

Variables Analysis of Tourism Apps Development in Influencing Tourist Travel Experience

Qistina Donna Lee Abdullah, Aimuni Athirah Binti Latif

Abstract: *Dumping of apps that emphasized on how to develop tourism industry and help travel organization to promoting their business. However, every app has own advantages and disadvantages. Producing an apps need a properly research about needs and demands of tourist or traveller itself. The tourism apps have its own influence towards tourists when it's come to their satisfaction of travelling. Producing of tourism apps can be expansion if the producer increases the requirements, by doing a research of tourist's needs and demand. Every tourist has their own needs and demands that are influenced by their preference, identity and family background. These factors are developed from many criteria, such as their culture which influence their identity, and their power of buying which influences their taste and preferences. Tourism industry is a wide field, before certain products are produced and certain services are offered, the producers need to analyse their target market. Thus, the success of a tourism App depends on how well and deep the producer has managed to explore and study about the target users. Research that linked between product and user needs on tourism apps are a big deal to explore. Successful of apps depends on how producer of tourism apps study about the users. The finding of paper is variables analysis of tourism apps that can be used to developing new prototype of tourism apps based on tourist needs. This paper will introduce the best variables that have been analysing to be interesting features that can be including in tourism apps.*

Keywords: *Tourism Sector, Tourism Organization, Apps, Travellers, Development Tourism Apps*

I. INTRODUCTION

Malaysia has diversified tourism resources to be highlighted and become a product to gain more tourists. According to Nair and Thomas (2013), there are two advantages in developing tourism industry in Malaysia. First of all is about climate in Malaysia, the climate allows tourists for travelling to Malaysia throughout the year. Second, in Malaysia have various types of ethnics, beliefs, history and culture. That makes Malaysia's variety of attractions and tourism resources that can be highlight to attract more tourists. According to Abdullah and Hamid (2018), Sarawak as one of the unique and multiracial states in Malaysia shows multiple races and variety of culture of life. Sarawak's rich ethnic diversity offers a distinctive local experience in the tourism sector by staging its unique cultural heritage products. It's become variables in promoting Sarawak tourism Sector. In Sarawak, the tourism industry is one of an economic sector that contributes greatly to the state's Gross Domestic Product (GDP). Tourists choose their travel location based on their preference, taste and motivation that will be linked with product. So, this is very important to the travel organization to link tourist demands and needs with products and services.

This attraction must be promoted and marketed using right media, while the best media to promote tourism industry in Malaysia is using technology such as apps, website and so on.

II. LITERATURE REVIEW

Travel experience for travellers of based on how they plan their trips. Every tourist has their own taste in seeking for experiences. Tourist will appreciate every moments of their vacation even though the experiences are not what they searching for (McCabe, 2009). Stage of planning a trip started from travellers dreaming about the vacation and ended with sharing moments with others travellers. According to Black (2015), dreaming stage is part of travelling stage. Dreaming a wonderful and adventures vacation is an early step of planning a vacation. Dreaming also referred as snacking moments before start planning a trip. Tourism apps and smartphone are often use to getting travel inspiration. They preferences and taste be a motivation on how they choose travel location. Tourism apps playing significance role in influence and inspire tourist to making decision about their travel activities. Their getting inspired after going through the apps and it consequently changes their travel behaviour and preferences. Traveller's preferences influence by information, comments, review and suggestions in the tourism apps. According to Cristescu (2016) have identified five fields in which mobile apps influenced the tourist travel experience. Firstly, mobile apps play an important role in modern tourism especially when tourist using apps while travelling. Tourism apps inspire tourist to planning their vacation according to the review and suggestions in the apps. Other tourist or traveller's acquaintances share their experience in which will inspire to travel as well. As stated by Meyers (2013), travel inspiration is majorly coming from conversation, review, suggestions and comment with trusted personal travel companions. Conversations with trusted person in messaging platform like Skype and WhatsApp is also a reliable source for travellers to search information before travel. Some travellers will check the information that stated on apps before they follow the tips. Review and suggestions from the others traveller will be information how will plan the trip. This information inspires and influence travellers to decide their travel motivation. Sharing session within tourist in apps causes a lot of travel organization use apps as their sharing instruments for promoting tourism activities. Tourism apps is a system that helps tourism industry to develop more in many ways.

