



Spectrum Journal of Innovation, Reforms and Development

Volume 05, July, 2022

ISSN (E): 2751-1731

Website: www.sjird.journalspark.org

**MOBILE TECHNOLOGY FOR PROMOTION OF TOURISM IN KASHMIR
A STUDY OF SRINAGAR DISTRICT**

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Abstract

Known as 'Heaven on Earth,' Srinagar lies on the Jhelum River in the Indian state of Jammu & Kashmir. Static houseboats and gondola-style rowboats, known locally as Shikaras, are a major tourist attraction in Srinagar. Srinagar, with its serene Dal and Nigeen Lakes, is a popular honeymoon and family vacation spot. In Srinagar, the city's summer capital, there's no shortage of hotels & resorts because it's one of Kashmir's most popular destinations. Srinagar welcomes visitors via a variety of mobile technologies and ensures that it has lodging that can accommodate their various requirements. The tourism industry in Jammu & Kashmir is being transformed by mobile technology. To efficiently market tourist destinations and services, mobile technology has become a crucial driver for the tourism business. With the help of mobile technology and the internet, a number of countries have grown their tourism sectors. However, the usage of mobile technology to promote the tourist attractions in Kashmir is still minimal and has to be improved upon. When ICT (information and communication technology) entered the picture, the world of tourism underwent a paradigm shift. The impact of technology on consumer travel and experiences is undeniable. Mobile technology is one of the many ICT tools that have influenced tourism destinations, visitors, communities, and other stakeholders for the betterment of the tourism sector as a whole. This article explores the ways in which mobile technologies have altered the tourism industry as well as the ways in which mobile technology innovation is driving this on-going development.

Keywords: Tourism, Technology, Mobile Applications, Promotion etc.

Introduction

Srinagar is known as the Venice of the East because of its gorgeous Himalayan backdrop, shimmering lakes surrounded by houseboats and Shikaras, and the majesty of Mughal architecture, which has enthralled travellers for centuries. During the winter months of December to February, heavy snowfall disrupts Srinagar's connection. Curfews have been



frequent due to racial tensions, but things have improved in the last few years, and mobile technology is now widely used in the tourism industry for a greater number of tourist attractions in some regions of the city. The Jammu and Kashmir Tourism Department is working on a smartphone app that would make it easier for visitors to make reservations and bookings for their trip to the state. “As part of the tourism department's efforts to make online reservations and bookings easier for guests, a mobile app is currently being developed. Governments' ability to develop and deliver advantages and outcomes for governments, individuals, enterprises, and the general national economy is being considerably bolstered by mobile technology. Your trip booking in Kashmir is now a one-stop shop (Department, I. T.) That's Kashmironline.com for you. Booking hotels, tour guides, and other services are now available through a new website developed by the Territory. As a user-friendly travel resource, Kashmironline.com provides regular updates on the most up-to-date travel information. From adventure tourism to leisure tourism, you may get all the information you need about houseboats, artists, craftspeople, and hotels in one place.

In addition, Kashmironline.com provides a forum for J&K's budding entrepreneurs and talented youth to showcase their enterprises and crafts, opening up new markets for them both in India and abroad. The Shri Amarnath Shrine Board (SASB) has launched (Press Trust of India) a new mobile-based application for Yatris to help pilgrims plan their annual journey to the sacred Amarnath cave shrine in the south Kashmir Himalayas. The National E-Governance Division (NeGD) of the Ministry of Electronics & Information Technology (MeITY) in India planned and built the app. Yatris can use the app to organise their yatra, get weather forecasts and directions to the Holy Shrine location, get health advice and information, and purchase online heli tickets, among other features. An estimated US\$305 billion will be generated through digitization in the aviation, travel, and tourist industry over the course of the next five years, according to the Digital Transformation Initiative (DTI).

