CHAPTER – II
REVIEW OF LITERATURE

2.1 Introduction

Tourism is a major industry which creates income generating opportunities in the globe. It has great strategic importance for the national and regional economies due to its capacity for generation of wealth. Tourism plays on important role in driving growth and bringing about economic prosperity. 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. The new communication technologies including Smartphones prevail all functions of strategic and operational tourism management. The present study explores the mediation mechanisms of Smartphones with special reference to strategic tourism management in South India. The past studies carried out by the researchers are briefly presented in this chapter under the following headings namely - Smartphone 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.

2.2 Smartphones Centered Studies

Beale (2005:24) analyzed the features of Smartphones and reported that Smartphone had provided a digital link to the rest of the world. The scholar also designed, built and evaluated several systems that support social interaction, enhancing the relationships and communication between individuals and groups. The scholar noted that Smartphone could be used to develop new interactions on the basis of pervasive systems.

Chang and Chen (2005:54) assessed the role of Smartphone in business management and observed that Smartphone had become a very useful means of interaction between the customers and service providers. The scholars noted that technological innovations were necessary to make Smartphone an ultimate platform for the development of mankind. The scholars also provided a theoretical foundation for a sound framework for designing smart phone ideally suited for its use in M-Commerce.
Nichols and Myers (2005:183) examined the home and office appliances with Smartphones and noted that all these appliances had some user interface and complex functions. The scholars emphasized that Smartphones are good means for providing interfaces because of their communication capabilities to connect users to appliances. Smartphones are widely used for a wide range of applications, according to the scholars.

Toye et. al. (2005:257) investigated the role of Smartphone in modern times and remarked that Smartphone application had augmented site-specific services. The scholars noted that electronic services or applications resided in a specific location in the form of ticket machines, electronic information kiosks and interactive product catalogues. The scholars suggested that integrating users' smart phones into these interactions could enhance service functionality while reducing deployment costs.

Pei and Lionel (2006:205) carried out an investigation on the Smartphone application and stated that Smartphone application had changed the lives of the people in all walks of life. The study emphasized that Smartphone had played a significant role as an instrument of education and development in contemporary mobile computing paradigm. The scholars suggested that the users should understand a broad range of emerging mobile wireless technologies and novel services and applications.

Ballagas et. al. (2006:17) conducted a study on the role of Smartphones in in the lives of people and found that Smartphones had provided a rich set of tools that let users control and interact with their environments. The study revealed that Smartphone application helped identify the range of existing techniques as well as key design considerations for deploying these interaction techniques in real-world applications. The scholars suggested that scientific analysis of the role of Smartphone would help inspire applications beginning to use these technologies and inform the design of future smart phone interaction techniques.

Trelease (2008:258) evaluated the diffusion of innovations through Smartphones and wireless anatomy learning resources and pointed out that the new technologies were popularly adopted, specifically in relation to anatomy and education. The study revealed that the iPod media and podcasting had become popular media for distributing educational media contents. The scholar suggested that educators should ensure widespread student self-adoption of such new personal technology on the basis of well-designed, multiplatform learn anywhere resources.
Kim (2008:142) studied the adoption of Smartphone by the individuals in modern times and reported that Smartphone application was synonymous with ubiquity, implies communication and connectivity in learning environments anytime, anywhere. The study revealed that the increasing proliferation of smart technologies had enabled learners to acquire and connect to learning materials and instruction anytime, anywhere. The scholar noted that Smartphones had become a new learning method for various applications and skills.

Yee and Hargis (2009:297) made a comparative analysis of the use of iPhone and Smartphone and noted that iPhones included multitasking, folders and tethering that allowed other devices to share the phone’s Internet connection. The study revealed that same level of customization and programming was not found in respect of Smartphone. The scholars noted that the iPhone had different hardware from other Smartphones but is more expensive than other Smartphones on the market.

Carton (2010:46) assessed the Google's Android mobile operating system and remarked that Smartphone market, with Motorola's new Droid smart phone the biggest and most immediate beneficiary. The study revealed that Smartphone application had become a prominent feature of modern mobile industry. The scholar noted that Apple had experienced continuous market share growth every quarter since the iPhone launched two-and-a-half years ago.

Tangney et. al. (2010:251) examined the use of Smartphones in teaching mathematics and stated that new mobile technologies had offered the potential to address at least some of the issues in mathematics education. The scholars noted that Smartphone technology was very useful in enhancing the collaborative problem solving and the contextualization of learning.

Cassavoy (2010:47) investigated the features of Smartphone application and found that Smartphone had additional features such as the ability to send and receive e-mail, edit documents, download apps and more. The scholar noted that Smartphone application had become an all pervasive activity in modern times. The scholar suggested that scientific evaluation of Smartphone application would facilitate better delivery of services to the customers.

Jessica (2010:130) carried out an investigation on the educational application of Smartphones for mobile learning in America and pointed out that although the highest rated applications on Smartphones are games and entertainment applications, educational applications could be location aware, collaborative and ‘interesting’
applications. The scholar noted that students should adapt technologies and use Smartphones for education.

Song (2011:245) analyzed the global Smartphone market and observed that Smartphone had enabled the sharing of real-time information and knowledge. The study revealed that Smartphone application had become universal which was no longer constrained by time and space. The study revealed that Smartphone application had made it possible for people to realize some genuinely ubiquitous life various areas, such as business, education, social interaction and leisure.

Kenney and Pon (2011:139) conducted a study on the contemporary Smartphone industry and reported that Smartphone industry had depended not only on the handsets, but on the operating system (OS) as well. The study revealed that Smartphone industry had more diverse factors than PC industry. The scholars noted that old incumbents from mobile phone industry had lost their positions to the newer entrants or growing incumbents from PC and internet industries.

Reilly and Shen (2011:221) evaluated the use of Smartphone by the students in Australia and observed that student disengagement caused by the traditional didactic style of lecture did not facilitate meaningful interaction between the teachers and students. The study revealed that Smartphone application had become relevant in modern times in educational institutions since it is pedagogically and technically feasible and useful to the students.

Low et. al. (2011:156) studied the Smartphone application as an advanced life support provider in a simulated medical emergency and noted that Smartphone application had improved the performance of doctors trained in advanced life support system in a simulated emergency. The study emphasized that Smartphone application had significantly improved the performance of an advanced life support-certified doctor during a simulated medical emergency. The scholars suggested that further studies are needed to determine if i-Resus can improve care in the clinical setting.

Barr (2011:21) analyzed the feasibility of encouraging language learning on Smartphone and remarked that Japanese university students had used Smartphones to receive pictures, notes, records, presentation practice, and other educational inputs. The study revealed that the students also used English news apps such as BBC, CNN and Discovery to practice reading and watch videos.

Baumgart (2011:23) assessed the use of Smartphones in clinical practice, medical education and research and stated that the development of Smartphones and
tablets with enhanced capacity and function improved the ability to deliver the goods in the health sector. The study revealed that Smartphones had a wide range of uses, including communication, diagnostics, self-monitoring and access to specialist medical software packages or 'apps'.

Maged et. al. (2011:158) examined the use of Smartphones in healthcare sector and found that Smartphone application had benefited the health professionals and patients in modern times. The study revealed that Smartphone application had facilitated remote monitoring and management of the older patient with multiple chronic conditions. The scholars suggested that scientific evaluation should be carried out to understand the barriers to adoption of health and healthcare Smartphone apps and improve the quality of services.

Kumar (2011:149) investigated the impact of Smartphone application on technical and professional spheres in India and pointed out that the Smartphone application had improved the quality of learning among the students. The scholar noted that the introduction of 3G technology would be the next big thing in the mobile internet revolution. The scholar suggested certain practical measures for better use of Smartphone in educational sector.

Mosa et. al. (2012:171) conducted a study on the Smartphone application in healthcare sector and observed that healthcare professionals, medical students, nursing students and patients had about 57 applications for healthcare. The study revealed that the disease diagnosis, drug reference and medical calculator applications were most useful by healthcare professionals and students.

White and Mills (2012:286) evaluated the adoption of mobile technologies including the Smartphone application by the Japanese university students and noted that the students had increasingly adopting Smartphones for personal use. The study revealed that the students were not fully prepared to make use of Smartphone application for education purposes based on current technological application.

Gibson et. al. (2012:90) studied the Smartphone application in higher education sector and remarked that Smartphones had benefited the faculty and students by enhancing the educational experience in the classroom. The scholars noted that the students were successful in acquiring the Smartphone development skills on their own initiative and applied those skills to app development. The scholars suggested that programming in Java, networks; web programming, database, and
software engineering provide sufficient foundation for inclusion of mobile app development in the curriculum relating to computer science.

Eriksson (2012:76) analyzed the use of Smartphones in vocational tourism education and stated that despite quite positive expectations and first experiences, students’ positive attitudes faded during the study. The study revealed that most students did not take full advantage of the devices provided, and instead used them in quite a conventional way. The scholar noted that although mobile learning clearly provided possibilities for both formal and informal learning, the informal activities in particular demanded quite a lot from the students.

Hee et. al. (2012:108) assessed the factors affecting Smartphone application by modern generation and found that credibility and personalization were set as factors affecting performance expectancy. The study revealed that personalization had positive effect on performance expectancy and performance expectancy and effort expectancy had positive effect on usage intention, use behavior, and recommendation intention. The scholars noted that recommendation intention was found as high when practical apps users had usage intention which was connected to actual use.