Revised Manuscript Received on August 05, 2020.

Qistina Donna Lee Abdullah, Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, Kota Samarahan, Malaysia.

Aimuni Athirah Binti Latif, Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, Kota Samarahan, Malaysia.

III. DATA ANALYSIS

Questionnaire had been distributed in Kuching, Sarawak, researcher choses the significant place tourist to visit. Planning of fieldwork to distributed questionnaire design by researcher. The places had been distributed questionnaire were focuses in Kuching Town and Damai. The respondents are 384 which is consists of local tourist and international tourist. According Krejcie and Morgan (1970), sampling method the numbers of respondent had been set. Calculation of sampling based on population in study area which is Kuching, Sarawak as research location. Survey questionnaires printed and distributed to the local and international tourists.

IV. FINDINGS

There are two important findings which is respondents' demographic background, and application prototype development, the data has been collected using questionnaire and analysis Statistical Package for the Social Sciences (SPSS) version 23.

A. Nation

	Frequency	Percent
Local	257	66.9
Foreigner	127	33.1
Total	384	100.0

Figure 1 Nation of respondents

Figure 1 above shows the value nation of the study based on frequency and percent. Total respondents are 384 tourists, international and local. Divided into two parts, local have 257 tourists with percentage 66.9% while foreigner less than local only 127, 33.1%. Difference between 2 groups of nation is 130 tourists which local tourist more than foreigner. Local more than foreigner because of the desire of tourist that meet by tourism location.

B. Gender

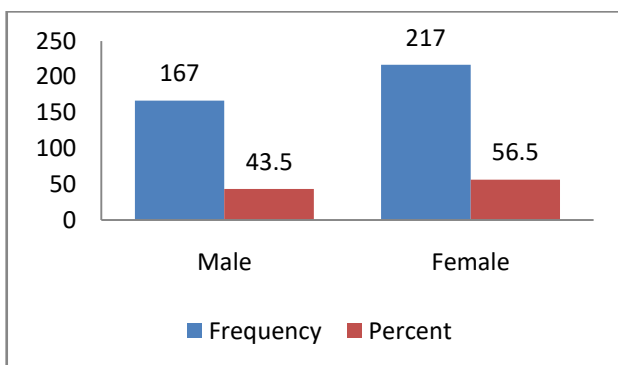


Figure 2 Gender of respondents

Figure 2 shows the gender data of the study and total respondents are 384. 384 respondents divided into two groups male and female. Female have more respondent than male. Female recorded 217 respondents with 56.5% while male 167 with 43.5%. Female is more than male because of the place to visit is more attract female tourist.

C. Education

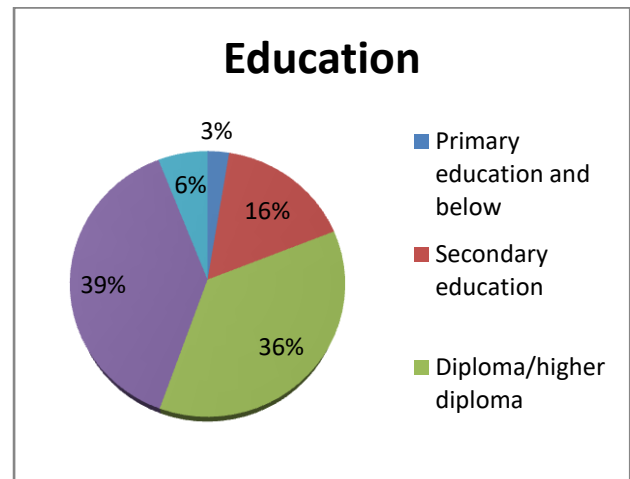


Figure 3 Education of respondents

Figure 3 shows education also the parts that the data needed to be analyses. According to the table, after analyses using SPSS education of the tourist visit Kuching, Sarawak divided into five parts and total of respondents are 384. Degree has the most respondents with 148 tourists' percentage 38.5%. Follow by diploma or higher diploma 140 respondents then secondary education 63 respondents. Post graduate and higher 23 respondents lastly is primary education and lower become the lowest data because of nowadays there are many people have higher education skills.