The days of looking through a guidebook or an in-flight magazine to figure out our vacation plans, or even going into a travel agency to get information, are long gone. Travellers today embrace the convenience of mobile technology since it allows them to stay in touch with loved ones while on the road. Seventy-five percent of travellers plan their travels online using their mobile phones, according to a Google Travel research. Research from Adobe Digital Insights (ADI) shows that nearly half the business and six in 10 leisure travel bookings are now done online. (Tourist Travel 2019) Approximately 70% of participants in the Good Life Study believe that new experiences on vacation are more essential than seeing all the attractions. Travel agencies, top restaurants, maps, and more can all be found on our smartphones.

Cell phones are used by travellers to plan trips more than travel guides. They can find experiences through social media, forums, blogs, and other user-generated content. Rethink how you attract and retain visitors. You can connect with travellers on the road through mobile platforms and (Tourist Travel 2019) communication. 95% of leisure travellers plan vacations using several devices, according to Google. Fun travellers use their phones to schedule activities once they arrive.



Research Objectives

- Explain and analyse how mobile technology has impacted tourism, and how it will continue to do so in the future.

Literature Review

A literature review should provide the researcher/author and the audience with a broad overview of the subject's expertise. To determine the precise outcomes, all literature about the study, including journal articles, books, and other primary documents, is painstakingly reviewed. One study looked at the current state of mobile technology and its role in achieving sustainable and smart tourism, as well as future research and strategy areas for academics and practitioners. This empirical study demonstrated how smart tourism, which is based on mobile technology, might be beneficial (Dongwook and Sungbum Kim 2017). According to the second study, the travel and tourism industry has undergone significant, revolutionary changes during the previous two decades. The internationalisation of the tourism business is facilitated by mobile technology, which provides tools for producing, managing, and distributing benefits abroad. Smartphones, tablets, and other mobile devices have given international travellers unprecedented flexibility, options, and freedom to explore. The travel and tourist business, which is seeing a huge shift in consumer behaviour, is ideally suited for mobile technology. Businesses must adapt to the rapid rise and influence of mobile technology now and in the future. As mobile technology evolves in the tourism industry.

Another author says that mobile communications are becoming more and more important for tourism organisations. This study was based on a framework that looked at how tourists use mobile devices. This study used two outside factors (technology experience and travel experience) and two important factors (Kim and DaeYoung) to show how mobile technology acceptance is unique (perceived usefulness and perceived ease of use). These things affect how people. (Mahajan, Kirti) feel about mobile devices and whether or not they want to use them while travelling. In another study, researchers looked at how information technology and communication changed in Kashmir during the 1800s. This study looked at how information technology has affected education, jobs, tourism, and other things in Kashmir.. According to another survey, ICT is important in the tourism, travel, and hospitality industries. Tourism success depends on ICT integration. ICT lets (Bethapudi) receive tourism product details from anywhere, anytime. Tourism enterprises may now connect global customers with a single keyboard thanks to mobile devices and the web

Methodology

Ex post facto and analytical research are both applicable to the current investigation. As a result, the research is conducted using analytical and descriptive approach. As a result, the research relies on both primary and secondary sources. A qualitative approach has been used to analyse the secondary data that has been gathered from reputable sources such as books and websites on the internet and newspaper articles, as well as various international journals and magazines. In addition, the research is based on personal observations.



Discussion and Results

Using mobile technology, you may give travellers a digital guide and up-to-date information about your resort's best events and activities. If your website is mobile-friendly and responsive, visitors will have a terrific trip-planning experience. Your mobile apps and website should be emotionally charged with high-quality photographs and videos (Pub, SC). User-generated material, social media, local entrepreneurs, guides, and businesses are crucial. Your digital platform should be user-friendly. On your website and applications, include locations, events, deals, hotels, restaurants, maps, and audio instructions in many languages. The impact of mobile technology on tourism is significant. (S. C. Pub.) Mobile devices, which include smart tourism, e-tourism, mobile tourism, and sustainable tourism, have advanced technology, data, travel concepts, and modalities (smartphones, glasses, or other wearable devices). Mobile technologies are used in the tourist and hospitality industries.