Ford (2012:83) examined the business strategies of a firm seeking to develop and profitably market a mobile Smartphone application to understand how small, digital entrepreneurships may build sustainable business models given substantial market barriers. The study revealed that two distinctly different business models adopted in succession, as well as the various adjustments the firm makes to its target market, distribution and pricing approach that led to their current strategy. The scholar suggested unanticipated hurdles small digital entrepreneurs might face if they rely heavily on mobile advertising and the app store to launch and sustain their business.

Hwang (2012:118) investigated the use of Smartphones by various stakeholders and pointed out that Asia-Pacific had become the world's largest Smartphone market. The study revealed that a new battle was extended Smartphones’ application programs (AP) dispute. The scholar noted that Smartphone application program could increase the business opportunities on the basis of systematic use by the customers.

Parkkonen (2013:200) carried out an investigation on the advertising elasticity in the Smartphone handset market between countries, media and advertisers and reported that China and United Kingdom got the highest elasticity in most of the regressions. The study revealed that absolute advertising investments had not captured
the advertising exposure as clearly as advertising measured in GRP. The advertising by advertisers yielded neither significant nor plausible results, which is at least partially explained by the measurement error in the data.

Buck (2013:32) conducted an evaluation on the impact of Smartphone technology in the education sector and observed that Smartphone application and technologies had encouraged educators to develop more creative pedagogy to reinforce subject matter content and serve as a useful instructional aide. The scholar also examined how Smartphones are used for both secondary and post-secondary students and how they positively impact pedagogy and student comprehension.

Jung et. al. (2013:133) evaluated the Smartphone users’ intentions to accept mobile advertising and noted that a consumer’s attitude toward mobile advertising from his or her previous experience was the most powerful predictor of intention to accept mobile advertising on Smartphone. The study revealed that the education, occupation and income were the other prominent factors associated with Smartphone application in modern society. The scholars suggested that future studies should be carried out by the researchers to explore similarities and differences between groups, thereby increasing the external validity of the study.

Chun et. al (2013:59) studied the use of Smartphone apps by the students and remarked that the developers created apps as well as consumers downloading and using apps. The scholars analyzed the factors affecting consumers’ satisfaction such as needs fulfillment, performance improvement, easy to use, easy to understand, security/privacy, and influence of the peer. The study emphasized that most respondents were satisfied with the use of Smartphone apps and their satisfaction level was affected by factors such as needs fulfillment, performance improvement, ease of use, security/privacy, and peer influence.

Vafa and Chico (2013:274) analyzed the use of mobile technology including Smartphone in medical education and stated that a majority of the respondents had owned the Smartphone or a similar mobile device and utilized for educational purpose. The study revealed that the students had accepted the mobile technologies for educational development in the present times as a supportive academic and technological infrastructure.

Yee et. al. (2013:298) assessed the factors affecting Smartphone purchase decision among Malaysian citizens and found significant relationship between all variables with purchasing decision. The study revealed that the users were influenced
by brand, convenience, dependency, price, product feature and social influence concerns. The scholars noted that the study was important for marketers to understand the consumer’s Smartphone purchase decision to be more competitive.

White and Mills (2014:287) examined the attitude of the users towards Smartphone application and pointed out that Smartphone application had facilitated educational progress of the students as an effective mobile technology in the classroom. The scholars noted that students had increasingly adopted Smartphone for personal use but were still reluctant to use the devices for educational purposes. The study emphasized that attitudes towards the use of these devices for learning had become more positive in modern times.

Jyoti et. al. (2014:135) investigated the adoption and use of Smartphones which provided immense benefits and convenience to users in society. The study revealed that observability, compatibility, social influence, facilitating conditions, effort expectancy and enjoyment were primarily responsible for the adoption and use of Smartphones within silver-surfers. The scholars called upon the policy makers to encourage adoption and use of Smartphones among silver surfers.

Wollenberg and Thuong (2014:289) carried out an investigation on the consumer behavior in the Smartphone market in Vietnam and reported that the country had provided a useful insight for marketing experts and producers of Smartphones of consumer behavior in emerging markets. The study revealed that advertising had slight impact on brand perception in Smartphone market. The scholars noted that price factor and word of mouth on brand perception were the prominent factors in using Smartphone services.

Ibrahim et. al. (2014:122) conducted a study on the impact of the Smartphone application for online business and observed that the use of Smartphone applications such as WhatsApp and Facebook had contributed enormously to especially online business. The study revealed that Smartphone application had positive impact on the online business. The scholars noted that Smartphone application was the advanced step for business people to promote their products and services.

Haffey et. al. (2014:100) evaluated the medical Smartphone in clinical practice. The study revealed that Smartphone applications had provided support to inexperienced prescribers. The scholars noted that a majority of applications were appropriate for both clinical and non-clinical uses. The scholars suggested that the
users of Smartphone applications should be enabled to make informed choices about the use of such apps in their professional and personal endeavors.

Jung (2014:132) studied the ubiquitous characteristics (omnipresence, context customization, interactivity, self-directed learning, and perceived enjoyment) as well as learner characteristics (innovation, learning motivation, and computer self-efficacy) and their impact on students. The scholar remarked that all the variables for ubiquitous characteristics and two variables for learner characteristics (innovation and computer self-efficacy) had significant effects on satisfaction with u-learning and that this satisfaction had a positive effect on expectation.

Wang et. al. (2015:282) analyzed the Smartphone application among college students in Japan and stated that there were a number of important behavioral factors automatically inferred from Smartphone application. The study revealed that Smartphone application had considerably improved the academic performance of the college students. The findings of the study have opened the way for novel interventions to improve academic performance.

Reidenberg et. al. (2015:220) assessed the patents and participants in Smartphones industry and found that patents were an important tool for small players entering the Smartphone market. The study revealed that the ability to obtain a number of patents also enhanced small participants’ ability to survive and to effect a successful market exit. The scholars noted that there were more positive indicators and incentives for innovation among entry participants and small industry players.

Hee et. al. (2015:109) examined the development of Smartphone application contents for the evidence-based guidelines, education program and pointed out that the Smartphone application had increased achievement of learning objectives, practical applicability, and practical benefits in terms of nursing management of nausea and vomiting. The scholars suggested that a plan to encourage participation must be instituted to improve application of the evidence-based nursing practice guidelines.

Hyeon and Iftekhar (2016:120) made a comparative study of Smartphone application among international and Korean pregnant women and reported that parents needed informing, supporting, monitoring and shaping functions in respect of Antenatal Parent Education. The study emphasized that international women had demonstrated better Smartphone application skills and competence as compared to Korean women.
Sureshkumar et. al. (2016:250) investigated the Smartphone application for care giver supported educational environment and observed that Smartphone application was useful to stroke survivors to make informed decisions regarding their on-going treatment and to self manage their condition with support from their caregivers. The scholars suggested that Smartphone application development should be based on scientific evaluation to systematically develop an educational intervention for management of post-stroke disability for stroke survivors in India.

Gowthami and Kumar (2016:95) carried out an investigation on the impact of Smartphone applications on the society and noted that Smartphone application had both positive and negative implications. The scholars noted that security and access control should be reformed to combat the abuse of Smartphone at workplace and universities. It is apparent from the investigation that the benefits of Smartphone are tremendous and negative impacts are minimum.

Chen et. al. (2016:57) explored the purchasing decisions and brand loyalty for Smartphone consumers and pointed out that the customers’ purchasing Smartphones had sharply increased over the years. The study revealed that some external factors markedly influenced customers on choosing Smartphones. The scholars noted that a majority of respondents were influenced by the price, internal functions and other advantages of Smartphone. The scholars suggested that the brand loyalty should be enhanced by the service providers in modern competitive environment.

Birkhoff and Smeltzer (2017:27) examined the perceptions of Smartphone user centered mobile health tracking apps across various chronic illness populations. The study revealed that there was growing interest in user-centered mobile health tracking apps, but with little understanding of motivating factors that foster sustained app use. The scholars noted that mobile health tracking apps targeted at users with chronic conditions should have a high level of usability to motivate users to sustain engagement with their mobile health tracking app. The study underlined that user-centered mobile health tracking app technology was used with increasing frequency to potentially provide individualized support to chronic illness populations.

2.3 Tourism Development Studies

United Nations Organization (1996:266) conducted a study on the sustainable tourism development in Small Island developing states and remarked that systematic efforts were not made at the national, regional and international levels to ensure the
viability of the sector and its harmonious development with the cultural and natural endowments of small island developing states. The study suggested that sustainable tourism development should be promoted on the basis of active community participation in small island countries.

Wells (1997:285) evaluated the economic perspectives on nature tourism and stated that nature tourism was an important sector of national tourism in modern world. The study revealed that environmental conservation was grounded in an appreciation of the perspectives which could be combined with economic development of the various stakeholders to produce results. The study recommended that tourism industry should be promoted by mitigating options and strategies for optimizing the environmental impacts.

Collins (1999:60) studied the sustainable tourism development in modern times and found that application of strong sustainability criteria was not found in modern times. The study revealed that tourism-centric development policies were not formulated and implemented in the study area. The scholar suggested that tourism policy should be designed to facilitate more coordinated strategic planning intervention, rather than reliance on market instruments and processes.

Gossling (1999:92) analyzed the eco-tourism which contributed to safeguard bio-diversity and ecosystem functions in developing countries. The study pointed out that tourism and its high direct use value could play an important role as an incentive for protection. The scholar noted that the concept of Environmental Damage Costs was introduced and integrated into the calculations. The scholar suggested that tourism education, management, and control measures should be integrated to promote eco-tourism in modern times.