D. Travelling Times

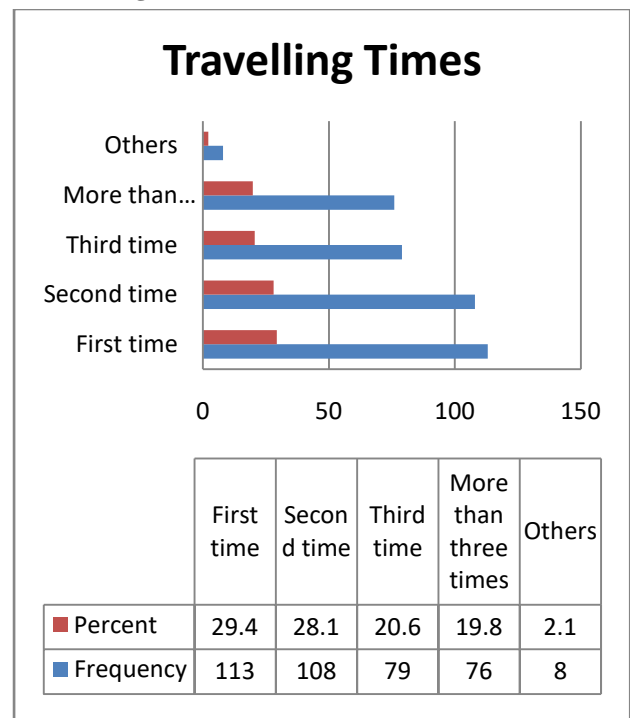


Figure 4 Travelling Times of respondents

Figure 4 above shows the data of their numbers visit Kuching, Sarawak. Data of 384 respondents is divided into five parts. First time with highest value data of respondents 113 with 29.4% then follow up by second time 108 percentage 28.1%.



Third times have 79 respondents 20.6% and more than three times 76 tourists 19.8%. Then others recorded 8 respondents.

There is more first time visitor because of the tourists comes from east Malaysia and others countries. Based on the data collected by the respondents there is 127 international tourist and local tourist have 257 that divided by East Malaysia, Sabah and Sarawak tourist as well.

E. Travelling frequency

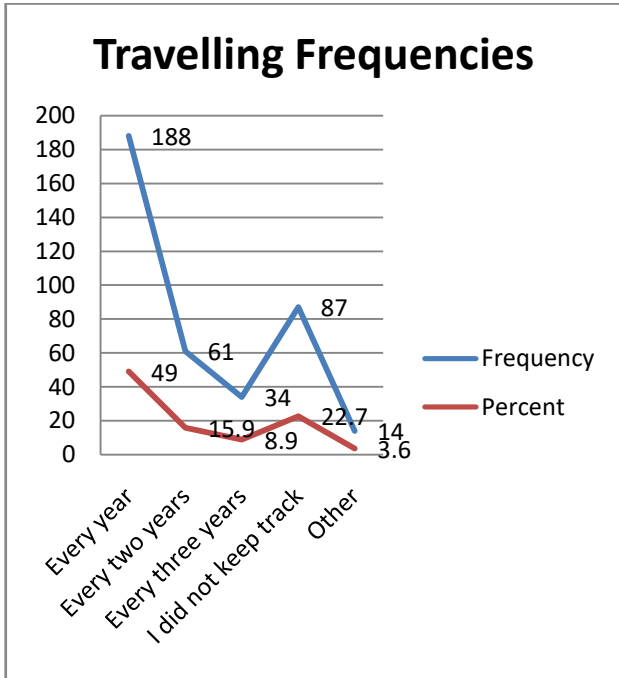


Figure 5 Travelling frequencies of respondents

Figure 5 shows travel frequency data of 384 respondents based on frequency and percent. There are many respondents travelling every year 188 respondents then 87 did not keep track of how many times their have travel. 61 every two years and every three years have 34 respondents. While 14 respondents tick up others has their choice without any reason. Every year is the highest data of traveling frequencies. The reason every year become the highest travelling frequencies happen because of their purpose of travelling, to have pleasure. Nowadays, human being chooses to spend their money in return they feeling satisfaction with the experience. In the other hand tourist can also relax their mind.

