rise by 3.7% to USD 2,451.1bn in 2015. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). By 2025, travel and tourism will account for 130,694,000 jobs directly, an increase of 2.0% pa over the next ten years. By 2025, international tourist arrivals are forecast to total 1,796,210,000, generating expenditure of USD2, 140.1bn, an increase of 4.2% pa (World Travel and Tourism Council, 2015:292).

The status of international tourism has improved remarkably over a period of time. The international tourists’ arrivals grew by 5% in the first half of 2016 according to the latest UNWTO World Tourism Barometer. The results were robust across almost all sub-regions and many destinations reported double-digit growth. The prospect for the remaining period is positive. It has been expected that around 500 million tourists will travel abroad in the Northern Hemisphere summer holiday peak season. The destinations worldwide have received 348 million international tourists which followed an increase of 4.6% in 2015. The results show a strong desire to travel and this continues to drive tourism growth. Destinations keep benefitting from solid demand across all world regions despite ongoing challenges, showing that tourism is a dynamic and resilient economic sector (Rifai, 2016:223).

The United Nations 70th General Assembly had designated 2017 as the International Year of Sustainable Tourism for Development. This was a unique opportunity to raise awareness on the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while
mobilizing all stakeholders to work together in making tourism a catalyst for positive change. In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aimed to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs.

The UNWTO has projected about 3.8% growth a year for the period 2010 to 2020 in international tourism. Asia and the Pacific (+9%) recorded the highest growth in international arrivals across world regions in January-April 2016, with robust results in all four sub-regions. South-East Asia and Oceania both achieved 10% growth, while arrivals in North-East Asia increased by 8% and in South Asia by 7%. Europe and America continued to receive good response from the tourists and consolidated their healthy growth of recent years. European tourism accounts for 2/3 of global tourism and is expected to double by the year 2025. The Mediterranean is the World’s number one tourist destination and is generating 1/3 of global tourist revenues according to recent estimates.

The development of tourism is justified on the basis of its potential contribution to the broader socio-economic development of destination areas. Indeed, tourism is generally considered an effective vehicle of development, yet the meaning and objectives of ‘development’ and the extent to which it can be achieved through tourism, is rarely questioned. The relationship between tourism and development remains an under-represented area of research and development. Tourism has long been recognized as a growth oriented industry and current expectations of an annual increase of about 4% in international tourist arrivals and spending suggests that, by 2020, international tourism will be generating up to US$2 trillion a year.

There is a remarkable expansion of tourism sector in a number of countries. The capitalist restructuring and economic globalization has precipitated a reconfiguration of power relations that challenges the validity of state-centric approaches to the political economy of tourism, epitomized by the neo-colonial dependency model. Thus, an increasingly complex and differentiated geography of tourism production, distribution and exchange is emerging, underwritten by the forces of economic globalization and market liberalization. It challenges the straightforward north–south geometries of power articulated in the neocolonial/dependency model of international tourism.
1.3 Tourism Development in India

India’s glorious traditions and rich cultural heritage are closely related to the development of tourism sector. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and celebrations have made India as a prominent tourist paradise. India has great ancient historical, cultural and natural resources and attracts worldwide tourists. India has many world heritage sites both natural and cultural, rich fauna and strong creative industries in the world. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Tourism is the third largest foreign exchange earner after gems and jewellery and readymade garments in India.

Tourism is an important sector of Indian economy and contributes substantially to the country’s Foreign Exchange Earnings. The role of the government in tourism development has been redefined from that of a regulator to that of a catalyst. Tourism development in India has passed through many phases. Tourism in India had a systematic beginning in the year 1945 when the British Government had established a committee under the Chairmanship of Sir John Sergeant. But, the recommendations of this committee were implemented after independence. The Tourist Traffic Committee was appointed in 1948. The first official Tourist Traffic Branch was setup in 1949 with regional offices at Kolkata and Madras. The development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan.

Tourism was recognized as a potential instrument for economic development during the 1950s. The Department of Tourism was created in place of a Tourist Traffic Branch under the Ministry of Transport and Communication on March 1, 1958 to provide services such as accommodation, food facility and hospitality. Another committee was established in 1963 under the Chairmanship of L. K. Jha to prepare grounds for tourism development in India. The importance of tourism was acknowledged formally when United Nations General Assembly designated 1965 as the International Tourist Year. The Government of India recognized that tourism was a basic and most desirable human activity deserving the praise and encouragement of
people. Subsequently, three new corporations such as Hotel Corporation (1965), Indian Tourism and India Tourist Traffic Corporation (1966) were set up to promote tourism in India.

The Government of India established the India Tourism Development Corporation in 1966 to promote India as a tourist destination. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism was considered a major instrument for social integration and economic development. Tourism activity gained momentum in India after 1980s.

India is a land of contrasts, with pristine beaches, mountains and fertile valleys, rainforest and desert. It caters to almost every conceivable type of vacation. Tourism development is planned and implemented by central and regional government agencies.

Tourism development was taken up by the government with a series of five-year plans. Tourism development gathered momentum during the 1980s, with the formulation of a National Policy on Tourism and the creation of the Tourism Finance Corporation to fund tourism projects. In 1988, the government designed a comprehensive plan for achieving sustainable growth in tourism. It was followed up by a National Action Plan for Tourism in 1992. The Government of India formulated Tourism Policy (1982), Tourism Plan of Action (1992), National Strategy for Promotion of Tourism (1996) and National Action Plan (1997) to promote tourism sector in India. In 1997, a draft New Tourism Policy was formulated in tune with the economic policies of the Government. The trends in tourism development was published for public debates and professional approaches.

Tourism is considered as a cultural and technological ambassador an industry without smoke an economic multiplier, an instrument of social progress and a promoter of national integration and international understanding and peace (Batia, 1996:22). Tourism as a concept has become a productive activity that creates utility by putting things into a useful form (Chattopadhya, 1997:55). Tourism is a growing industry of promise and potential, considering the magnitude of this business, it is necessary to have respectable place of India on the tourist map of the world (Singh, 1997:242). Tourism is a human activity known by man since antiquity. It cuts across barriers of caste, color, and creed and builds universal goodwill and paves the way for the national integration and international understanding. It is one of the largest and
fastest growing smokeless industries today. It is a service-oriented industry, which is capable of generating massive employment opportunities and huge foreign exchange. It is a limitless industry with immense growth potential (Seth, 1997:237).

The Government of India formulated the National Tourism Policy in the year 2002 with a view to consider tourism as a major engine of economic growth, provide employment generation, economic development and rural tourism facilities, focus on international and domestic tourism, boost Indian tourism through public and private sector collaboration, create and develop integrated tourism circuits based on unique heritage and ensure foreign travelers benefits like physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated. The recent rapid growth of demand for tourism is caused due to economic, social and technological developments. In a way, democratization of leisure pursuits is yet another factor of tourist traffic growth in India (Khan, 2005:141).

The Tourism Development Corporation, Tourism Finance Corporation, Hotel Management and Catering Technology Institutes, Food Craft Institutes, Indian Institute Tourism and Travel Management, India Tourism Development Corporation, Indian Association of Tour Operators, Travel Agents Association of India and a large number of hotel management colleges, sports and adventure clubs and beach resorts have also contributed to the growth and development of this industry. There are major kinds of tourism such as business tourism, health tourism, rural tourism, pilgrim tourism, adventure tourism, niche tourism and sustainable tourism in India. India is ranked 11th in the Asia Pacific region and 62nd on the overall list of the worlds attractive destinations. It is ranked 14th best tourist destination for its natural resources and 24th for its cultural resources in the world. The proposed policy recognizes the roles of central and state governments, public sector undertakings and the private sector in the development of tourism. The number of foreign tourists had increased to 5.78 million in India in 2010. The share of India in international tourist arrivals in 2010 was 0.61 per cent. The foreign exchange earnings from tourism were `64889 crore in 2010.