United Nations Organization (1999:267) assessed the need for sustainable tourism development which had become one of the largest industries in the world. The study revealed that sustainable tourism development had played a significant and positive role in the socio-economic and political development in destination countries. The study emphasized that sustainable tourism development had offered new employment opportunities, promoted cultural diversity and protected environment in modern times.

Wunder (2000:294) investigated the eco-tourism centered economic incentives and observed that eco-tourism had benefited the weaker sections of the society financially. The study revealed that the effectiveness of tourism income
depended on the incentive structure inherent in the mode of participation, and substitution versus complementarities of other productive activities. The scholar suggested that the design of integrated conservation and development projects (ICDPs) should be implemented in the developing countries.

Organization for Economic Co-operation and Development (2000:188) carried out a study on the economic aspects of tourism including employment opportunities and noted that tourism industry was not developed on the basis of systematic regional, national and international coordination. The study emphasized the need for cooperation with other international organizations to effectively design a common employment module. The study suggested that the development of statistical information should be in line with users’ needs to thus contribute more effectively to policy making and the development of tourism.

Chang (2001:52) conducted an investigation on the tourism centered economic activities and remarked that tourism had become a major sector and provided financial benefits. The scholar noted that economic multipliers could be used to capture the secondary effects of tourism industry. The scholar reported that limited guidance was available for choosing multipliers suitable for a given application.

Ashley and Goodwin (2001:11) evaluated the pro-poor tourism strategies in United Kingdom and stated that the government, the private sector, non-governmental organizations, community organizations and the poor themselves had a critical role to play in promotion of pro-poor tourism. The study revealed that the poor people were not organized properly at the community level to engage them effectively in tourism. The scholars suggested that public-private tourism strategies should be developed for promoting tourism for the benefit of the poor people.

International Labour Organization (2001:123) studied the human resources development, employment and globalization in the hotel, catering and tourism sector and found that the quality of employment was not good enough in the tourism sector. The study revealed that social and economic systems were not devised to ensure basic security and employment while remaining capable of adaptation to rapidly changing circumstances in a competitive global market. The study emphasized the need for active participation of United Nations Organization to promote sustainable tourism development.

Hall (2001:102) analyzed the recent trends and developments in ocean and coastal tourism and pointed out that marine and coastal tourism was one of the fastest
growing areas within the world's largest industry. The study provided a review of some of the coastal and marine tourism literature on the environmental impact of tourism. The scholar suggested that integrated approaches towards coastal and marine management should be adopted by the policy makers.

Nicanor (2001:182) assessed the practical strategies for pro-poor tourism in Namibia and reported that pro-poor tourism strategies were not effective in the country. The study revealed that international collaboration for pro-poor tourism strategies was not effective in modern times. The scholar presented six case studies and suggested that pro-poor tourism strategies should be designed by the experts and implemented on the basis of active community participation.

Dalem (2002:65) examined the eco-tourism which had become an important economic component of the entire tourism market and observed that the Asia-Pacific region alone reported 10 per cent of tourism revenue through eco-tourism activities. The study revealed that eco-tourism had become a prominent sector of national development in modern society. The scholar suggested that eco-tourism should be promoted on the basis of standardized practices by the national governments in the world.

Neto (2003:180) investigated the new approach to sustainable tourism development and noted that tourism had become a fastest growing industry in the world. The scholar noted that tourism sector had generated wealth, employment and various benefits in many countries. The study emphasized the main economic benefits and environmental impact of tourism and focused on development of tourism industry in developing countries. The scholar suggested that new approaches to sustainable tourism development in these countries give greater priority to environment protection, community participation and poverty reduction.

Gossling (2005:93) carried out an investigation on the contributions of tourism to global environment in terms of space, energy, disease and water and remarked that tourism and hospitality business had played an important role concerning the environmental and social responsibility issues. The scholar noted that tourism industry was not systematically developed on the basis of international collaboration and exchange of ideas and guidelines among the experts.

United Nations Environment Programme and World Tourism Organization (2005:270) conducted a study on the significance of sustainable tourism development and stated that most of the governments in the globe had not paid sufficient attention
to sustainable tourism. The study revealed that participatory structures through which governments could work with other stakeholders to plan, develop and manage tourism in a sustainable manner was not well established. The study recommended that tourism policies should be developed and implemented within a jointly agreed strategy on the basis of the principles and practices of sustainability at its centre.

Ashley et. al. (2006:10) evaluated the local economy and tourism in Caribbean region and found that tourism was a prominent sector which contributed to national development commercial interests. The study revealed that government had enhanced its own security and operating environment and gained opportunities to upgrade the product and enhance the quality of tourist experience. The study emphasized that tourism promotion would develop local arts, crafts, cultural products and tourism services, both by developing new excursions and by encouraging tourists to spend in the local economy.

Higham et. al. (2006:111) studied the relationship between tourism and global environmental change and pointed out that tourism industry was dependent on the economic, social and political inter-relationships. The scholars noted that various stakeholders of tourism development had not understood the significant issues facing humankind in modern world. The scholars have also integrated the knowledge from the social and physical sciences and explored they key issues surrounding global environmental change, as well as government and industry willingness to meet the challenges posed by it.

Hamele and Eckhardt (2006:103) analyzed the environmental concerns of tourism industry in Europe and reported that tourism had stimulated the regional economy and improved sustainable development. The scholars noted that the tourism industry was not systematically promoted on the basis of business needs, reasonable aims, practical instruments and assistance. The scholars suggested that the stakeholders of tourism development should obtain authentic database-supported instruments for systematic development of tourism enterprise.

Newsom and Sierra (2008:181) examined the best management practices in sustainable tourism development and remarked that best management practices had become highly essential in modern times. The scholars noted that tourism industry had demanded intellectual and practical ideas and guidelines, technical assistance and diagnostic evaluations. The scholars suggested that the environmental, social and economic aspects should be systematically examined to promote tourism industry.
Brezovec and David (2009:29) investigated the issues in tourism development and visitor management in historic walled towns and stated that tourism had an impact on economic life, social status and urban and natural environment. The study revealed that the walled towns and cities with their obvious barriers exemplified and crystallized issues, challenges and opportunities critical to the development of tourism. The scholars also identified issues such as providing adequate tourist information, involvement of residents in tourism development, development of products to decrease seasonality, and concentration of tourism demand. The scholars presented good practices to tourism development management.

United Nations World Tourism Organization (2009:271) carried out an investigation on the relationship between tourism development and climate change and found that tourism industry had become a major global economic sector and contributed to many national and local economies around the world. The study revealed that tourism had also become a highly climate-sensitive economic sector in the world. The study recommended that tourism development should be undertaken in accordance with the climate change to minimize associated risks or capitalize upon new opportunities.

Driml et. al. (2010:70) conducted a study on the tourism investment in Australia and pointed out that tourism had become an important aspect of national development in modern times. The study revealed that tourism had become a major industry on the basis of public and private participation. The scholars suggested that tourism should be promoted in the metropolitan, regional and remote areas on the basis of infrastructure development and public-private partnership.

United Nations Conference on Trade and Development (2010:269) evaluated the contributions of tourism to trade and development in the globe and reported that tourism had emerged as a driver for economic and social development. The study revealed that developing countries had encountered significant economic, social and environmental challenges in maximizing the gains from their national tourism industries. The study emphasized that effective tourism strategies, policies, regulation and enforcement mechanisms are required to generate economic benefits and prevent negative environmental and social impacts.

United Nations World Tourism Organization (2010:273) studied the relationship between tourism development and Millennium Development Goals and observed that large-scale tourism had detrimental effects on biodiversity, including
coral reefs, coastal wetlands, rainforests, arid and semiarid ecosystems and
mountainous areas. The study revealed that the economic significance of tourism was
highly variable across countries. The study emphasize that tourism industry should be
promoted on the basis of new environmental and cultural attributes to make an
important contribution to more sustainable tourism destinations.

MacCallum et. al. (2010:157) analyzed the sustainable tourism and local
development in Apulia region, Italy and noted that tourism had become a major
source of employment and a vital driver of local development. The study revealed that
the basic economics had affected the competitiveness of the tourism offerings and the
economy depended on tourism development considerably. The scholars noted that the
policy makers had actively pursued a progressive policy for tourism development, a
thrust area of national development.

Kytzia et. al. (2011:151) assessed the need for increasing efficiency in the use
of nature for economic production and remarked that eco-efficiency could be used to
evaluate tourism strategies on local scale based on an augmented regional input–
output model. The study revealed that the economic impact of increasing bed capacity
was highly dependent on the tourist category triggering the development. The scholars
suggested that spatial planning, building design and facility management should be
considered while improving land efficiency in the tourism sector.

Prokosch (2011:215) examined the proportion of world production, trade,
employment and investments in tourism sector and stated that tourism growth,
environmental conservation and social wellbeing could be mutually reinforcing. The
scholar pointed out that all forms of tourism could contribute towards a green
economy transition through investments leading to energy and water efficiency,
climate-change mitigation, waste reduction, biodiversity and cultural heritage
conservation, and the strengthening of linkages with local communities. The scholar
emphasized that more quantitative studies are necessary to clearly understand the
reasons for such variations, to expand the evidence base at a national and sub-national
level on tourism and local employment.