F. Purpose of Travelling

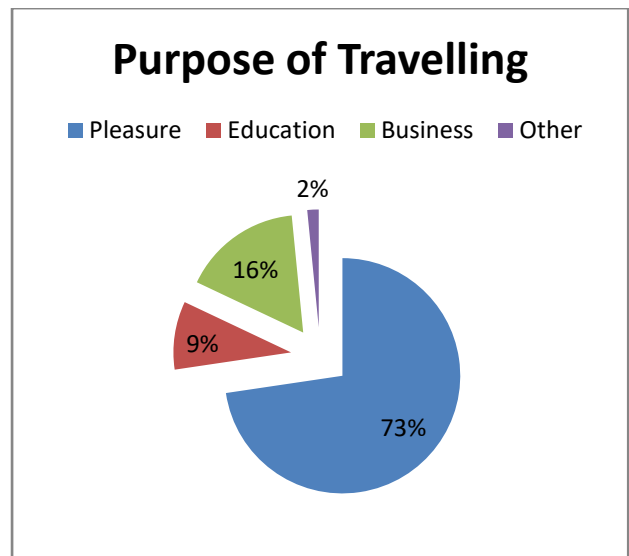


Figure 6 Respondent's purpose of travelling

Figure 6 above revealed the data of 384 respondents about the purpose of their travelling. More than half respondents respond the purpose of travelling is pleasure with 279. Then follow up by business 63 and education 36. Six of respondents with 2% other without write up their own purpose. Every year tourist tend to travelling to chooses location this is because their want to refreshing their mind and have pleasure of travelling experiences.

G. Tourism Sarawak Market Medium

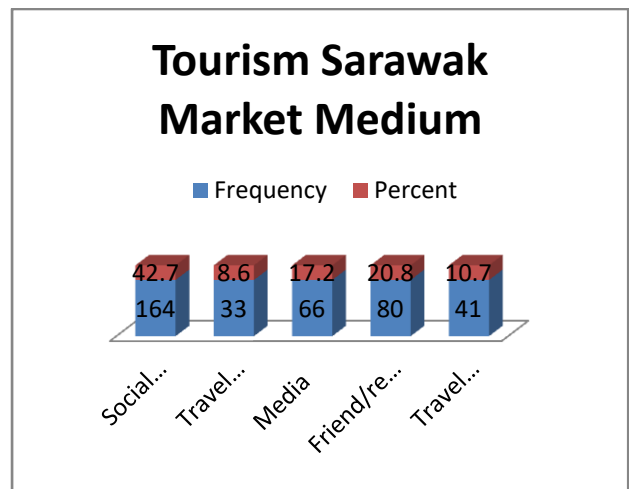


Figure 7 Tourism Sarawak Market Medium of Respondents

Figure 7 above shows how the tourists hear about tourism Sarawak. Most of them agree that social media is the platform, 164 respondent with 42.7%. Then friend or relative also give an impact towards tourist to market tourism Sarawak and influence to visit. Media with 66 respondents and travel agency 41 the last is travel experience. Nowadays, social media become the largest media platform to spreading the news. Because of that matter, each of information on social media can be reach out by the tourist. Then the information be and guide or an idea to choosing their next travel location.