Tourism has been an integral part of Indian culture and tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India’s tourism industry needs to gauge in terms of its socio-economic magnitudes. India has emerged as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. There has
been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Tourism is a major driver of economic growth globally. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote 'incredible India' (Kakkar and Sapna, 2012:136).

Tourism today is the most vibrant tertiary activity and a multi-billion industry in India. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. With its lucrative linkages with transport, hotel industry etc., the potential and performance of India’s tourism industry needs to be gauged in terms of its socio-economic magnitudes. India is one of the popular tourist destinations in Asia. India offers a wide array of places to see and things to do. India is probably the only country that offers various categories of tourism (Patel, 2012:202).

In the 12th Five Year Plan, the Ministry of Tourism has adopted a pro-poor tourism approach to contribute significantly to poverty reduction. Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a flip to the country’s overall economic and social development. Much has been achieved by way of increasing air seat capacity, increasing trains and railway connectivity to important tourist destinations, four-lining of roads connecting important tourist centers and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodation (Lok Sabha Secretariat, 2013:155).

The major types of tourism in India include - adventure tourism, wildlife tourism, pilgrimage tourism, eco tourism, cultural tourism, wellness tourism, business tourism, heritage tourism India, leisure tourism, cruise tourism, sports tourism and educational tourism. The types of tourism in India have grown and boosted the Indian economy. Public – private collaboration is required to boost the progress in tourism sector which contributes more substantially to the nation’s GDP (Arunmozhi and Perslvam, 2013:09).

Tourism activity in India is an important industry in the whole country and pass substantially to foreign reciprocation earned. Tourism from being regarded as a pastime activity for the leisured few in society has grown into a many billions diligence and a multi faceted commotion. Competently on account of its unusual
socio quantum and anticipation excursion has also become the theme of scholarly liking. Today, our Indian tourism industry is on the initiation of a major variation for great financial gains. Nevertheless, tourism is much more than an economic activity; it has become a way of life (Naik and Jangir, 2013:177).

The Indian travel and tourism industry ranked 5th in the Long-term growth (10 year) and is expected to be the second largest employer in the world by 2019. Estimates of Foreign Exchange Earnings (FEE) and foreign Tourist Arrivals (FTA) are important indicators of the tourism industry. Foreign exchange earnings during the month of November 2009 were US $ 1.2 billion. Travel and Tourism sector accounts for 6.4% of total employment, which is 1 in every 15.6 jobs in 2009. In short, tourism Industry in India has greater potential to generate both employment as well as income for economic development (Prasad et. al. 2013:211).

India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. There are several kinds of tourism and tourists attractions in the country. Travel and tourism play an important role in India’s economy compared with other nations. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits (Jaswal, 2014:128).

The tourism sector in India is flourishing due to an increase in foreign tourist arrivals (FTA) and a larger number of Indians traveling to domestic destinations. The role of the Indian government, which has provided policy and infrastructural support, has been instrumental in the growth and development of the industry. The tourism policy of the government aims at speedy implementation of tourism projects, development of integrated tourism circuits, special capacity building in the hospitality sector and new marketing strategies. India’s tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourists and coordinated government campaigns to promote ‘Incredible India’ (Vijayaragavan, 2014:278).

The Indian tourism sector is one of the largest service industries in the country in terms of its contribution to the gross domestic product and foreign exchange earnings as well as for providing employment to millions. India is ranked as the ninth most popular tourist destinations in the world. It is considered as a preferred cruise destination. The Government of India has recognized cruise tourism as a thrust area and initiated a number of positive measures to promote the cruise industry and
position India as a global cruise destination. The government of India has recognized Cruise tourism as a thrust area and initiated a number of positive measures to promote the cruise industry and position India as a global cruise destination. India's position in South East Asia and its proximity to already popular cruise destinations would enable strong cruise circuits to be created over a period of time (Narayan et. al. 2015:179).

The Ministry of Tourism designs national policies for the development and promotion of tourism. Tourism has become an important sector of national development in India. The country has achieved 6.3% of the nation's GDP in 2015 and generated 37.315 million jobs through tourism development. Tourism is an important and flourishing industry in India. It accounts for one-third of the foreign exchange earnings of the country. It also gainfully employs the highest number of people compared to other sectors. India will become the leader in the tourism industry in South Asia, with about 8.9 million arrivals by the year 2020. The Indian tourism economy is the second-most rapidly increasing (8.8 %) tourism economy in the world (United Nations World Tourism Organization, 2016:271).

Tourism industry in India has experienced certain constraints such as poor infrastructural facilities, inadequate transportation services, lack of basic hygienic amenities at halting points, non-standardization of rates and fares, lack of sound marketing and promotion strategies, poor maintenance of heritages, inadequate law, order and security arrangements, lack of skilled and competent professionals, inadequate capacity for accommodation, soaring fuel surcharges, poor flight management, improper health and hygiene, gap between demand and supply of manpower, lapses in security and safety, unnecessary formalities, procedural delays, improper crowd management, harassment by the middlemen, lack of entrepreneurship opportunities, absence of political will and inadequate civil society support. The policy makers, civil society, law enforcement agencies and other stakeholders of tourism development have to develop tourism sector which has vast potential for generating foreign exchange, financial resources and employment opportunities. Tourism development is a multi-dimensional activity which demands public – private partnership for sustainable tourism management in India.

There is remarkable increase in the international and domestic tourist visits in India which has well developed good air transport, tourism infrastructure and allied facilities. India is on the path of modern economic growth through structural transformation of the economy. Tourism is linked to a host of sectors like transport,
hospitality, education, health and banking. Tourism is a major contributor to the
growth of the national economy but a generator of employment opportunities to the
people. India will be a global leader by the year 2020 according to the various
stakeholders of tourism development. Tourism sector is predicted to grow at an
average annual rate of 7.5% by 2025.

1.4 South Indian Tourist Centers and Attractions

South India is a region in the southern part of India. It includes the states and
Union Territory such as Andhra Pradesh, Telangana, Karnataka, Kerala, Tamilnadu
and Pondicherry. South India basically represents Dravidian culture. This region has
enormous beaches, waterfalls, forests, lakes, backwaters and wild life sanctuary. The
famous cities in this region are Hyderabad and its twin city Secunderabad, Mysore,
Bengaluru, Kochi, Trivandrum, Chennai and Kanyakumari. The famous hill stations
in this region are Kodaikanal, Ooty and Munnar.

Andhra Pradesh and Telangana states constitute the ‘Rice bowl of India’. These
two states have major cities like Hyderabad, Secunderabad and Vishakapatnam. There are historically famous places which attract large number of
tourists. Karnataka state also has scenic parks, historical forts and palaces, calm
backwaters and modern technological hubs. Kerala is a popular tourist destination
famous for its backwaters for houseboat cruising, Ayurvedic treatments, long
stretches of golden beaches, tropical greenery romantic honeymoon destinations,
fragrant spice and tea gardens and plethora of flora and fauna in the various wildlife
parks.

Tamil Nadu is home to many natural resources, grand Hindu temples of
Dravidian architecture, hill stations, beach resorts, multi-religious pilgrimage sites.
The state also has famous temples and hill stations. The Pondicherry is a Union
Territory of India, situated at the coast of Bay of Bengal. Pondicherry is also
considered an educational hub of southern India, having many medical, engineering,
law and agricultural colleges. It is famous for its churches, temples and beaches.
South India has historical monuments, famous temples, wild life sanctuaries, lush
green valleys and hill stations which are worth seeing. This region offers plenty of
opportunities for tourism promotion in the country.
Southern Indian Tourist Attractions

South India has several places of tourist attractions. These places have attracted tourists from India and abroad and contributed significantly towards tourism development. Prominent South Indian tourist destinations are as follows.