Minciu et. al. (2012:168) investigated the relationship between environment
and tourism and found that tourism industry had generated negative environmental
impact in the world. The scholars noted that low environmental impact forms of
travel, including eco-tourism, rural tourism, tourism in protected areas, cultural
tourism and adventure tourism were not promoted consciously by the stakeholders of
tourism development. The scholars emphasized the increase of tourists’ responsibility, the manifestation of greater attention to the values of natural and anthropogenic patrimony. The scholars suggested that adoption and implementation of economic policy measures should encourage both bidders and consumers in the practice of ecological tourism should be accorded high priority.

Jurado et. al. (2012:134) carried out an investigation on the sustainability, the growth limits and carrying capacity of destinations in tourism sector and pointed out that tourism was not developed in the coastal, rural and urban areas on the basis of sound ecological considerations. The scholars suggested that the impacts generated by the tourism on environment, culture and civilization should be systematically examined to promote eco-friendly tourism in the world.

Buckley (2012:33) conducted a study on the significance of sustainable tourism and reported that mainstream tourism had social and economic impacts. The study revealed that tourism industry had not focused on sustainability since the tourism advocates had used political approaches to avoid environmental restrictions. The scholar suggested that improvement in environmental accounting techniques and the effects of individual perceptions of responsibility in climate change should be addressed by the future researchers.

Pantelescu and Ioncica (2012:197) evaluated the need for researching the role of mass media in promoting and selling tourists’ packages in Romania and observed that media intervention for tourism development was not adequate in the study area. The scholars emphasized the role of mass media in selling and promoting tourists’ packages. The scholars suggested that systematic media strategies should be adopted for better tourism management.

Huibin et. al. (2013:117) studied the sustainable tourism development and noted that the stakeholders of tourism management had not fully understood the cultural heritage sites, social pressure and environmental problems. The study revealed that it was inevitable to find a better way to enable cultural heritage to achieve sustainable development. The scholars suggested that a complete model of sustainable development should be designed and adopted for the purpose of balancing protection and development of cultural heritage in Asia.

Hargrove (2014:104) analyzed the cultural tourism and remarked that cultural tourism depended on most credible and sustainable data for use by the destination and the cultural district organizers. The scholar stated that understanding these audiences
and their behavior could determine the success of tourism. The study emphasized the need for constant monitoring of customer satisfaction and delivery of new products and services.

Zamfir and Corbos (2015:303) assessed the sustainable tourism development in Bucharest and stated that managing sustainable tourism development had become a thrust area of national development. The study revealed that sustainable tourism development was highly beneficial socially, economically, culturally and environmentally. The scholars have provided useful ideas and guidelines for future researchers in the area of managing sustainable urban tourism development.

Eades and Cooper (2015:71) examined the current issues and trends in medical tourism and found that the era of globalization allowed for more connectivity between nations and cultures. The study revealed that the modern medical tourism had enabled the patients to improve healthcare services and treatment, wellness programs, and complementary recreational activities. The scholars emphasized that authoritative reference sources were essential to the needs of healthcare providers, nonprofit organizations, students and medical professionals seeking relevant research on the relationship between global travel and access to healthcare.

Giap et al. (2016:89) investigated the drivers of growth and development of tourism industry in Malaysia and pointed out that tourism industry had generated considerable foreign exchange revenues for better socio-economic development of Malaysia and other countries. The study revealed that Malaysia’s government expenditures on tourism promotion and infrastructure investments such as enhancing airport facilities were causal. The scholars suggested certain significant determinants of growth in the travel and tourism industry in Malaysia.

World Tourism Organization (2016:291) carried out an investigation on the sustainable cruise tourism development strategies in South-East Asia and reported that South-East Asia was among the world’s greatest regions for experiencing cultural and natural heritage. The study revealed that cruise tourism was characterized by bringing large numbers of people to concentrated areas of destinations for brief periods, thus multiplying and concentrating the impacts. The study revealed that the impact, challenges and implications of cruise tourism development are representative of the planet’s challenges in economic development.

Malmir et al. (2017:159) examined the world tourism development on the basis of an extensive review of literature. The study revealed that tourism had
contributed significantly towards the development of destination areas and the economic benefits of tourism in the world. The scholars noted that the status of international tourism had improved remarkably in the present times. The study emphasized that an increasingly complex and differentiated geography of tourism production, distribution and exchange had emerged in the world.

Malmir et. al. (2017:160) examined the development of tourism in India and observed that several institutional mechanisms were developed in the post-independence era for the promotion of tourism in India. The scholars noted that the recent rapid growth of demand for tourism had caused due to economic, social and technological developments. The study indicated that India's tourism industry had experienced 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'.

2.4 Strategic Tourism Management Studies

Athiyaman (1995:13) conducted a study on the interface of tourism and strategy research on the basis of business strategy in the field of tourism. The scholar also carried out an extensive review of literature and observed that adequate research work had not addressed the strategic tourism management. The scholar suggested that the policy makers and other stakeholders of tourism management should understand the best practices in hospitality and tourism sectors.

Athiyaman and Robertson (1995:12) evaluated the strategic planning in large tourism firms and noted that tourism businesses had lagged behind manufacturing firms in the use of strategic planning. The study revealed that tourism firms were vulnerable to environmental threats than manufacturing firms. The scholars suggested that tourism firms should developed strategic tourism planning process in consultation with the experts.

Fletcher and Cooper (1996:80) studied the strategic tourism management in Central Europe and remarked that strategic planning in the region was critical to the future success of tourism. The scholars noted that tourism was a useful medium of change as it cuts across a variety of economic sectors and is primarily comprised of small and medium sized enterprises. The scholars suggested that strategic tourism management should be based on expert suggestions and adoption of best practices.
Soteriou and Roberts (1998:247) analyzed the strategic planning process in national tourism organizations and stated that the comprehensiveness of the strategic planning process in national tourism organizations (NTOs) was determined by an internal capability for strategic planning and dimensions of the external environment. The scholars presented a scientific model and a flexible design of NTO strategic planning system for better strategic tourism management.

Okumus and Roper (1999:189) assessed the disparate approaches to strategic management in hospitality firms and found that a number of approaches to strategic management had emerged in the field. The study revealed that previous strategy implementation research in the strategic management and hospitality management fields from the perspective of five different schools of thought were not useful in the field of strategic tourism management. The scholars suggested that strategic tourism management process should be based on meaningful policies, norms, guidelines, strategies and practices.

Roper and Olsen (1999:226) examined the need for research in strategic management in hospitality industry and pointed out that strategic planning, competition and competitive advantage, internationalization and strategic implementation formed the core areas of research. The study revealed that strategy was a highly complex, multi-dimensional construct requiring more inter-disciplinary approaches to its research. The scholars suggested that strategic tourism management process should be strengthened on the basis of systematic evaluation of ground realities and future needs.

Font and Ahjem (1999:82) investigated the market-led and supply-oriented strategies in tourism sector. The study revealed that economic, environmental and social issues were used to exemplify the consequences of systematic strategy. The scholar noted that there was a need to take into account the public sector, the private sector, non-profit organizations and the residents to design sustainable tourism strategies in modern times.

Moutinho (2000:172) carried out an investigation on the strategic management in tourism and observed that several generic strategy resources had existed for the promotion of tourism sector. The study revealed that strategic tourism management was not based on the proper assessment of region-specific needs and demands. The scholar suggested that the stakeholders of strategic tourism management should make use of scientific strategies to improve the status of strategic tourism management.
Hassan (2000:107) conducted a study on the determinants of market competitiveness in an environmentally sustainable tourism industry and noted that the multiplicity of industries involved in destinations' planning and development required the use of a competitiveness model. The study revealed that the policy makers and other stakeholders involved in strategic tourism management. The scholar suggested that the development of future destinations must be guided by effective and efficient management with a focus on sustainable tourism development.

Moutinho (2000:172) assessed the strategic management in tourism and observed that the crucial environmental issues and their implications and the major factors affecting international tourism management were not taken into account by the policy makers. The study revealed that marketing strategy, functional management and strategic planning should be considered for efficient strategic tourism management in future.

Iroegbu (2001:126) evaluated the different tourism market development strategies of Multinational Corporations (MNCs) in African host countries. The study revealed that there was systematic integration of Multinational Corporations’ (MNCs) tourism market development strategies with the needs and demands of developing African host countries. The scholar found significant differences between the market development strategies on the factors of needs and expectations of African host countries. The scholar suggested that tourism market development strategies should be sensitive to the identified sectors, namely economic development, community participation, local entrepreneurship, employment generation and national security measures.

Buhalis (2003:35) studied the role of information technologies for strategic tourism management in United Kingdom and stated that the new technological innovations and devices had provided a solid basis for understanding strategic tourism management. The scholar provided a strategic management and marketing perspective for tourism enterprises and destinations. The scholar suggested that e-tourism would revolutionize all business processes, the entire value chain and the strategic relationship of tourism organizations with their stakeholders.

Baggio (2004:15) assessed the strategic role of knowledge in the management of tourism destinations organizations in Italy and pointed out that tourism had several recreational aspects which attracted the tourists. The study revealed that tourism promoted inter-cultural communication and relations in modern world. The scholars
presented certain measures for the development of new brand tourism products that meet the requirements for consumer's education.

World Tourism Organization (2005:290) examined the impact of foreign direct investment indicators on the tourism sector and reported that FDI flows had increased in all business endeavors. The study revealed that developed economies had influenced the process of strategic tourism management in modern times. The study suggested that the process of strategic tourism management should be strengthened on the basis of infrastructure development, customer relationship management, new media intervention and relevant strategies.