5G will transform businesses and lives. Mobile technologies affect tourism (S.C. Pub). Mobile tourism, smart tourism, e-tourism, and sustainable tourism use mobile technology, data, and services (smartphones, glasses, or other wearable devices). Tourism and hotels use mobile tech. Mobile travel research is growing prominence. (<https://encyclopedia.pub/entry/2239>). Travelers require smartphones. Mobile devices make travel easier. Most travellers use maps or navigation apps, per Linton et al (Pub, S. C). People use social media to share photographs, read restaurant recommendations, find local retailers, investigate hotel features, and make bookings. Szark-Eckardt says travel-related mobile apps integrate health, travel, and technology. Tourism's attraction and usability increase with added value. Travelers can use location-based apps with GPS on mobile devices. Engaged and satisfied visitors. Mobile technological developments allow the system to integrate the user's location and preferences to deliver exact travel recommendations. Mobile connections connect online and offline worlds for travellers. This increases social sharing. Tourism uses VR and AR technology.

Why Should You Choose Mobile Technology To Promote Local Tourism?

Mobile technology makes it better. On vacation, people frequently use mobile devices. This practise enables businesses to provide visitors what they want, when they want it. Travelers can use mobile apps to identify attractions, explore parks and gardens, and visit museums, zoos, shops, and restaurants. (Bloom) Customers can use mobile technology to book hotel rooms, vacation packages, and event tickets. Buyers can purchase your products online at any time and from any location. By providing information about your region and everything it has to offer on an app, you increase its visibility and the number of tourists, as well as showcase it as a dynamic, modern location that meets consumer needs. It contains maps and timetables. You can deliver information, maps, schedules, real-time route detours, and promotional offers to visitors using mobile technologies. Visitors can obtain up-to-the-minute information and alter their trip plans. The name and logo of your local brand will appear on thousands of televisions throughout the world, improving visibility, brand recognition, sales, and visits. Product accessibility is improved by mobile technologies. Your products and services are available at all times and from any location.



Mobile marketing increases revenue. Discounts, promotions, and sales increase sales (Bloom). Mobile technology reveals visitors' demographics, interests, and preferences. It helps determine product relevance. This can be used for future marketing, app and brand development, and visitor experiences. Mobile technology is important. Don't give your competitors app-market exclusivity. Consider how many customers you're losing every day because you lack a mobile presence and how many sales you could have made if your services were available to millions of users 24/7. Clients can submit immediate feedback using mobile technologies, allowing you to reply to problems, enquiries, and information requests more swiftly. Negative press is avoided. 75% of travellers read reviews before booking a vacation. Apps can track guest comments and optimise future visits.

Tourism Mobile Apps

Every industry is impacted by technology. Tourism is unexceptional. 60 percent of Smartphone users use travel apps while booking vacations, according to eMarketer. Travel agencies are no longer needed. People prefer to book their own trip utilising portable and user-friendly smartphone apps. (Teach) Mobile apps have improved travellers' experiences, helping tourism-related businesses. The travel-technology relationship isn't shocking. Mobile apps replace paper. Soft copies of brochures, invoices, receipts, tickets, hotel registration paperwork, and even passports are used to track the growing volume of content. Labour and materials are saved. Both the organisation and its clients may rest easy knowing that all of his documents are safely stored on his smartphone or tablet. (Teach)

Mobile apps help travellers before, during, and after a trip. A travel company can better understand its consumers by analysing their app browsing behaviour. Customers can acquire personalised vacation packages based on their budget and preferences. This will benefit future marketing strategy. (Teach) Most travel apps provide an area for user feedback and ideas, allowing the company to prevent negative publicity and build client loyalty. The Trip Advisor app uses these ideas. It's a trusted resource for travellers. Promo discounts, first-time app user discounts, seasonal discounts, and holiday packages can attract new customers. Srinagar's tourism business would benefit from loyalty programmes that offer discounts on future bookings. Teach (2016). Rising demand and competition have lowered the price of smartphones, Androids, and tablets. People are downloading and using travel programmes to meet their demands. Smartphone apps have replaced travel agencies, guidebooks, pamphlets, and compasses. (Teach 2016). Mobile tourism apps help users plan trips, book accommodations, tickets, and taxis (Rishabah 2017). These are only the most basic tourism apps; others include:

1. Navigation – a map, trip planning, and GPS services
2. Social – All kinds of travel information, including reviews, photos, and more
3. Mobile Marketing – Contests, discounts, and offer alerts
4. Security – Emergency phone numbers and information about local and worldwide health organisations are available.
5. E-commerce – You can also use this service to make travel arrangements and purchases while you're away from home (Rishabah 2017)



In fact, the tourism industry is using apps to get more people interested and to get into more markets. A number of new trends and pieces of technology will shape the future of mobile apps for tourism. Visitors have become interested in things like cab aggregation. Ridesharing is something that happens often. As a safer way to travel, cashless options are also being chosen by tourists. (Teach, 2016)

Examples of Tourism Apps in Kashmir

1. **Tripgator Android App:** The government today introduced a smartphone application to provide travellers with various travel-related information, including as hotel availability and rates, plane tickets, and local attractions of any particular location in the country, in order to increase tourism. Instead of using ten to twelve different apps, a traveller can now use only one app to meet all of his or her travel needs in a specific city. Tripgator.Com has released an application called 'Tripgator Android App' (Google Store & Global Apps Ent)
2. **Incredible India:** The Ministry of Tourism has introduced Incredible India smartphone apps to make travel easier and more enjoyable for both domestic and international travellers, following the success of the 'Incredible India' campaign, which have been on-going for over a decade. The ministry created the "Incredible India" app to gather all tourism information together in one spot. Everyone can use the software because it is colourful, easy to navigate, and simple to use. The National Informatics Centre (NIC) has developed a new application that will assist travellers in obtaining reliable information directly from the government. (Google Play)
3. **Duke Kashmir Travels:** (App) is a tour and trek operator specialising in various regions of Jammu, Kashmir, and Ladakh. They've built a fantastic firm that provides exceptional service in India. Their Sub-Continent operations group has been formed for all land arrangements to provide you with the vacation of a lifetime. The organisation is a pioneer in India tourism, and our offices are constantly working to provide our valued customers with an unforgettable experience. (Google Play)
4. **Kashmir Tourist Guide:** This app contains the most popular Kashmir Tourist Guide videos. For Kashmir Tourist Guide, the app has compiled various videos. The app lists the top things to do in Kashmir, as well as safety concerns and the ideal time to visit. (Google Play)

Conclusion

Mobile technology has made travel easier and more appealing. It keeps individuals informed, helps them make or adjust arrangements in real time, and optimises travel time and resources. Tourists may avoid or limit their use of mobile gadgets because of their initiative and control. Mobile technology will improve as technology and society develop swiftly. Social networking users will continue to share information as mobile apps and devices develop. Mobile technology is used by travel businesses, field workers, and governments. Tourism is evolving, and mobility-focused services are rising. Second, mobile technology makes it easier for firms to reach clients. Travel companies can promote themselves through mobile apps. Mobile communications and commerce offer anytime, everywhere provider-consumer engagement.



This reduces advertising and information transfer expenses while improving service quality and competitiveness. Mobile technologies are needed to increase tourism and hospitality shareholder returns. Government tourism agencies plan and manage with mobile technologies. Mobile technology can reduce congestion caused by more visitors. Mobile, social, and network media can increase travellers' emotional connection to nature and environmental consciousness. Mobile technology drives tourism. Technology-driven business transformation improves data transfer. Tourists use mobile technologies for information. This affects their travel plans. Given the frequency of new technology trends, the tourism business must use them to offer tourists. New tourist technology will update and produce new tactics to meet current and future tourists' expectations.

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