Temples

South India has several temples which are renowned the world over for their architectural beauty. Southern India is a heavenly abode of magnificent monuments which stand majestically from ages. The architecture of the South Indian monuments is breathtakingly beautiful and grand since they represent Dravidian architecture. Most popular South Indian temples include – Virupaksha Temple, Hampi, Karnataka, Aihole and Pattadkal, Karnataka, Vitthala Temple, Hampi, Karnataka, Sri Ranganatha Swamy Temple, Srirangapatna, Karnataka, Nanjundeswara Temple, Nanjangud, Karnataka, Shri Manjunatheshwara Temple, Dharmasthala, Karnataka, Meenakshi Temple, Madurai, Tamil Nadu, Ramanatha swamy temple, Rameswaram, Tamil Nadu, Airavateswara Temple, Kumbakonam, Tamil Nadu, Brihadeswara Temple, Tanjavoor, Tamil Nadu, Sri Ranganatha Swamy Temple, Srirangam, Tamil Nadu, Venkateswara Temple, Tirupathi, Andhra Pradesh, Sri Raghavendra Swamy Temple, Mantralaya, Andhra Pradesh, Guruvayurappan Temple, Guruvayur, Kerala, Ayyappa Temple, Shabarimalai, Kerala and Sri Padmanabha Temple, Tiruvananthapuram, Kerala. These temples attract both international and domestic travelers since they have mythological stories attached to them. These temples are simply the manifestations of the religious nature of South Indian people.

Beaches

The Southern Belt of India covers a rich geographic and cultural region that includes the entire Indian Peninsula. South Indian beaches mainly take into account the beaches of Kerala, Tamil Nadu, Andhra Pradesh, Karnataka and Pondichery. The South Indian state of Tamil Nadu possesses the second longest beach in the world namely the Marina beach. The Bay of Bengal stretches along the vast sand sea shores. Karnataka has a coast line of around 320 km filled with the serenity and charming imagery of the beautiful landscape. The South Indian beaches are known for scenic beauty and attract the domestic and international tourists in large number.

Prominent among them include – Calicut beach, Kerala, Payyambalam beach, Kerala, Kovalam beach, Kerala, Alappuzha beach, Kerala, Varkala beach, Tiruvananthapuram, Kerala, Cherai beach, Kochi, Kerala, Cherai beach, Kerala,
Kozhikode beach, Kerala, Elliots Beach, Chennai, Tamilnadu, Mahabalipuram beach, Tamil Nadu, Marina beach, Tamil Nadu, Dhanushkodi beach, Rameswaram, Tamil Nadu, Kanyakumari beach, Tamil Nadu, Gokarna beach, Karnataka, Mangalore beach, Karnataka, Malpe beach, Karnataka, Karavar beach, Karnataka, Murudeswara beach, Karnataka, Mahe beach, Pondichery, Paradise beach, Pondichery, Auroville beach, Pondichery, Karaikal beach, Pondichery, Ramakrishna beach, Vishakhapatnam, Andhra Pradesh, Mypadu beach, Nellore, Andhra Pradesh and Rishikonda beach, Vishakhapatnam, Andhra Pradesh,

**Backwaters**

South India has several backwaters which provide a pleasant experience. These backwaters have excellent natural resources including forest and water which attract the travelers. Several modern guest houses and home stay arrangements are made to provide the benefits of entertainment and relaxations to the travelers. The famous backwater destinations of South India include - Ayyanakere, Lake, Chikmagalur, Cauvery Nisargadhama, Kushalanagara, Karnataka, Haranagi Dam, Kushalanagar, Karnataka, Kadra Dam, Karavar, Karnataka, Bhadra Dam, Shivamogga, Karnataka, Aleppey backwaters, Kerala, Kuttanad backwaters, Kerala, Kumarakom backwaters, Kerala, Kasargod backwaters, Kerala, Cherai Island backwaters, Kerala, Cochin backwaters, Kerala, Kollam backwaters, Kottayam backwaters, Kerala, Kozhikode backwaters, Kerala, Thiruvananthapuram backwaters, Kerala, Valiyaparamba backwaters, Kerala, Amaravathi Dam, Coimbatore, TamilNadu, Aliyar Dam, Coimbatore, Tamil Nadu, Kodiveri Dam, Chidambaram, Tamil Nadu, Pichavaram, Chidambaram, Tamil Nadu, Emerald Lake, Ooty, Tamil Nadu, Pykara Dama, Ooty, Tamil Nadu, Papikondalu, Vijayawada, Andhra Pradesh, Rajahmundry, Vijayawada, Andhra Pradesh, Srisailam, Andhra Pradesh, Pulicat Lake, Andhra Pradesh, Kolleru lake and Sanctuary, Vijayawada, Andhra Pradesh, Tatipudi Reservoir, Andhra Pradesh and Chunnambar Backwaters, Pondicherry.

The Southern region of India is covered by water from three sides, hosts some of the deluxe Spas and Ayurveda Resorts. With location being serene, the resorts are also acclaimed for offering finest spa and ayurvedic treatments. There are numerous Spas and Ayurveda Resorts in South India that are recognized as the popular choice amidst guests for offering word class facilities and spa treatments. Along with plush accommodation, these resorts also present a perfect mix of Ayurveda and modern wellness therapies.
Kerala, undoubtedly is an excellent state to tour, also earns fame for rooting the best wellness therapies. Along with hotels and resorts, there are various ashrams that are best known for offering ancient ayurvedic therapies & treatments. To name a few are Aranya Nivas (Thekkady), Somatheeram (Kovalam), Coconut Lagoon (Kumarakom)

People are willing to experience a 'healthier' side to an otherwise indulgent holiday by touring healing resorts as an escape from the mundane, hectic everyday existence. These resorts located at the outskirts of the cityscape over sprawling and pristine forests lure tourists into its peaceful and quiet edifices.

Ayurveda

Ayurveda is nothing but a science of life developed by the Indians in the ancient time. The foremost objective of Ayurveda is to maintain the health and happiness of the people. Ayurveda is practiced in India to manage and restore the status of health and productive state of mind. Ayurveda offers wonderful tools for better life style. It gives equal importance to the body, mind and soul; therefore works with holistic approach. Many foreign national visit India to get Ayurvedic treatment which has become a prominent alternative medicine in modern times. South Indians are greatly devoted to Ayurveda, the science of life and longevity. The prominent Ayurvedic centres of South India include – Carnoustie Ayurveda and Wellness Resort, Marari beach, Kerala, Kairali Ayurvedic Healing Village Health Resort, Palakkad, Kerala, Kalari Kovilakom, Kerala, Somatheeram Ayurvedic Health Resort, Kovalam, Kerala, Beach and Lake Ayurvedic Resort, Trivandrum, Kerala, Sarovaram Ayurvedic Backwater Health Center, Kollam, Kerala, Ideal Ayurvedic Resort, Kovalam, Kerala, Shin Shiva Ayurvedic Resort, Kovalam, Kerala, Ayurveda Yoga Villa, Waynad, Kerala, AyurVAID Hospital, Marenahallipalya Bangalore, Karnataka, Keva Ayurveda, Bangalore, Karnataka, AyurvedaGram, Bangalore, Karnataka, Brahmi Ayurvedic Center, Bangalore, Karnataka, Kerala Ayurveda, Bangalore, Karnataka, AVN Arogya Ayurvedic centre, Bangalore, Karnataka, Ojas Wellness Pvt.Ltd a healthcare, Bangalore, Karnataka, Shree Dhanvantari Ayurveda, Bangalore, Karnataka, Samatvam Holistic, Bangalore, Karnataka, Indus Valley Ayurvedic Centre, Mysore, Karnataka, Ayurdhama, Mangalore, Karnataka, Shri Dharmasthala Manjunatheswara Ayurveda, Karnataka, Sree Krishna Ayurveda Panchakarma Centre, Karnataka,
Dhanvantri Arogyashram, Nanjangud, Karnataka, Vaidyagrama, Coimbatore, Tamil Nadu, SKM Siddha Ayurveda Clinic, Chennai, Tamil Nadu, Svasta Yoga and Ayurveda, Chennai, Tamil Nadu, Isha Arogya Holistic Health Centre Salem Clinic, Salem, Tamil Nadu, DharmaAyurveda Centre, Thiruvannamalai, Tamil Nadu, Ayurveda and Yoga Retreat, Coonoor, Tamil Nadu, Mantra Kerala Ayurvedic Hospital, Hyderabad, Telangana, Aarogya Hospital, Hyderabad, Telangana, Raksha Ayurvedic Centre, Hyderabad, Telangana, Mehar Ayurvedic Medicals and Clinic, Hyderabad, Telangana, Agrigold Ayursukha, Vijayawada, Andhra Pradesh, Sri Bharadwaja Ayurvedic Hospital, Vishakhapatnam, Andhra Pradesh, Susruta Ayurvedic Specialty Hospital, Guntur, Andhra Pradesh, Par Ayurvedic Clinic, Vishakhapatnam, Andhra, Ayushman Ayurveda Health Care, Pondicherry, Ayurveda Holistic Healing Centre, Pondicherry, Ayurananda Ayurvedic Centre, Pondicherry and Prana Holistic Healing Centre, Pondicherry.