Hwang and Lockwood (2006:119) investigated the barriers to the application of best practices in hospitality and tourism small and medium-sized enterprises in the UK and observed that scientific model identifying seven key capabilities was the basis for the adoption of best practices. The study emphasized that changing demands, lifestyles, limited resources, lack of skilled labour, lack of competitive benchmarking and location, had created turbulence in the operational tourism environment. The scholars suggested that competitive benchmarking would facilitate better strategic tourism management.

Olsen et. al. (2007:191) carried out an investigation on the strategic management in the hospitality industry and noted that strategic tourism management was not based on meaningful combination of quality research and field experience. The study revealed that environmental scanning; competitive strategies, structure and implementation, and performance were the key factors of strategic tourism management. The scholars also contributed ideas towards the role of strategy in creating firm value and growth and stressed the relationship between leadership theory, strategic thinking and financial management in tourism sector.

Bizan (2007:28) conducted a study on the new strategic approach for tourism marketing in Libya and remarked that tourism sector had contributed significantly for both infrastructural development and national development in many developing countries. The study revealed that the stakeholders of tourism management had failed to develop a strategic marketing plan even though business environment had changed remarkably. The scholar suggested that the new strategic approach for tourism planning and marketing in Libya has to be comprehensive and integrated into the nation’s social, economic, environmental and political policies.
Rodriguez-Diaz and Espino-Rodriguez (2008:225) evaluated the strategic tourism management and stated that the complex reality of a tourist destination was not properly examined by the strategy makers. The study revealed that the strategic evaluation model of tourist destinations should be visualized from an overall perspective. The scholars also analyzed the internal and relational capabilities of each attribute represented in a matrix of strategic value. The researchers suggested that integrating measures based on sustainability should be taken to be able to re-launch the destination.

Singh and Hu (2008:241) studied the strategic alignment for destination marketing in the 2004 Athens Olympic Games and found that the coordination between the Olympic organizing committee and the destination marketing organization of the host country was a knowledge-intensive and exceptionally challenging task. The scholars suggested that the stakeholders should identify the strategic alignment issues between the domains of Olympics planning and destination marketing. They also proposed a conceptual framework for the future Olympic host countries.

Li (2008:154) explored the entrepreneurship research in field of the hospitality and tourism management and pointed out that tourism and hospitality management processes were not based on the adoption of scientific strategies. The study revealed that lack of methodological sophistication of analytical and statistical tools had hindered strategic tourism management. The scholar suggested that the policy makers should develop a framework unique to the entrepreneurship domain of hospitality and tourism research and development.

Evans et. al. (2009:78) analyzed the need for strategic management for travel and tourism and found that strategic management acted as a key element of tourism development. The study revealed that the policy makers had not accessed adequate resources to widen their understanding of the subject matter and create opportunities where theory can be effectively applied to practice. The scholars suggested that a classical approach to the study of strategic management should be adopted by the policy makers to provide better services to the travelers.

Middleton et. al. (2009:166) assessed the strategic marketing in travel and tourism sector in 21st century and reported that several events including globalization had affected worldwide travel and tourism. The study revealed that the major changes in tourism marketing of the last decade had reflected the development of far more
sophisticated and demanding customers with better choices. The scholar reported that customers had become more involved in purchasing decisions through interaction with suppliers on the Internet. The scholars suggested that strategic tourism management should be based on the appropriate needs and demands of customers and collaborative efforts of various stakeholders of tourism management.

Goranczewski and Puciato (2010:91) investigated the strategies for tourism destination on the basis of SWOT analysis and noted that it helped to establish a reliable diagnosis of the internal potential shown by a tourism destination and its environment. The study revealed that strategic tourism management was not adequately oriented towards making the best use of advantages and removing any possible disruptions which may be caused by the development of tourism. The scholars suggested that strategic options should be properly formulated to provide better strategic plans for tourism development.

Okumus et. al. (2010:190) carried out an investigation on the strategic management for hospitality and tourism in United Kingdom and remarked that various schools of thought on strategic management had comprehensively covered the scientific approaches to managing the tourism sector. The study revealed that tourism development had primarily depended on a scientific strategic perspective based on ground realities and systematic evaluation. The scholars also contributed insights for a good understanding and appreciation of strategic management in hospitality and tourism.

Soteriou and Coccossis (2010:246) conducted a study on the parameters which composed the capability to integrate sustainability into the strategic planning process. The scholars stated that both strategic planning and the integration of sustainability in national tourism organizations faced problems that limit the potential of strategic planning for sustainability. The scholars suggested that national tourism organizations should play a major role in operationalizing sustainable tourism and pursuing it through strategic planning.

Tribe (2010:260) evaluated the strategic tourism management and reported that strategic analysis utilized techniques for situational analysis. The scholars found that strategic tourism management had involved the reporting on the opportunities, threats, strengths and weaknesses facing the organization. The scholar suggested that key factors associated with strategic tourism management should be examined before designing appropriate strategies for tourism development.
Harrington and Ottenbacher (2011:105) studied the strategic tourism management and hospitality management and pointed out that strategic tourism management had tended to focus on less applied and more theoretical notions of strategy. The study revealed that the researchers in hospitality strategic management tended to focus on more tactical methods while addressing questions of strategy. The scholars suggested that the importance of strategic management in hospitality and hospitality research should be realized to prepare grounds for better strategic tourism management.

Kirovska (2011:145) analyzed the strategic tourism management and reported that it was indisputable for strategic planning of tourism, especially for defining and existence of a development strategy for tourism. The study revealed that implementation of the development strategy for tourism was determined by the functioning of strategic management in tourism. The scholar suggested that strategic tourism management should increase the competition and globalization trends, dynamics and development of tourism across the world.

Bardis (2012:19) examined the features and factors that affected the hospitality industry organization in Greece and noted that the hotels maintained a good service and image through better organizational structure and interactions. The scholar noted that the structure of the organization was an important aspect for the employees. The scholar suggested that employees should be well equipped and motivated to perform well in hospitality management.

Barisic and Maric (2012:20) investigated the role of management as a strategic tourism development in Croatia and remarked that there were many opportunities for the improvement of managerial competence in tourism organization through utilization of strategic competitive advantages. The scholars noted that mission, management and measurement model would enrich the process of strategic tourism management in the globe.

Monavari et. al. (2013:169) carried out an investigation on the strategic planning for tourism management and stated that tourism industry had presented plenty of social, economic, environmental, and cultural benefits. The study revealed that lack of a comprehensive approach to managing tourism had posed main challenge for sustainable tourism in Iran. The scholars suggested that policy makers should give high priority to tourism projects in the river borders to promote tourism activities in a sustainable manner.
Victorian Auditor-General (2013:277) conducted a study on the tourism strategies of Australia and found that a new age of strategic tourism management had begun in modern world. The study revealed that the stakeholders of tourism management had adopted advanced strategies to promote tourism which generated adequate income in modern society. The study suggested that strategic tourism management should be based on systematic media intervention strategies and practices.

Angeloni (2013:08) evaluated the strategic plan for tourism development in Italy and pointed out that Italy had become a leading tourism destination over a period of time. The scholar reported that Italy might lose competitiveness along the years because of marginality of tourism in the government agenda. The scholar noted that Italy of late, adopted a National Strategic Plan in 2013 to adopt strategic tourism management and manage the competitive business environment. The scholar suggested that the government should take several steps to meet the challenge of globalization.

Sainagh et. al. (2013:231) pursued the hotel performance research in modern times since it constituted an important aspect of strategic tourism management. The study revealed that hotel performance attracted widespread attention from hospitality scholars, but significant gaps remained. The scholars have also recognized the benefits of financial and non-financial indicators of strategic tourism management. The scholars suggested certain guidelines for the improvement of the strategic tourism management.

Phillips and Moutinho (2014:209) analyzed the strategic planning research in hospitality and tourism sector and observed that strategic planning had remained one of the most crucial aspects. The study revealed that theoretical and empirical developments in the academic literature had not addressed the research gap. The scholars suggested that constant scientific research would provide future research directions on strategic tourism management.

Gvantseladze and Rehak (2014:99) assessed the strategic tourism management process in Caucasus region and noted that the majority of managers had developed four fundamental stages of strategic management in their companies. The study revealed that the essence of strategic management was developed in different works by different authors. The scholars suggested that the salient characteristics and
strategies of strategic management should be understood and adopted by the policy
makers to promote tourism.

Bulatovic and Markovic (2015:42) examined the strategic management of
tourism in the national parks and remarked that systematic tourism strategy had
practically involved penetration of the market, cultural –religious tourism, event
tourism, hunting tourism fishing tourism and wine tourism. The scholars noted that
market diversification was essential when it comes to new tourist products such as
eco-tourism, rural tourism, scientific research, MICE tourism, golf and camping
tourism. The scholars also provided a framework for future research in the field of
strategic management of tourism development in national parks.

Ivanovic et. al. (2016:127) investigated the importance of strategic
management in the development of tourism sector and stated that numerous world
destinations had recognized the advantages of organizing events and manifestations
on the basis of competitive and recognizable management strategies. The scholars
noted that new theoretical findings in strategic managing and application of positive
practical experiences would enhance of recognizability and competitiveness of
Croatia as a tourist destination.

Fevzi et. al. (2017:79) examined the scientific progress of strategic
management research in the hospitality and tourism field. The study revealed that
the hospitality and tourism sector had achieved progress on the basis of strategic
tourism management. The scholars noted that studies relating to hospitality and
tourism sector had gained significance in the new millennium. The study upheld the
development of strategic management research related to hospitality and tourism by
considering the boundaries of strategic management in three issues: intellectual,
conceptual and social structure.