H. Total Spending

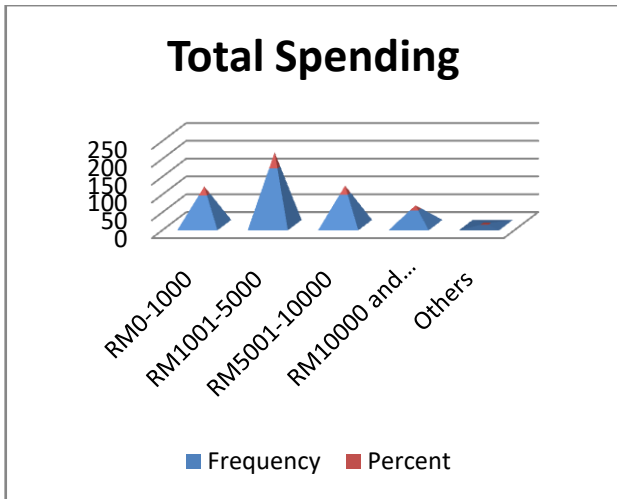


Figure 8 total spending of respondents

Figure 8 above shows how much respondents spend while travel in Kuching, Sarawak. Most of them spend RM1001 to 5000 with percentage 42.2%. RM5001 to 10000 also have many respondents 88, 22.9% and 86, 22.4% for RM0 to 1000. RM10000 and above also have 44 respondents with 11.5% then others 4 respondents, 1.0%.

I. Application Prototype Development

Figure 9 below shows the data collected by the researcher the data of application prototype development will be using to creating prototype of tourism apps. Usually tourist before travelling they will finding a lot of information to planning their activities. According to the data have been collected majority of respondents agree before, during and after travelling that tourism apps influencing tourist to make decision. When it comes to the devices that often using by the tourist to surfing the tourism apps most of them 194 over 384 using hand phone. While they also using laptop, however agree got the most respondents 181 over 384. This shows, more of them using hand phone to surfing tourism apps more than using laptop. This matter because of hand phone is easier to bring and hand phone also the things that must have in the bag. Furthermore, tourism apps helps tourist to planning itinerary systematically most of the respondents agree with the help of features inside the tourism apps. Besides that, respondents also agree that design of the tourism apps also give an influence of them to use it. It is includes the background colour, the fonts, pictures in the apps. After the analyses, the combination of solid colours and pictures will be using to developing prototype of tourism apps. While formal and fancy fonts also use accordingly to suitability. The main features in tourism apps will be facilities, activities and safety, accommodations, natural attraction and searching apps. This data helps researcher and tourism apps prototype developer to developing tourism apps that based on their needs. Then researchers also ask suggestions from the developer to developing good tourism apps. The features inside the apps are combination of tourist needs and suitability features that recommended by the developer as well. These matters will drive to the more interesting and efficiently tourism apps.

Influence of using tourism apps before travel		
	Frequency	Percent
Neutral	22	5.7
Agree	191	49.7
Strongly agree	171	44.5
Disagree	0	0
Strongly disagree	0	0
Influence of using tourism apps during travel		
	Frequency	Percent
Disagree	3	.8
Strongly disagree	0	0
Neutral	23	6.0
Agree	193	50.3
Strongly agree	165	43.0
Influence of using tourism apps after travel		
	Frequency	Percent
Neutral	32	8.3
Agree	196	51.0
Strongly agree	156	40.6
Disagree	0	0
Strongly disagree	0	0
Hand phone to surfing tourism apps		
	Frequency	Percent
Disagree	2	.5
Neutral	24	6.3
Agree	163	42.4
Strongly agree	194	50.5
Strongly disagree	0	0
Laptop to surfing tourism apps		
	Frequency	Percent
Strongly disagree	2	.5
Disagree	8	2.1
Neutral	49	12.8
Agree	181	47.1
Strongly agree	144	37.5
Tourism apps helps planning itinerary systematic		
	Frequency	Percent
Disagree	1	.3
Neutral	36	9.4
Agree	195	50.8
Strongly agree	152	39.6
Strongly disagree	0	0
The features in tourism apps influence tourist to use it		
	Frequency	Percent
Disagree	3	.8
Neutral	42	10.9
Agree	173	45.1
Strongly agree	166	43.2
Strongly disagree	0	0
Design of travel apps attract tourist to use it		
	Frequency	Percent
Disagree	2	.5
Neutral	44	11.5
Agree	174	45.3
Strongly agree	164	42.7
Strongly disagree	0	0