**Fairs and Festivals**

South India is known for rich cultural heritage and religious affinity among the people. There are several colorful celebrations associated with South India. These fairs and festivals hold a special significance with the people of the region since they create premises for social interaction and togetherness. The South Indian festivals range from being religious, cultural and life oriented. They are intricately woven into the culture of South India. Prominent South Indian festivals include - Hampi Festival, Mysore Dussehra, Sankranti, Kambala Festival, Pattadakal Dance, Ugadi Festival, Deepavali Festival, Vairamudi Festival, Karaga Festival, Kadalekayi Parishe Festival, Huthri Festival, Banashankari Festival, Shravanabelagola Jain Festival, Ganesha Chathurthi, Buddha Poornima and Holi Festival in Karnataka state. The Pongal Festival, Puthandu Festival, Natyanjali Dance Festival, Thaipusam Festival, Mahamaham Festival, Thiruvaiyuru Festival, Karthigai Deepam Festival, Thyagaraja Carnatic Music Festival, Skanda Sashthi Festival and Car Festival in Tamil Nadu. The Onam Festival, Vishu Festival, Thrissur Pooram Festival, Theyyam Festival, Boat Festival, Maha Shivarathri Festival, Makaravilakku Festival and Christmas Festival in Kerala. The Deccan Festival, Lumbini Festival, Mahashivarathri Festival, Makara Sankranthi Festival, Pongal Festival, Tirupathi Festival, Ugadi Festival and Brahmosvada Festival in Andhra Pradesh. The Bonalu Festival, Bathukamma Festival, Sammakka Saralamma Jatara Festival, Ayak or
Bhimanna Festival, Gonda Tribal Festival and Yedupayala Tribal Festival in Telangana. The Fire Walking Festival, Sedal Festival, Mascarade Festival, Masi Magam Festival, Villianur Temple Car Festival, Veerampattinam Car Festival, Karaikal Festival, St.Theresa Festival and Birth Anniversary of Sri Aurobindo in Pondicherry.

**Weddings**

The South Indian wedding is a ceremony characterized by a number of rituals and traditions which are collectively enjoyed by all the relatives, friends and well wishers. These rituals hold a great significance in the lives of the people. All the rituals followed in the wedding of South Indians celebrate this occasion with great enthusiasm and joy. The south Indian wedding is the most striking for its flowers and fragrance. The gates of the wedding hall are decorated with full-grown plantain trees, suggestive of evergreen plenty for endless generations. Overhead festoons of mango leaves signify the never fading relationship to begin here. Notes of nadaswaram are recited loud and clear to suggest the union as sacred and divine. Kolam or rangoli designs are done at the doorsteps to match the mood of the occasion. A hearty welcome is given to the guests who arrive for the function. Prominent features of South Indian weddings include – arrival of both the parties on the previous day to the wedding centre, escorting the bride grooms’ kith and kin to the marriage center by the bride's parents, performing the Vratham separately by the bride and the groom, formalizing the final betrothal ceremony, tying the mangal sutra by the bride groom, performing pooja to Agni, showering the Akshadai, or rice-grains coated with turmeric and saffron on the couple and wedding reception.

**Wild life Sanctuaries**

South India has several wildlife sanctuaries where both flora and fauna are found in abundance. There are wildlife sanctuaries in South India which are home to more than 500 species of mammals, 1225 varieties of birds, 1600 types of reptiles and amphibians and about 57,000 species of insects. The fascinating nature of Wildlife in India can be seen in full glory at South India wildlife sanctuaries, national parks and bird sanctuaries which attract large number of travelers from India and abroad. The prominent wildlife sanctuaries of South India include – Bandipur National Park, Dandeli wildlife/adventure/trekking, Nagarhole National Park, Bannerghatta National Park,

Cuisine

The South India is known for healthy and delicious cuisine which satisfy the consumers and travelers. The South Indian cuisine includes the cuisines of the five southern states of India: Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana and Pondicherry. The famous dishes of South India are idli, dosa, sambhar, uttapam, vada, bonda, rasam and coconut chutney. Each state has its own style of preparation. Lentils, dried red chillies, fresh green chillies, fruits, curry leaves, snake gourd, ginger, garlic and tamarind are important ingredients of South Indian cuisine. In South India, many vegetarian and non-vegetarian cuisines are available. The cuisine also reflects influences from the food habits of many regions and communities from the country. Most of the South Indian dishes are rice and wheat centered. The dishes of Kerala and Pondicherry are slightly different from other states.

South India has enormous beaches, waterfalls, forests, lakes, backwaters, Wild Life Sanctuary and other worth visiting centers which have cultural, environmental
and historical legacy. The weather conditions are moderate and soothing facilitating tourism in South India. The tourism in South India is at its peak in the present times because of law, order, peace, tranquility and other salient features. Most of the tourists’ especially foreign tourists have graded South Indian food and beverages as delicious and very good. South Indian hotels and restaurants are managed by experts and veterans in hospitality management. These factors have created inter-cultural communication and international good will.

1.5 Features and Functions of Smartphones

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 influenced by perceived usefulness, ease of use and the potential for risk, without any appreciation of how that adoption takes place over time.

The first Smartphone, IBM Simon and Nokia Communicator 9000 were released in 1994 and 1996 respectively. Both these are indeed much larger than regular phones and facilitate interactive communication in all walks of life. The first real Smartphone, the Ericson R380 was released in 2000. In the new millennium, many other types of Smartphone were made available to the users. In 2007, Apple released the i-Phone, which eschewed hardware buttons for full touch screen control. There are many models of Smartphone. The major manufacturers include – Apple, Samsung, LG, HTC, Nokia, Sony Ericson, Motorola, RIM, Palm and others. There are physical differences in terms of weight and the screen size. There are also performance differences and software differences. The major features of Smartphone are as follows.

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 are 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.

The users can browse the World Wide Web just like a computer can. The Smartphone is able to hear the voice and follow predesigned commands. The Bluetooth is a wireless connection technology used to connect Bluetooth capable hardware over short distances. A Global Positioning System enabled Smartphone makes it possible for the phone to detect its specific location on the globe by latitude and longitude coordinates provided by certain satellites. The GPS can be turned on and off easily and quickly on the phone.

The Smartphone usually includes common computer programmes 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.

**Salient Features**

The salient features of the Smartphone include –

- Make voice calls
- Make video calls
- Access the Internet and browse the web
- Take photos and upload them to the web
- Navigate with GPS if the phone has GPS built-in
- Play back music and video stored on the phone
- Manage the contacts and appointments
- Send emails
- Play in-built games
Run new applications and games downloaded for the Internet.