2.5 New media Travel and Tourism Studies

Buhalis (1998:40) carried out an investigation on the strategic use of
information technologies in the tourism industry and found that information
technologies had provided both opportunities and challenges for the industry. The
study revealed that unless the current tourism industry improved its competitiveness,
by utilizing the emerging ITs and innovative management methods, there is a danger
for exogenous players to enter the marketplace. The scholar proposed a business
model to ensure that a wide range of prerequisites such as vision, rational
organization, commitment and training enrich the process of strategic tourism management.

Morrison et. al. (2004:170) conducted a study on the role of digital communication in tourism management and pointed out that the online tourism communication was based upon the unique characteristics of the tourism product. The study revealed that the tourism websites (at both the destination and hospitality level) dealt with issues related to website functionalities including completeness, quality, scope and performances by using different methodologies and outcomes.

Chang and Chou (2007:50) evaluated the virtual enterprise-based information system architecture for the tourism industry and reported that the new information technologies and innovative management methods were used extensively in tourism sector. The study revealed that the application of virtual enterprise facilitated integration of employees, business process and resources within the tourism industry was useful. The scholars also explored the potentials of applying II-A to contemporary tour companies for developing the cross-organizational tourism system.

Jun and Lee (2007:131) studied the uses and gratifications of the representative mobile media in America and observed that college students used the mobile media on account of mobility, convenience and multimedia service. The study revealed that a majority of the people were benefited from using an advertising message on a Smartphone. The scholars noted that young consumers were more concerned about peer evaluation and were strongly influenced by watching the behavior of others within their age group.

Park and Chen (2007:199) analyzed the acceptance and adoption of the innovative use of Smartphone and noted that behavioral intention to use was largely influenced by perceived usefulness (PU) and attitude toward using Smartphone. The study revealed that organizational factors had become a significant predictor of users' attitude toward innovative technologies. The scholars suggested that scientific evaluations should be conducted on the Smartphone adoption by various users.

Yang (2007:296) assessed the factors affecting consumer intention to use mobile advertising in Taiwan and found significant association between consumer attitudes toward and intention to use mobile advertising. The study also demonstrated consistent relationships between attitudes toward using mobile commerce and attitudes toward using mobile advertising. The scholar noted that the attitude of the
customers toward using mobile commerce also affected consumer attitudes toward and intention to use mobile advertising.

Buhalis and Law (2008:34) examined the relationship between information technology and tourism management and stated that the new information technologies had become the most promising area for promoting technological innovation in the tourism sector. The study revealed that the tourism industry had always been confronted with the rise of new developments that posed as both opportunities and challenges. The scholars also projected future developments in e-Tourism and demonstrated critical changes which would influence the tourism industry.

Egger and Buhalis (2008:74) investigated the role of new media in tourism management and found that the Internet provided the ability to expand the customer base to cover the global population cost effectively. The study revealed that large organizations such as airlines and hotel chains had accessed an international clientele and developed the tools to manage properties around the world at the touch of a button.

Schmallegger and Carson (2008:232) carried out an investigation on the role of blogs in tourism management and pointed out that the blogs centered communication strategies had encompassed communication, promotion, product distribution, management, and research. The study revealed that many travel and tourism organizations had also recognized the importance of including consumer generated content on their websites usually in the form of edited testimonials.

Tussyadiah et. al. (2008:264) conducted a study on the tourism landscape on the basis of pervasive use of personal technology for travel and reported that the travelers were able to receive constant feedback on their experiences for continuous improvement of performance. The study revealed that travelers equipped with smart personal technology had become smarter in various aspects of travel, because of the facilitation in various travel-related decision making and activities. The scholars suggested that the shift in travelers’ behavior in relation to use of personal technologies should be subjected to extensive research on pre-trip and post-trip experiences of the travelers.

Young and Buhalis (2008:300) evaluated the relationship between perceived benefits and participation in an online travel community and observed that three factors namely - information acquisition, social-psychological, and hedonic were main benefits influencing participation and attitude towards an online travel community.
community. The scholars noted that information acquisition benefits were perceived as the most important influential elements. The scholars suggested that travelers should be educated on how to utilize online communities for their marketing strategy.

Kenteris et. al. (2009:140) studied the innovative mobile electronic tourist guide application and noted that mobile tourism had brought together the main assets of the two approaches. The study revealed that the users downloaded these personalized applications directly to their mobile device PC and mobile terminal. The scholars presented their development experiences with J2ME and highlighted its main advantages and shortcomings in relation to the implementation of such kind of applications.

Hyun et. al. (2009:121) analyzed the mobile related virtual experience in tourism management and remarked that virtual experience could be explained by two dimensions: vividness and interactivity. The study revealed that the application of the mobile-mediated virtual experience had promoted tourism. The scholars suggested that fast-growing mobile development should be utilized for maximizing their current innovative competencies in embracing mobile technologies for destination marketing purposes.

Xiang and Gretzel (2010:295) assessed the role of social media in online travel information search and stated that the new media had widened social interactions and promoted tourism industry. The study revealed that online media had contributed immensely for tourism development in the globe. The scholars emphasized that social media had brought about revolutionary changes in strategic tourism management.

Gavalas and Economou (2011:87) examined the multimedia platforms and application of functional mobile applications for tourism management and found that multimedia platforms and mobile application were useful to promote tourism industry. The scholars emphasized that modern tourism industry would flourish on the basis of multimedia applications and effective customer relationship management activities.

Ho et. al. (2012:112) investigated the Web users’ engagement in tourism information search and pointed that information search experiences were characterized as a process constituting some common elements: prior knowledge and searching experiences, online searching strategies, processing and recording information, barriers to online searching, reasons for ending an online search, summarizing information, exchanging information and searching for more
information through other sources. The scholars contributed the grounded theory research method which is employed as an inductive investigative process in scientific evaluation.

Nielsen (2012:184) carried out an investigation on the presence of Smartphones in modern market and reported that half of all mobile phone subscribers in the United States had owned Smartphone. The study revealed that Android, BlackBerry and iPhone were prominently used by the customers. The scholar emphasized that a segment of buyers simply purchased the Smartphones on the basis of the recommendations made by their friends and relatives.

Pesonen and Horster (2012:208) conducted a study on the Near Field Communication (NFC) technology and mobile wallets to augment the travel experience and noted that NFC allowed people to interact with objects through the help of a Smartphone or other mobile device, revolutionizing daily habits. The scholars noted that NFC technology had become a promising aspect of tourism management communication in modern times.

Yoo and Gretzel (2012:299) evaluated the use of social media by travelers and remarked that the growing access and popularity of social media applications had transformed the way people communicate, make decisions, socialize, learn, entertain themselves, interact with each other, or even do their shopping. The study revealed that more than 80 per cent of leisure travel buyers were influenced by various types of user-generated contents including videos, reviews and blogs in the travel purchase decisions. The scholars emphasized that social media had played a crucial role in shaping the attitudes and behaviors of travel consumers and tourism marketers.

Zhang et al. (2012:304) studied the concept and practice of smart tourism in modern times and stated that smart tourism was based on recent development in mobile computing and advanced technologies such as cloud computing, artificial intelligence, and Internet. The scholars emphasized that smart tourism was promoted on the basis of integration of new digital technologies with tourism operations.

Kim and Tussyadiah (2013:143) analyzed the moderating role of online self presentation strategies with reference to tourism management and found that social networking sites were used extensively by the tourists to seek support from their social network while traveling. The scholars emphasized that social networking sites had enabled the tourists to gain proper experience and engage in social activities through SNS while traveling.
Egger (2013:73) assessed the impact of near field communication on tourism and pointed out that the near field communication had allowed the people to interact with objects through the help of a Smartphone and other mobile devices. The study revealed that Smartphone application had revolutionized the tourism centered communication by following mobile voice, text and Internet communication.

Buhalis and Amaranggana (2014:36) examined the smart tourism destination and reported that smart destination was an umbrella term describing tourism destinations where technology infrastructures were embedded with tourism management. The study emphasized that the Smart Tourism Destinations (STD) concept emerged from the development of Smart Cities. The scholars suggested that the travelers should be educated above Smart Tourism Destinations in the world to promote tourism development.

Palumbo and Dominici (2014:195) investigated the role of mobile wallet and NFC technology in tourism management and observed that Smartphones and other mobile devices had become the most promising area for promoting technological innovation in the tourism sector. The scholars noted that modern tourists had to deal with a high level of complexity in their travel decisions, spending a lot of time and energies to take decisions and act. The scholars emphasized that the mobile wallet, or multi-wallet, integrated physical wallet, money, payment cards, keys and other cards and enabled the travelers to use advanced technologies for tourism management.

Tussyadiah (2014:262) carried out an investigation on the role of personal technology in tourism management and noted that personal technologies had enabled the tourists to understand the issues and developments in tourism sector. The study revealed that wearable computing was used in the context of travelers’ interaction with physical objects and near surroundings.

Peretta (2014:206) conducted a study on the mobile applications for urban tourism and remarked that Smartphones contained web pages as well as proprietary applications to connect through telecoms and hotspots. The study revealed that quality of the mobile applications was good enough to facilitate better tourism management in the modern times.

Guo et. al. (2014:98) evaluated the embedding convergence of smart cities and tourism Internet of Things in China and stated that the emerging smart tourism matched China’s economic growth and industrial transformation. The study revealed that there were huge development opportunities in China for smart tourism built
around information and communication technologies. The scholars suggested that the current status and development potential of smart tourism in China should be scientifically evaluated to promote smart tourism in future.