The background colour of tourism apps should be a solid colour		
	Frequency	Percent
Disagree	3	.8
Neutral	83	21.6
Agree	171	44.5
Strongly agree	127	33.1
Strongly disagree	0	0
Photos for background wallpaper of tourism apps		
	Frequency	Percent
Strongly disagree	1	.3
Disagree	1	.3
Neutral	62	16.1
Agree	174	45.3
Strongly agree	146	38.0
Fancy fonts for tourism apps		
	Frequency	Percent
Strongly disagree	3	.8
Disagree	12	3.1
Neutral	66	17.2
Agree	169	44.0
Strongly agree	134	34.9
Formal fonts for tourism apps		
	Frequency	Percent
Disagree	10	2.6
Strongly disagree	0	0
Neutral	67	17.4
Agree	145	37.8
Strongly agree	162	42.2

Figure 9 Tourist perceptions on Tourism Apps Development

V. CONCLUSION

The findings depict that research before development of prototype of tourism apps play important roles. It is variables analyse of the features that prove tourism apps need research before the development and must be testing toward the tourist as well. The design and features be the main factors to attract tourist to use the tourism apps. However, the connecting between tourist preferences and figure of tourism apps really influence of successful of tourism apps. The tourism apps that satisfaction tourist needs will help tourism organization to provide a service for tourists to planning their vacation then gets information and become deeply familiar with the city and plan leisure activities.

ACKNOWLEDGEMENT

We thank the grant from P.Ramlee Research Chair (PRC) University Malaysia Sarawak, Faculty Of Applied and Creative Arts: F03/PRC1814/2019 that greatly assisted the research.

REFERENCES

1. Abdullah, Q.D.L., & Hamid, S.A. (2018). Public-Private Partnership (PPP) in Managing Arts, Cultural and Tourism Sector. *Journal of Tourism, Hospitality & Culinary Arts*, 10(1), 1-14.
2. Black, G. (2015). *The Five Stages of Travel and the Digital Travellers*. Digital Tourism Scotland. Retrieved From https://visitcairngorms.com/assets/files/Gordon_Black_DTS

3. Cristescu, C. G. (2016). The significance of tourist apps on a tourist experience. Master Thesis. Aalborg University. Aalborg. Denmark.
4. Krejcie, R.V., & Morgan, D.W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30, 607-610
5. McCabe, S. (2009). Who is a Tourist? Conceptual and Theoretical Developments. *Philosophical Issues in Tourism*. *International Journal Tribe*, (25-42).
6. Meyers, D., 2013. When Conversation still trumps the web, can websites really inspire people to travel? Retrieved from <http://www.tnooz.com/article/when---conversation---still---trumps---the---web---can---websites---really---inspire---people---to---travel/>

AUTHORS PROFILE



Qistina Donna Lee Abdullah is holding a Senior Lecturer Post and a Deputy Dean of Research and Postgraduate for the Faculty of Applied and Creative Arts, University Malaysia Sarawak (UNIMAS). She gained her PhD in Office Management System (Event Management) University Technology MARA Malaysia, Master of Management in Arts Management, University Technology Sydney Australia, and Bachelor

Degree in Arts Management, University Malaysia Sarawak (UNIMAS). Qistina launched her career as a Product Development Officer with the Arab-Malaysian Finance Berhad based in Kuala Lumpur before she began her career as an educator in UNIMAS. Qistina developed a strong sense of devotion for arts and management area whereby she is involved mainly in consultancy job which engage with the private sector, state government, GLC and community. Her research area and publications focuses on Leadership, Public Private Partnership, Arts, Culture and Heritage management. Qistina committed to her career as she is currently supervising few postgraduate students and average of 40 undergraduate students. Her passion towards arts management is verified through few taught courses such as Funding and Sponsorship in the arts, Financial Management in the arts Organization, Research Methodology and many more. This experience gave her a deep appreciation on how important is her career and self-improvement in determining the future generations.



Aimuni Athirah Binti Latif is a student pursuing Masters in Arts in University Malaysia Sarawak (UNIMAS). She has graduated with Bachelor of Applied Arts with Honours majoring in Arts Management field. Her current research is on the significance of using tourism apps to influence tourist travel experience. She also possesses some

experience in the education field by aiding her supervisor in taking up tutorial classes and small scaled lectures. taught courses such as Funding and Sponsorship in the arts, Financial Management in the arts Organization, Research Methodology and many more. This experience gave her a deep appreciation on how important is her career and self-improvement in determining the future generations.