The primary built-in applications of Smartphones 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 well connected, more informed, highly innovative and greatly productive. Smartphones 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 2006:38).

Smartphone is an integrated device with mobile telephone technology and the ability to access the Internet. The Smartphone enables the users to acquire all types 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, 2011:245). 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. 2011:255).

The other features of Smartphone include - doze on android, actionable notifications for third-party apps in iOS 9, multi-user fingerprint authentication on CoolOS (Android), google photos app, google now on tap, these (really) smart calling apps, apple's continuity on iOS and OS X and third party app integration with cortana on windows phone (Naravane, 2015:178).

1) **Doze on Android**

Android phones have a spotty record when it comes to battery life, especially the standby times. The battery life on Android phones got worse with Android Lollipop, not better. The Google has tried again with Android Doze as part of Android 6.0 Marshmallow which has turned the Smartphone into a feature phone. The users are free to make it more aggressive with a simple hack that makes Doze kick-in more quickly.

2) **Actionable Notifications for third-party apps in iOS 9**

Actionable notifications was a tiny feature addition in i-OS 8 that got little attention last year, possibly because it was limited to default apps like i-Message. The
actionable notifications are not restricted to just quick replies and app developers can put commonly-used app actions there easily.

3) Multi-user fingerprint Authentication on Cool OS (Android)

The Android 5.0 Lollipop introduced multi-user mode which, like a computer, would compartmentalize the data to the account of users. It is a customized variant of Android found on Cool pad Smartphones finally delivered. The hidden inside the settings menu is an option to bind a user profile to a fingerprint. It has become the easiest way to allow others to use the phone, without exposing the data belonging to the users.

4) Google Photos App

Google's Photos app takes a big headache off from manually backing them up, in case the loss of phone. The assistant feature intelligently creates photo books using the time and location data embedded in the phone, along with algorithms that pick out good photos from the lot. The Google also has the ability to interpret content within photos. Google Photos is a powerful tool to find just the right photo desired by the user.

5) Google Now on Tap

The Google now on tap enables the users to understand context within text in any app. The simple press and hold of the home button makes Google go through the text on the screen, and serve the same knowledge cards used by the customers. The tapping any word in the Chrome browser also shows up the search results as a card. The now on tap has huge potential and this feature is award-worthy indeed.

6) These (Really) Smart Calling Apps

There are some great innovations that make calling easier for the users. The user can know about the person who is making the car. The status is decided depending upon if they are already on another call. The app can let the user know when this status changes for getting in touch with the other person at a more appropriate time.

7) Apple's Continuity on iOS and OS X

The Apple's Continuity has enabled features that Android hasn't been able to replicate. The continuity enables the user to make and receive the i-Phone calls and SMS on a Mac, i-Pad or other device. The mechanism helps restore the state of apps from one device to another.
8) Third Party App Integration with Cortana on Windows Phone

The third-party app integration can create commands that Cortana will parse, so that the user can also perform actions within apps using the voice assistant. The user can also ask the Wikipedia app to search something within it directly.

All over the world the Smartphone sales have exceeded the expectations with approaching the point where one in five mobile phones are smart (Doughty, 2011:69). Smartphones and Smartphone proxy systems using simpler phones, equipped with the capabilities to identify location/time and link to the web are excellent platform to support healthcare self-management, delivery, quality and supervision. Smart phones allow information to be delivered by voice, texts, pictures, and videos as well as be triggered by location and date. The policy makers should encourage substantial investment to create mobile health platforms that serve the public good, by promoting health service innovations while attending to the need for the individual to control access and sharing of their personal data stream (Rotheram-Borus et. al. 2012:228). Smartphone is not only a communication device but also a continuation of their personality and definition of who they are as a human being (Persaud and Azhar, 2012:207).

Most of the people in the developed countries use Smartphone for a variety of purposes. In Finland mobile phone has become more common for the elderly people. The portable nature of Smartphones and tablets has led researchers to investigate pre-trip, during trip and post-trip traveler behaviors (Miller, 2014:167). Smartphones have transformed behaviors, information needs, decision making, experiences, documenting and sharing (Lamsfus et al., 2014:152).

The Smartphone’s features such as search bar, library hours, my account, room reservation, and floor maps are all custom web applications that were written in-house and are fully integrated into the responsive web design. The users had preferred web applications that were written in-house and are fully integrated into the responsive web design in the libraries. Further investigation into the least used Smartphone features should take place to determine ways to improve integration with the rest of the website (Rennick et. al. 2015:222).

The Smartphone has several advantages as a prominent means of interactive communication in modern times. The brand loyalty led consumers to reveal the advantages of this brand and recommend the purchase. The customers’ perceived value, brand experience, trust, satisfaction, service quality and commitment which are
key influencing factors of brand loyalty (Chen et. al. 2016:57). Smartphones are indeed wearable computing systems which can be used anywhere by the people for multi-purposes. A Smartphone is an interpersonal communication device to a multimedia machine which functions as instant messaging, downloading applications and utilizing information services.

1.6 Contemporary Strategic Tourism Management

Strategy making has become an important aspect of contemporary management. The subject of strategic management has become a new discipline in management. There are classical approaches to the study of strategic management. A strategy can be explored from a variety of different perspectives which provide holistic understanding of strategy formulation and implementation in all walks of life including management. Strategic implementation is concerned with the issues which are considered to be necessary for the successful execution of strategy.

Strategic planning is fundamental for product positioning, image creation and demand management. In a deliberate strategic process, strategic implementation can be carried out only after gathering sufficient information on the internal and external environment of an organization. The evaluation of these options is followed by the selection of the most appropriate option.

Services in the hospitality and tourism industry have undergone a shift from service to experience. This requires changing the mindset of many managers and employees in their strategic thinking and daily actions. 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, 1998:210).

A great degree of innovation is incorporated in hardware, software and network developments, whilst intellect becomes a critical asset in ITs’ management. The emergent information society and the knowledge-based economic powers will therefore redefine the ability of regions and enterprises to prosper in the new millennium. Inevitably the tourism industry is also affected by the technological revolution. Both tourism destinations and enterprises increasingly need to adopt innovative methods to enhance their competitiveness. The success of tourism
organizations and destinations is determined by a combination of innovative management and marketing, intellect and vision, as well as strategic use of advanced information technologies. Strategic tourism management is an integrated process which demands several inputs including application of information technologies.

The need for strategic management is growing in every country to organize developmental activities in a successful manner. The process of strategic management has become relevant in the new age of competitive business management. Strategic management is indeed an all pervasive activity which boosts the economy on sound ideas, guidelines and strategies. Strategic management is required to effectively organize the resources, utilize the resources and accomplish the tasks in all sectors of development. Most strategies necessitate some degree of internal change and this process of change needs to be managed systematically. Successful strategy selection and implementation relies upon the pre-supposition that the organization has carried out a meaningful strategic analysis.

The development of tourism provides an increase in revenue, stimulates the development of new tourism enterprises, encourages the development of various activities, encourages local producers and service providers, opens new markets, improves the life standards, allows an employee to acquire new knowledge and skills and increases funds that will be offered for environmental protection and national development (Eagles et al., 2002:72).

Strategic management is divided into four parts such as strategic analysis, strategy formulation, strategy implementation and strategy control. Every section is connected to each other and providing feedback is the key success factor for every phase. Strategic tourism management depends on meaningful collaboration among various groups since strong interconnection makes better performance (Alkhafajai, 2003:03).

Tourism relies on the host communities in which it occurs. The attitudes of local people, the quality of the environment and the availability of desired products and services are all factors in whether tourism will be a success. Without a solid understanding of the business and community aspects of tourism, resources can be squandered on inappropriate tourism developments that fail to meet the expectations of either the host community or the tourists. Strategic tourism management is useful both domestically and internationally in modern times to achieve the goal of tourism development (Murphy and Murphy, 2004:173).
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 (Struzycki, 2004:249). 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 respond to changes and developments in its external and internal environment proactively. Strategic tourism management 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.