Baggio et. al. (2014:16) studied the role of information and communication technologies in tourism management and found that the new media had enabled the organizers to adopt trans media storytelling techniques in the tourism sector. The study revealed that the implementation of the iCare Data Recovery Software web portal allowed submission and retrieval of data on vehicles, owners, drivers, health workers, and health facilities. The scholars suggested that application of new media technologies would boost tourism development immensely.

Correa (2014:61) analyzed the role of mobile technologies for in mobile tourism and pointed out that Brazil Mobile app offered basic contents to travelers which reflected interactivity, customization, transactions and entertainment. The scholar suggested that mobile technologies should be used by both service providers and customers on the basis of best practices.

Buhalis and Amaranggana (2015:37) assessed the need for personalization of services in smart tourism destinations. The scholars reported that bringing smartness into tourism destinations required dynamically interconnecting stakeholders through a technological platform on which information relating to tourism activities could be exchanged instantly. The scholar noted that smart tourism destinations should make an optimal use of Big Data by offering right services that suit users’ preference at the right time.

Inversini et. al. (2015:125) examined the role of new media in travel and tourism communication and observed that the advent of new media like tourism websites, social media conversations, and mobile computing had led to the transformation of tourism. The study revealed that two decades of ICT development had changed the fundamental nature of tourism management. The scholars emphasized that the new media offered numerous opportunities for tourism marketing and communication by enhancing customer intelligence, improving business processes and enabling the development of new strategies for navigating competitive tourism environment.

Palumbo (2015:194) investigated the role of Smart Tourist App in smart mobile tourism via the integration between traditional city card and the mobile devices specifications. The study revealed that the new methodologies had allowed
categorization and ordering of service attributes based on the perception of tourists. The scholar suggested that smart tourism should be developed on the basis of suitable application of information and communication technologies.

Palumbo and Dominici (2015:195) carried out an investigation on the role of Near Field Communication Technology and Mobile Wallets in tourism management and noted that modern tourists had used powerful tools to help him or her to obtain directions in the mare magnum of complexity, overcoming the fear of action and taking decisions. The scholars emphasized that Near Field Communication technology and mobile wallet had emerged as highly convenient means in the travel and tourism industry.

Tussyadiah (2015:263) conducted a study on the role of personal technologies in tourism management and remarked that personal technologies had evolved from being portable to wearable, implying the potential changes in the ways users interacted and used technology during traveling. The scholar noted that personal technologies had enhanced the travelers’ experience by helping solve their problems at the destination. The scholar suggested that the travelers should be enabled to use personal technologies to gain good tourism experience.

Gunawan and Purnama (2015:97) evaluated the implementation of location based service in tourism places in West Nusa Tenggara, Indonesia and stated that the application had provided information such as descriptions of sights, tourism spot address, photo galleries and available facilities. The scholars noted that tourists also used Google maps. The study emphasized that the new application benefited the travelers in several ways for finding the tourism places and services.

Almobaiddeen et. al. (2016:04) studied the role of digital technologies in tourism development and found that the integration between advanced technologies of ICT and tourism industry played vital role in enhancing the tourism services in archaeological tourism. The study revealed that the digital technologies had outperformed the shortest path approach which informed the distance of tourism destinations to the tourists.

Pease and Rowe (2016:203) analyzed the role of information technology in tourism management in Australia and pointed out that tourism industry had depended on the information technologies. The study revealed that tourism had contributed to national economy considerably and primarily depended on new information
technologies for better operations management. The scholars suggested that tourism industry in Australia should be expanded in the rural areas in future.

Prodan (2017:214) examined the application of digital technology for travel and tourism in America. The study revealed that travel and hospitality stakeholders had adopted the digital marketing in modern times. The scholar noted that new technologies had enabled the users to understand the travel destinations and interact with travel consumers. The study pointed out that new digital technologies had boosted the travel and tourism sector in the new millennium.

2.6 Smartphone Application for Tourism Management Studies

Afsarmanesh and Camarinha-Matos (2000:02) assessed the Smartphone application in tourism sector and reported that the tourism industry and service providers had collaborated and shared their expertise, resources, costs and risks. The study revealed that the paradigm of the virtual enterprise addressed the necessary horizontal infrastructure needed to support such a collaboration framework. The scholars suggested that virtual enterprise requires the proper infrastructure for better enterprises’ inter-operation, task sharing, and federated information management.

Brown and Chalmers (2003:30) examined the role of mobile technology in tourism management and observed that Smartphones and mobile devices had helped the travelers’ decision-making process through the provision of easy access to information on round the clock basis. The scholars noted that Smartphones and mobile devices were useful to the travelers to know about new travel opportunities and to become more familiar with tourism destinations.

Van Setten et. al. (2004:275) investigated the context-aware mobile tourist application and noted that the new technology had adapted its services to the user’s needs interests and current context. The scholars also provided a context-aware recommendation system for better integration with a context-aware application platform.

Schwinger et. al. (2005:235) carried out an investigation on the use of advanced technologies such as mobile devices with wireless connections to the Internet in tourism industry and remarked that such technologies offered opportunities and challenges in terms of time-aware, location aware, device-aware and personalized services. The scholars emphasized the use of Smartphones by the travelers provide multi-faceted advantages in tourism industry.
Rasinger et. al. (2007:217) conducted a study on the role of Smartphones and mobile devices in tourism management and stated that Smartphones and mobile devices had enabled the travelers gain easy access to information all the times and everywhere. The study revealed that these new devices had also enabled the travelers to understand new travel opportunities and avail better services.

Kramer et. al. (2007:148) evaluated the behavioral impacts of mobile tour guides and found that mobile technology, Smartphone and other mobile devices had contributed immensely for promoting technological innovation in the tourism sector. The study revealed that users differed significantly in the way and extent to which they took advantage of both mobile applications. The scholars noted that the planner satisfied the demand for guided tours additionally leaving much needed room for spontaneous deviations.

Kim et. al. (2008:142) studied a model of traveler acceptance of mobile technology and pointed out that there was a flourishing field of academic studies concerning the impact of mobile technology on the tourist experience on Smartphones. The study revealed that Smartphone and other mobile devices had become the most promising area for promoting technological innovation in the tourism sector.

Rasinger et. al. (2009:217) analyzed the use of mobile tourist guide based on tourists’ on-site information needs and reported that Smartphones and other mobile devices had become the most promising area for promoting technological innovation in the tourism sector. The scholars have noticed that the use of mobile technology in everyday life could spill over to the travel context.

Karatzas (2010:137) assessed the mobile web tourism applications and observed that people had relied upon the web technologies in all walks of life including tourism. The study revealed that the new technologies had influenced the developers to provide tourism based web services. The scholar noted that the emergent development of web tourism services had turned a significant number of travelers around the world to use mobile web applications and web services for planning and management of travel activities.

Torun (2011:256) examined the usage of Smartphone application in tourism in Europe and noted that Smartphone applications had become a new tool for helping travelers create experiences. The study revealed that there were several different user groups who used Smartphones in a variety of different ways, from business users to
media junkies. The scholar noted that Smartphone application enabled the 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.

Yovcheva et. al. (2012:301) investigated the Smartphone application for
tourism management and remarked that Smartphones were live, direct or indirect,
view of a physical, real world environment whose elements are augmented by
computer-generated sensory input such as sound, video, graphics or GPS data. The
scholars noted that Smartphone application had increased dramatically in all walks of
life including tourism sector. The scholars suggested that tourism management should
be strengthened on the basis of application of new technologies including
Smartphone.

Gabriela et. al. (2012:85) carried out an investigation on the use of
Smartphones for tourism management by the customers in modern times and stated
that there were tens of thousands of travel related apps globally. The scholars noted
that scientific investigations were carried out on the use of Smartphones to ensure
better opportunities and capture the target audience. The scholars emphasized that
mobile solutions must strive to adapt to the consumer on the go and strike the right
balance between simplicity and rich functionality.

Kennedy-Eden and Gretzel (2012:138) conducted a study on the use of
Smartphones and respective mobile applications in tourism industry and found that
the taxonomies provided insights into app development trends. The study revealed
that solid understanding of the landscape of mobile applications attracted new entrants
to the travel landscape as providers of maps (Google) and (Global Positioning
System) navigation services. The scholars suggested that the complexity of the app
should be understood to facilitate meaningful application of Smartphone for tourism
management.

Wang and Xiang (2012:279) evaluated the role of Smartphone apps in tourism
management and pointed out that the new devices had equipped the travelers with the
location-awareness capabilities. The study also emphasized that the new social
networks, such as Facebook and Twitter had emerged as effective instruments of
tourism promotion.

Wang et. al. (2012:280) studied the role of Smartphones and other mobile
devices in mediating the tourist experience and reported that these advanced tools
were used by the travelers before, during, and after the travel. The study revealed that Smartphones and other mobile devices had become the most promising area for promoting technological innovation in the tourism sector. The scholars emphasized that the Smartphone ubiquitous capability to link people to remote information repositories, exchanging location-based data and social information had made it a powerful tool for tourists.

Hidayat and Ferdiana (2012:110) analyzed the role of Smartphone in tourism industry in Indonesia and observed that the development of mobile technology and Smartphone had made easier to access tourism related social network through Internet. The scholars noted that ICONIX method combined waterfall and agile methods had provided necessary information especially for tourist to easily find culinary and tourism in Yogyakarta. The scholars suggested that the mobile application should be more accessible for tourists.