Tourism development is based on the philosophy of sustainability which has emerged as one of the most comprehensive and accepted approaches to strategic tourism management. A number of different planning approaches have evolved to meet the changing tourism development needs. Tourism planning generally involved detailed surveys and appraisals of the physical resources of the country or region. The sustainable approach to tourism planning developed from broader international concerns over ecological issues. A further prerequisite for a sustainable tourism planning approach is the use of strategic planning to supersede conventional planning approaches.

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, 2005:187).

Tourism management is a process of meeting objectives, using human, material, natural and information resources, and involving activities connected with planning, organization, motivation and control. In the past, the spontaneous approach to tourism management was followed since it had brought about a spontaneous development of tourism and tourism products. 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, 2010:91). 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., 2010:14).

Macro trends such as changes in legislations, regional and global economic and political crises, socio-cultural trends, sophistication of customers, stiff competition, terrorism, security, global warming, multiculturalism, globalization, mergers and acquisitions, labor shortage, and advanced technological developments all pose important challenges to the management strategies of hospitality and tourism organizations. Applying strategic management principles and theories can certainly be helpful not only in overcoming failures in decision making and resource allocations but also in turning the organization around and making it successful provides a number of important areas in which strategic management can help hospitality and tourism organizations. They not only need to develop new products and service concepts as an ongoing basis, but they also need to control their costs and manage their human resources wisely (Okumus et. al. 2010:190).

Strategic management is a proactive process of achieving long-term compatibility of the corresponding area in planned tourism. This means that the management imposes control through which it is perceived how successful one operation is running. Strategic management is always a long-term oriented. In tourism development, strategy refers to achieving the goals that extend for a period longer than one year. Strategic operational management has the task to move all operations from the current position to the desired, future position. Strategic management is the engine of tourism activity in the age of increasing competition and globalization. The dynamics and development of tourism is increasingly intensified on the basis of strategic management. 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, 2011:145).

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. Strategic management is short-term and long-term process that involves plans and actions. 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, 2011:06). The importance of strategic management has been realized in all walks of life including tourism sector.

Tourism plays an important role in the national GDP. This sector has historic, artistic, cultural and economic dimensions since billions of people travelled for tourism domestically and internationally. Tourism is also rightly considered as the engine for national economic growth if the country addresses the necessary efforts to bring to the surface its hidden potential. The strategic plan is a precise and accurate analysis of weaknesses and strengths in the tourist sector and indicates precise steps for the government’s agenda, putting forward a strategy that can be implemented over a period of time (Angeloni, 2013:08). Tourism offers valuable opportunities for adding value to national heritage in the globe. Hence, strategic tourism plan assumes great significance in modern times.

Tourism development is basically interdisciplinary by nature and contributes to the development of other sectors and industries. Tourism also notably contributes to the activation of society and development of entrepreneurship and social activity. Tourism is also an instrument of regional policy, which allows the equalization of socio-economic differences. The development of tourism in a region leads to an increase in demand for local products, increase in the number of tourist facilities, as well as positively affects regional infrastructure, employment and ecology. Tourism is an effective means of development of market mechanisms, generating revenues to regional and local budgets and affecting job creation. The use of strategic management tools enables the preparation of long-term plans for the development of provinces and the country that set directions for future development and its financing sources (Ej dys and Sz pilko, 2013:75)

Tourism industry has several challenges and opportunities. The stakeholders of tourism development are required to understand the competitive tourism environment formulate suitable strategies and gain a strategic advantage over competitors. An understanding of stakeholder needs and expectations is crucial for effective tourism management. The tourism organizations should be guided by a clear strategic direction. Strategic tourism management primarily involves systematic analysis of an organization’s physical, human, intellectual, financial and reputational resources. Adequate mobilization of resources and optimum utilization of resources
for tourism development depends upon perfect understanding of core competencies of an organization.

Strategy utilization level is considerably high in modern businesses. The importance of understanding the economic, social, political, technical and market forces for organization’s development is always truly considerable. Thus, the relations between the internal management and external environment have also great value. There are several factors and players associated with strategic tourism management. The tourist organizations are required to take decisions concerning the future with a greater consciousness of their implications and also indicate how the performance can be achieved. Strategic tourism management can be distinguished as the destination of success and organizational performance (Gvantseladze and Rehak 2014:99).

The tourism organization can formulate strategies in pursuit of a competitive advantage on the basis of scientific analysis of macro and micro tourism issues and concerns. The organizers should also develop appropriate resource based and relational approaches in determining competitive advantage within tourism firms. Appropriate corporate strategies should be designed on the basis of understanding of suitability, acceptability and feasibility of resources and opportunities for tourism development. Strategic evaluation and implementation of tourism promotions strategy assumes great significance in modern times.

By applying the techniques of strategic management it is possible to perform an exhaustive analysis that will give a realistic picture of the current development tourism sector. Furthermore, market research, supply and demand makes determination of a proper development guidelines and development strategy possible. The environmental awareness among domicile as well as entrepreneurs is the most difficult task that depends on the state of the entire system. All future development planning concerning tourism must be in accordance with existing plans and strategies. Special attention must be given to vision creation that should be sublimated by the majority to perform it easily. Without a right vision there is no progress. The application of strategic management, quality management and appropriate marketing would enrich the process of tourism development (Bulatovic and Markovic, 2015:42).

Strategic tourism development covers a wide range of management issues. The process of strategic tourism management includes macro and micro environmental analysis, stakeholder analysis, formulation of objectives, resource planning, strategic implementation, strategic risk management and strategic leadership
development in tourism organizations. The factors involved in the evaluation and implementation of systematic tourism development strategies should also be considered by the organizers and promoters.

Strategic tourism management is required to stimulate systematic tourism development through conducting adequate tourist planning and strategic performance on the tourist market. The stakeholders should ensure undertaking of marketing activities and application of state of the art marketing tools to design the suitable strategic developmental guidelines for future development of tourism (Ivanovic et. al. 2016:127). The importance of context to strategy making means that the preceding argument holds across all industrial sectors and not just hospitality and tourism. All issues related to the strategy process and the strategy content must always be framed in that specific context. The characteristics and types of hospitality and tourism organizations can impact on strategic management practices, particularly in strategic analysis, decision making, resource allocation, and creating and maintaining a competitive advantage.

The important role in tourism is played by management bodies of regional and local levels, which include local governments. There are certain drawbacks and limitations in the present process of tourism development. The concept of foresight shows the relationship with strategic management of tourism which supports the strategic activities by providing alternative scenarios for policy-makers. The various stakeholders of tourism development like policy makers, entrepreneurs, scientists, local governments, NGOs, media, educational institutions and others should implement the strategic projects to promote tourism and enhance the status of economic development at regional, national and international levels.

In the present times, tourism development has become a thrust area of national development. Specific operational or tactical activities should result from strategic plans in the age of competitive tourism management. Modern strategies should be based on reliable analyses of the internal potential and the environment of a destination by making use of a complete SWOT analysis. Strategic tourism management should be regarded as a systematic approach to sustainable tourism development. The stakeholders of strategic tourism management are required to develop strategic options on the basis of scientific evaluation to make the right strategic choice.
1.7 Smartphone Application for Strategic Tourism Management

Tourism is an information intensive activity and the information has been called the lifeblood of the industry (Sheldon, 1997:239). The mobile travel application can be downloaded into Smartphones and can travel anywhere with the consumers. Smartphone application demands proper knowledge and experience among the users to ensure easy and convenient travelling. The Smartphone application has come to stay in tourism sector. Smartphone use has 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.

A Smartphone can be described as a pocket/handheld mobile phone with stronger computing capabilities, larger screens, reliable Internet access and location based support. Smartphones such as i-Phone and Blackberry have become popular Smartphone brands, whilst Android has become the most widely used operating system in the world. The Smartphone has brought a veritable revolution in the tourism industry. Modern tourism institutions have adapted to the new digital era for the better management and developmental endeavors.

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 Smartphones and their applications has motivated the customers to use this device for all purposes including travel and tourism. Usability of Smartphones 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 Smartphones.

The educated consumers look for products which are useful to them. They are willing to spend more money on travel but on the other hand can have shorter planning horizons, which means quicker action in the service providers’ site and in this case in the application providers’ behalf. They seek individual traveling packages which results more segmented marketing tactics. They ask more value for their money which makes them more critical consumers than before (Buhalis and Laws 2001:39).
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, 2002:77).

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. Consumer’s buying behavior in tourism can be divided into experienced and inexperienced travelers. This distinction should also be made in online users (Buhalis, 2003:35). The Smartphone application contains the user-perceived qualities of the system and enriches modern mobile tourism services (Schmidt-Belz and Poslad, 2003:233).

The 3G has become a significant factor in 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, 2004:81). 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, 2004:185).

Tourism offers a prime context in which to explore the application of mobile technology and there have been numerous studies that have investigated the role of mobile information and other PDA based systems in tourism through technology acceptance or diffusion of innovations. The attitude towards Smartphone application and mobile Internet is the most significant factor in predicting the behavioral intention to use new technologies in tourism sector. The positive causal relationships
of perceived contents quality – perceived usefulness matter most from the point of view of Smartphone application (Cheong and Park, 2005:58).

The number of Wi-Fi access providers like trains, airlines, busses, cities etc. is growing everyday which makes Smartphone usage also easier to get access into the applications that work when connected to Internet. Smartphone application has ensured better information access and utilization of services in the tourism sector. Smartphone technology has enabled the travelers to manage their tour plan efficiently before, during and after a trip. The tourism consumption can be divided into three communication and information needs of a consumer. These stages can be also used in the usability of a Smartphone application. In the pre-consumption phase the user wants to plan, format the expectations of the upcoming trip, make decisions, transactions and make their own personal anticipations of the journey. Consumption phase happens on a trip where the important factors for a tourist are the connection, navigation, short-term decision-making process for finding a decent restaurant and also the on-site transactions of events around the destination etc. Lastly is the phase of post-consumption which happens after the trip is made. The needs of a tourist are to share and document the experiences, activate the external memory and re-experience the trip again and also to make attachments to the visited sights and places to re-experience the trip once again (Buhalis and Costa, 2006:38).

The Smartphones 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. 2007:48). 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 system based on service oriented architecture is required to avail the right services in the right time (Abbaspour and Samadzadegan, 2008:01). The Smartphones 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. 2009:53).
The contemporary customers produce their own products and services to fit their own needs and desires or depending on what other people have said about it. The tourists have become the producers of information for tourism suppliers and destinations. They no longer only accept the information that is given to them and consume the tourism services as they are (Tsiotsou and Ratten 2010:261). The customers also guide other customers on their decisions (Ruiz-Molina et al. 2010:230).

The need for customized information is expected to keep pace with change in the IT environment. The impetus for the expansion of the Smartphone market was the release of Apple’s innovative i-Phone in 2008. The salient features of Smartphone like cutting-edge technologies of multitasking, high-resolution screens, wide screens, and customized web browsing, based on its own software technology have enabled the users to actively participate in public and private affairs. The Smartphone market continued its rapid growth in the modern times. It was predicted that the Smartphone market would make up nearly 50% of the entire cell phone market in 2010 in terms of total sales.

Application stores for Smartphones

<table>
<thead>
<tr>
<th>TRANSPORTATION APPS</th>
<th>ACCOMMODATION APPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 EaseMyTrip Use to Book flights, Hotels, Buses and holiday package with cheap price</td>
<td>10 Airline apps Each international and national airline has their own app which make it easy for traveler to booking flight and even track of the flights statues.</td>
</tr>
<tr>
<td>2 Orbitz Use to booking Flight, Transportation and also Hotels</td>
<td>11 Skyscanner Use to compare the price of different airline and find out the cheapest flight.</td>
</tr>
<tr>
<td>3 Uber Use to booking taxi</td>
<td>12 Flight Trackers Use to track of flight status even from home.</td>
</tr>
<tr>
<td>4 Ola Use to booking taxi</td>
<td>13 Koyak</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>14</td>
<td>Booking Now</td>
</tr>
<tr>
<td>15</td>
<td>Oyo Rooms</td>
</tr>
<tr>
<td>16</td>
<td>Airbnb</td>
</tr>
<tr>
<td>17</td>
<td>Trivago</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>INFORMATION ON FOOD AND EVENTS APPS</td>
</tr>
<tr>
<td>18</td>
<td>Google Trip</td>
</tr>
<tr>
<td>19</td>
<td>Justdial</td>
</tr>
<tr>
<td>20</td>
<td>Times of India</td>
</tr>
<tr>
<td>21</td>
<td>NDTV</td>
</tr>
<tr>
<td>22</td>
<td>Book My Show</td>
</tr>
<tr>
<td>23</td>
<td>Google translate</td>
</tr>
<tr>
<td></td>
<td>TRIP PLANNING AND ORGANIZING APPS</td>
</tr>
<tr>
<td>24</td>
<td>Tripigator</td>
</tr>
<tr>
<td>25</td>
<td>Triposo</td>
</tr>
<tr>
<td>26</td>
<td>AudioCompass</td>
</tr>
<tr>
<td>27</td>
<td>Triplt</td>
</tr>
<tr>
<td>28</td>
<td>Trip Advisor</td>
</tr>
<tr>
<td>29</td>
<td>Expedia</td>
</tr>
<tr>
<td>30</td>
<td>GateGuru</td>
</tr>
<tr>
<td></td>
<td>HEALTH AND MEDICAL APPS</td>
</tr>
<tr>
<td>31</td>
<td>Health</td>
</tr>
<tr>
<td>32</td>
<td>Smart traveller</td>
</tr>
<tr>
<td>33</td>
<td>Red cross First Aid</td>
</tr>
<tr>
<td>34</td>
<td>Emergency Info</td>
</tr>
</tbody>
</table>
Application stores for Smartphones have been rising in the past few years (Doughty, 2011:69). Smartphones are devices which can be used anywhere and for many causes. At any time and any place for the convenience of the users are these portable little devices. Smartphones are smart to have in a pocket to access work information, to communicate with people, to relax by listening to music or play games, to search information to travel and many more. In the current mobile revolution, a location set work station is not an issue anymore when Smartphone is portable to everywhere the person goes (Ting et al. 2011:255).

The newly formed competitive structure of the Smartphone market can be divided into three market segments: (1) hardware manufacturing, (2) operating systems, and (3) content. The development of the Smartphone, which combines the traditional phone and access to the Internet, is also influencing related markets that incorporate Internet technology (Song, 2011:245). The Smartphone is no longer the exclusive property of early adopters.

There are several different user groups who use Smartphone in a variety of different ways, from business users to media junkies. The main customers are young men, who use these applications especially to plan their travel during the information phase. But Smartphone applications can not only support tourists’ information processing activities such as connection and navigation in the tourism consumption stage, but also the activities in the pre-consumption and post-consumption stages. Tourism companies should therefore focus on aspects like secure and efficient mobile services who give tourists feel like accompanied with a reliable and personal travel guide during their whole trip. Only by improving these aspects, Smartphone applications will have a successful growth on the tourism market (Torun, 2011:256).