Parro (2013:201) assessed the use of mobile travel applications by the travelers in Finland and noted that mobile applications could be downloaded into Smartphones for travelling in the globe. The study revealed that Smartphones had made traveling smarter than before because of user friendly characteristics. The study emphasized that easiness and convenience are the key elements to future Mobile Travel Applications. The scholar noted that future mobile application creators can get new ideas straight from the users themselves.

Alshattnawi (2013:05) examined the application of different mobile platforms for tourism management in Jordan and remarked that the mobile telephone had a considerable effect in tourism by allowing the user to access the contents from Internet and install application over the mobile devices. The study revealed that several development platforms for mobile applications were used to design tourist guide applications a caused to mobile devices incompatibility. The scholar noted that new technology would conquer the poverty of mobile resources by using different services of cloud computing in modern times.

Inversini and Violi (2013:124) investigated the mobile application for tourism management and stated that the advent of the Apple i-Phone followed by the spread of the so-called Smartphones had revolutionized the consumer market. The study envisioned that Smartphones soon would become an ‘ordinary device’ for consumers to stay in touch with friends and to browse the web. The scholars emphasized that mobile application generated an enormous impact in the tourism sector.
Koo et. al. (2013:147) carried out an investigation on the smart tourism of Korea and found that the utilization of information technologies had increased in tourism industry with explosive growth of Internet and social network service through Smartphone applications. The study revealed that the smart tourism involved information on travel, destination, food, transportation, reservation, travel guide and IT devices. The scholars noted that smart tourism delivered travel information in real-time base.

Car et. al. (2013:45) conducted a study on the mobile marketing and advertising by using mobile devices in tourism and hospitality industry in Croatia and pointed out that an increasing number of tourist destinations used new technology and solutions to promote their tourism products and services. The study revealed that mobile applications had become a new tool for promoting and advertising tourism, hotel products and services. The scholars noted that mobile marketing had growth potential as technological development never stops in different spheres of life.

Dickinson et.al (2014:66) evaluated the emerging practice and scope in Smartphone application for tourism management and reported that Smartphone had ubiquitous capability to link people to remote information repositories and exchanging location-based data. The study revealed that a plethora of mobile phone apps had emerged in the form of tourist-specific apps, travel and transport related apps, social-networking apps, and apps to extend social networking to vehicles and the ‘things’ people needed.

Chang and Jang (2014:51) studied the adoption of Smartphone application for tourism management by young and literate mobile users and observed that price level, relative advantage and complexity had significantly affected consumers’ intention to adopt Smartphone for tourism. The scholars emphasized that the cultural difference could be an important factor worth-investigating for conducting similar research in future.

Nunes and Mayer (2014:186) analyzed the role of new mobile technologies such as Smartphones and tablets in tourism sector and noted that the new technologies enabled the tourists and tourism service providers to interact nearly free of time or space constraints. The study revealed that an updated tourist profile of a more connected and technologically sophisticated public includes interest in interaction with mobile technologies assisted tourists even on trips where they want to experience nature, adventure, social interaction and relaxation. The scholars emphasized that the
travelers could develop a greater sensitivity and commitment to the environment, which in the long run would contribute to the development of sustainable tourism in these regions.

Palumbo (2015:194) assessed the need for developing a new service for the digital traveler satisfaction and remarked that the spread of digital technologies offered great potential for the creative industries including tourism. The study focused on the impact of mobile technology in augmenting and streamlining the tourist experience. The scholar noted that tourist app developers had avoided investing resources in the indifferent requirements such as geo-located audio tours, mobile payment, mobile ticketing, and social sharing of virtual postcards, location, and travelogues.

Yovcheva et. al. (2015:302) examined the Smartphone augmented reality browsers in an urban tourism destination context and stated that tourists acquired knowledge about an unfamiliar urban environment through augmented reality browsers. The study demonstrated the application of the framework with respect to optimization of current design of augmented reality. The scholars suggested that the problems tourists experience with augmented reality annotations should be examined by the future researchers.

Ho et. al. (2015:113) investigated the Smartphone application for tourism management in Taiwan and found that the tourism information search appeared to be an ongoing process with a diversity of search patterns. The study revealed that Smartphone application had facilitated better tourism management service providers and customer’s point of view. The scholars suggested that scientific evaluation of the uses and gratifications of Smartphone application would boost the tourism management.

Ho and Yuan (2015:114) explored the individual and collaborative search strategies used on Smartphone platform and reported that the students had employed the mobile search strategies either individually or collaboratively more often than their counterparts. The study revealed that students were better off than the non-student group at changing their ways to achieve the goals on the basis of the characteristics of travel products due to their exposure and experimentation with Smartphone application.

Senn et. al. (2015:236) carried out an investigation on the inter-generational Smartphone behavior of the travelers in Europe and pointed out that Smartphone was
useful in respect of local activities and extra services. The study revealed that the early adopters of new technologies had gained more advantages than others. The scholars suggested that Smartphone users should be given adequate orientation on tourism centered Smartphone application.

Nabben et. al. (2016:175) conducted a study on the smart technologies in tourism sector with reference to iBeacon technology. The study reported that adequate research was not carried out on the connection between these products and the degree to which they actually enhance the customer experience. The scholars noted that smart tourism apps had enhanced the visitor experiences. The scholars suggested that future apps should be developed to make them consumer friendly.

Gardiner (2016: 86) evaluated the nexus between the functionalities of tourism Smartphone application design and adoption in practice in tourism sector. The study revealed that the latest method of Smartphone application had enhanced better customer relationship management in tourism sector. The scholar suggested that certain implications for advancing app technology in tourism sector.

Tussyadiah and Wang (2016:265) explored the attitudes of tourists towards pro-active Smartphone systems and pointed out that the Smartphone application had benefited the tourists as intelligent agents and changed the attitudes of customers. The scholars reported that Smartphones had played a mediating role in the tourism experience and enhanced the status of tourism management and enriched travel experience. The scholars suggested that Smartphone application should be an important aspect of strategic tourism management in modern times.

Micera et. al. (2016:165) examined the role of new technologies in facilitating the involvement of all stakeholders in the destination governance and in supporting sustainable development processes. The study explored the potential and challenges of knowledge management, through the use of Smartphone for the development of Smart Tourism Destinations and diffusion of dynamic networking and proactive management practices. The scholars provided the implications for the potential explicable of the experience of Smart Tourism Destination in tourism locations.

Ostdick (2016:193) evaluated the use of mobile apps in travel and tourism industry and noted that mobile applications had enhanced the efficiency and agility of the customers and service providers in global marketplace. The study revealed that Smartphones, tablets, laptops, and other mobile devices had changed the way customers research on their travel arrangements, and fundamentally shifted the way
travel companies viewed devices as tools for better tourism management. The scholar suggested that a travel company could provide within their app a weather function in which the travelers can view current and future weather conditions for safe tourism.

Malmir et. al. (2017:162) examined the relationship between Smartphone application and strategic tourism management. The study revealed that the Smartphone applications had added value to the tourism experience and to the visitor destinations. The scholars noted that the mobile technologies and applications had brought about the development of tourism sector which is recognized as information-based and information-intensive industry. The study confirmed that preferences and behavior of tourists had shifted away from standardized packages, designed by tour operators, to individual products, specifically tailored to customer needs and interests.

2.7 Inferences of the Review of Literature

The review of literature has yielded certain inferences which are as follows:

- Tourism has become a major sector of national development. Adequate studies are carried out in the world on the development of tourism.
- Strategic tourism management has become an advanced branch of tourism development. Scholars have noted that strategic tourism management is primarily required to boost the tourism sector and generate adequate income in their studies.
- New media have great impact on the modern society. New media are all pervasive channels of communication which have made their presence felt in the present times. The researchers have found that new media have become effective instruments of tourism development.
- Smartphone application has become a new way of life in all walks of life including tourism. They have cut across all barriers to communication and participation.
- The Smartphones are increasingly used by the travelers across the globe to efficiently undertake tourism exercise.
- Scholars have noted that Smartphone have become highly accessible to the travelers in the world.
- Limited studies are carried out on the Smartphone application for strategic tourism management.
• Surprisingly, not even a single scientific investigation has been carried out in South India on this important subject of media research.

2.8 Summary

Contemporary tourism businesses are engaging travelers and guests with richer contents and higher level of interactivity through various socially constructed media spaces. The new devices enable the travelers to plan their trip and offer enhanced customer intelligence, improving business processes, and, ultimately, enabling the development of new strategies for navigating an increasingly competitive tourism environment. The structure of the tourism domain has changed drastically with the emergence of mobile communication technologies as new players. Adoption of mobile technologies and social media as marketing tools has been widespread 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 in the world. Nonetheless, little is known about the mobile applications in the tourism industry with reference to India. Prominent studies concerning the present topic of investigation include – Afsarmanesh and Camarinha-Matos (2000:02), Neto (2003:180) Brown and Chalmers (2003:30), Van Setten et. al. (2004:275), Schwinger et. al. (2005:235), Rasinger et. al. (2007:217), Kim et. al. (2008:142), Rasinger et. al. (2009:218), Karatzas, Georgios (2010:137), Torun, Dilara (2011:256), Yovcheva et. al. (2012:301), Parro (2013:201), Dickinson et.al (2014:66), Chang and Jang (2014:51), Palumbo (2015:194), Yovcheva et. al. (2015:302), Nabben et. al. (2016:175), Gardiner (2016:86), Osttick (2016:193) and Malmir et. al. (2017:162). The review of literature clearly indicates that adequate scientific investigations are not carried out in South India on Smartphone application for strategic tourism management.