Cao and Nguyen (2012:42) 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 Smartphones. This helps the users to make their trip personalized and individualized because of the system asking for specific preferences of the user. The application system asks for wants and needs of a user and where they can pin point only the services or places they want to experience on a trip. After this the application makes the search and guides the user through its travel. There are 48% who are using their
Smartphone to plan their trip, 44% who are dreaming of their next trip and 44% Smartphone users who research their travel while traveling. The foreign tourists make use of Smartphone for their convenient travel, stay and hospitality management purposes. The dual-use of laptop and mobile phone as a Smartphone makes many consumers think about their consuming patterns. Some new buyers of Smartphones have bypassed the usage of laptops and ended their Internet broadband connection to save money and have it as a mobile broadband connection only. By 2015, more users will access the Internet through their mobile de-vices than anything else (New Media Trend Watch, 2012).

Mobile world has widened the spectrum of the tourism sector since the travelers have the possibilities for sharing their experiences in real-time. The travelers make use of Smartphones 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, 2013:201).

The everyday use of Smartphones 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. 2014:281). 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. 2016:57).

Smartphones, tablets, laptops, and other mobile devices have not only changed the way customers research and book their travel arrangements, but they have also fundamentally shifted the way travel companies view devices as tools for continued interaction and communication with would-be travelers. The Smartphones have become a way of customer engagement and transaction. The travel companies are leveraging mobile apps to create lasting dialogues with customers and position themselves for success in an increasing digitized marketplace. 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, 2016:193).

The usability of Smartphones depends mostly on an access to Wireless Internet called Wi-Fi. The Smartphone application is the program that synchronizes the entire trip into the mobile device. These applications can be divided into travel agencies, hotels, car rental, airlines etc. separate applications or into one whole mobile travel tour operator application. It can help the user when planning a trip, on a trip and after a trip. A good number of travelers use Smartphone to make their trip purposeful since it can be used anywhere for many causes. The dual-use of laptop and mobile phone as a Smartphone makes many consumers think about their consuming patterns. The travelers are more secure and confident at planning, researching and booking trips on the move.

The mobile world has broadened the sphere of tourism business where consumers share their experiences in real time. Tourism has become one of the major businesses in the global economy. Marketing information in the tourism sector is also highly intangible because of the fact that the consumers are not able to see, touch or feel a purchased trip in advance. They need detailed information of the destination, service or product. New technologies in tourism field enable the customers to avail customized services. The mobile technologies and applications have brought about the development of tourism sector which is recognized as information-based and information-intensive industry. The preferences and behavior of tourists have shifted away from standardized packages, designed by tour operators, to individual products, specifically tailored to customer needs and interests. The tourism has emerged as one of the well suited sector for Smartphone applications.

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 allied facilities. 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.

1.8 Significance of the Study

Information is the lifeblood of the tourism industry and the uses of new communication tools and technologies have always played a critical role in distribution and management of tourism centered information. The new media of communication have enabled the organizers of tourism industry to communicate easily and effectively with their existing and potential customers. The tourism organizations also used web communication tools and technologies and reached out to their customers. The advent of mobile technologies has added a new dimension to tourism marketing and communication activities. The introduction of Smartphones and mobile computing systems has enabled the users to make use of the tourism centered services and facilities and manage their activities effectively. The increased mobility supported through Smartphones has substantially changed the new interactive way of communication in general and the nature of travel and tourism communication and marketing.

The Smartphone applications are used in a wide range of contexts, in terms of information search and trip planning, in the context of destinations to find out directions and information in situ, and in terms of sharing information and experiences online through social networks in post trip evaluation stages. The Smartphone application has become popular among educated younger audience. The Smartphones and apps can translate words live on screen, give real-time transportation advice, locate the where about of the travelers anywhere in the world, act as the boarding pass, book the dinner reservation and even help the travelers to find out suitable accommodation.

Adoption of mobile technologies and social media as marketing tools has been wide spread among tourism organizations. The new tools and technologies offer innovative ways to develop customer relationship management strategies and promote
tourism industry. The mobile technologies have changed the landscape of tourism and tourists behavior. Nonetheless, little is known about the mobile applications in the tourism industry with reference to India. Adequate scientific investigations are not carried out in South India on Smartphone application for strategic tourism management according to the review of literature. Hence, the present investigation assumes academic significance.

1.9 Statement of the Problem

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 in the world. The stakeholders of strategic tourism management are responsible for the successful tourism management. The tourism organization can formulate strategies in pursuit of a competitive advantage on the basis of scientific analysis of macro and micro tourism issues and concerns.

The attitude towards Smartphone application and mobile Internet is the most significant factor in predicting the behavioral intention to use new technologies for effective and strategic tourism management in modern times. The Smartphone enables the tourism companies to improve their positioning through meaningful paradigm shift in strategic tourism management as a prominent tool of marketing communication. The Smartphone offers advanced capabilities, comparable with PC like functionality, often equipped with features such as keyboards or touch screens. The challenge for stakeholders of strategic tourism management is to make Smartphone application more convenient and trustworthy for the future users in the mobile world. The present investigation was carried out on the basis of the following professional considerations.

- Tourism development has become a thrust area of national development in India.
The Government of India have formulated national tourism policy with a view to boost the economy of the country.

The national tourism policy has also laid emphasis on strategic tourism management in modern India.

Smartphone application has become an important aspect of strategic tourism management in India.

The future of strategic tourism management will be bright on the basis of scientific and systematic Smartphone application based on empirical findings and suggestions.

1.10 Objectives of the Study

The present investigation was carried out on the basis of following objectives:

1. To assess the attitude of the respondents towards strategic tourism management.
2. To analyze the Smartphone application for strategic tourism management.
3. To examine the uses of Smartphone application for strategic tourism management; and
4. To explore the new possibilities of making better Smartphone application for strategic tourism management.

1.11 Presentation of the Study

The thesis contains 05 chapters under different headings. The first chapter namely – introduction amplifies the salient features of the study such as world tourism development, tourism development in India, South Indian tourist centers and attractions, features and functions of Smartphones, contemporary strategic tourism management, Smartphone application in strategic tourism management, significance of the study, statement of the problem and objectives of the study.

The second chapter namely – review of literature contains the brief over view of past studies carried out by various researchers on the present topic under different headings such as Smartphones centered studies, tourism development studies, strategic tourism management studies, new media, travel and tourism studies, Smartphone application for tourism management studies and inferences of the review of literature.

The third chapter namely – research methodology contains the prominent features of research methodology such as conceptual framework of the study,
hypotheses of the study, variables of the study, research design, field of study and sample, pilot study, primary data collection, secondary data collection, computation of data, statistical analysis and definitions of the terms used in the study.

The fourth chapter namely – results and discussion contain the demographic features of the respondents, attitude of respondents towards strategic tourism management, Smartphone application for strategic tourism management and uses of Smartphone application for strategic tourism management.

The fifth chapter namely – conclusion contains the findings of the study, testing of hypotheses, limitations of the study, implications of the study and suggestions for future research. The last part of the thesis contains the bibliographical references, interview schedule and selects photographs.

1.12 Summary

Tourism development has become the thrust area of national development in many countries including India. The tourism sector has great strategic importance for the national and regional economies due to its capacity for generation of income. The world has witnessed a remarkable expansion of tourism over a period of time. The subject of strategic management is an important aspect of tourism development. Millions of people across the globe travel to different foreign countries and contribute for the economic development. Tourism is an important sector of Indian economy and contributes substantially in the country’s Foreign Exchange Earnings. Tourism experts have predicted that India would be a global leader by the year 2020. South India has enormous beaches, waterfalls, forests, lakes, backwaters, wild life sanctuary and other prominent tourism centers which have cultural, environmental and historical legacy. The tourism in South India is at its peak in the present times because of law, order, peace, tranquility and other salient features. 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 adoption is 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 the stakeholders of strategic tourism management is to make it more convenient and trustworthy for the future users in the mobile world. The present investigation was carried out in South India to evaluate the role of Smartphone application in strategic tourism management.