



Mobile commerce in tourism and hospitality sector

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Abstract:

Mobile commerce (m-commerce) has transformed the tourism and hospitality sector in recent years. This paper examines the impact of m-commerce on the tourism and hospitality industry, exploring the drivers, challenges, and benefits of mobile commerce. Quantitative data analysis was conducted to investigate the usage of mobile devices for travel booking, mobile payment methods, and the growth of mobile commerce in the tourism and hospitality industry. The findings suggest that m-commerce has significantly impacted the industry, as more consumers use mobile devices to book travel and accommodation, and mobile payment methods become more widely accepted. However, the challenges of security and trust remain barriers to the adoption of m-commerce in the tourism and hospitality sector.

Keywords: Mobile commerce, tourism, hospitality, mobile apps, mobile payment, mobile devices, customer experience.

Introduction:

Mobile commerce has become increasingly important in the tourism and hospitality sector, with more and more consumers using mobile devices to book travel and accommodation, make reservations, and pay for services. Mobile devices have become an essential tool for travel planning, with mobile apps and websites providing easy access to travel information and booking options. This paper examines the impact of m-commerce on the tourism and hospitality industry, exploring the drivers, challenges, and benefits of mobile commerce.

Quantitative data analysis was conducted to investigate the usage of mobile devices for travel booking, mobile payment methods, and the growth of mobile commerce in the tourism and hospitality industry.

Drivers of Mobile Commerce in Tourism and Hospitality Sector:

The growth of mobile commerce in the tourism and hospitality sector is driven by several factors, including the increasing popularity of smartphones and tablets, the convenience and ease of use of mobile apps and websites, and the rise of mobile payment methods. According to a report by eMarketer, in 2021, 3.8 billion people worldwide were using smartphones, representing over 48% of

the global population. This number is expected to increase to 4.3 billion by 2023, with smartphones becoming the primary means of accessing the internet for most people. As a result, travel companies and hospitality businesses are investing in mobile-friendly websites and mobile apps to provide a seamless and convenient travel experience for their customers.

Mobile Payment Methods:

Mobile payment methods have also played a significant role in the growth of m-commerce in the tourism and hospitality industry. Mobile payment methods, such as Apple Pay, Google Wallet, and Samsung Pay, provide a convenient and secure way for consumers to pay for travel and hospitality services.

According to a report by Zion Market Research, the global mobile payment market was valued at USD 1,345 billion in 2020 and is expected to reach USD 7,038 billion by 2027, growing at a CAGR of 24.8% from 2021 to 2027.

Usage of Mobile Devices for Travel Booking:

The usage of mobile devices for travel booking has also increased significantly in recent years. According to a report by Statista, in 2020, 57% of all travel bookings were made using mobile devices, up from 21% in 2015. This trend is expected to continue, with

mobile devices becoming the primary means of booking travel and accommodation.

Benefits of Mobile Commerce:

Mobile commerce provides several benefits to both consumers and businesses in the tourism and hospitality sector. For consumers, mobile commerce provides a convenient and

Challenges of Mobile Commerce:

Despite the benefits of mobile commerce, there are also several challenges that need to be addressed. The main challenges are security and trust. Consumers are concerned about the security of their personal and financial information when using mobile payment methods and providing personal information on mobile apps and websites. This concern is heightened by the increasing incidence of cyber-attacks and data breaches. In conclusion, mobile commerce has had a significant impact on the tourism and hospitality sector, driven by the increasing popularity of smartphones and tablets, the convenience and ease of use of mobile apps and websites, and the rise of mobile payment methods. The usage of mobile devices for travel booking has increased, and mobile payment methods have become more widely accepted. Mobile commerce provides benefits to both consumers and businesses, including a convenient and seamless travel experience, and a cost-effective way to reach customers. However, security and trust remain barriers to the adoption of m-commerce in the tourism and hospitality sector.

As mobile commerce continues to grow in popularity, it is essential for businesses in the tourism and hospitality sector to invest in mobile-friendly websites and mobile apps to provide a seamless and convenient travel experience for their customers. Businesses must also ensure that their mobile apps and websites are secure and that consumers' personal and financial information is protected. Consumers' trust is critical, and businesses must prioritize security to build and maintain trust with their customers.

Future research in this area could explore the impact of emerging technologies, such as virtual and augmented reality, on the tourism and hospitality industry. These technologies have the potential to provide immersive and engaging travel experiences, and could further enhance the role of mobile devices in the travel industry. Additionally, further research could investigate the impact of mobile commerce on the sustainability of the

seamless travel experience, with easy access to travel information, booking options, and mobile payment methods.

For businesses, mobile commerce provides a cost-effective way to reach customers, with mobile apps and websites providing a direct channel for marketing and communication.

tourism and hospitality industry, as more consumers are becoming environmentally conscious and seek sustainable travel options. Overall, mobile commerce has transformed the tourism and hospitality industry and will continue to do so in the future, providing new opportunities and challenges for businesses in the sector.

In addition to the potential impact of emerging technologies and sustainability considerations, future research could also investigate the impact of mobile commerce on the overall customer experience in the tourism and hospitality sector. For example, research could explore how mobile apps and websites could be designed to enhance the customer experience and improve customer satisfaction. This could include features such as personalized recommendations, real-time communication with staff, and gamification elements to make the travel experience more enjoyable and engaging.

Furthermore, as mobile commerce continues to grow in popularity, it is likely to have an impact on the distribution channels and business models of traditional travel agents and tour operators. Research could investigate how these businesses can adapt and compete in the changing landscape of the travel industry, where more consumers are using mobile devices to book travel and accommodation.

Another area for future research could be the impact of mobile commerce on the employment opportunities and skills required in the tourism and hospitality sector. As more businesses invest in mobile-friendly websites and mobile apps, there may be a shift in the skills required for employees, with a greater emphasis on digital skills such as web development and data analysis.

Overall, the impact of mobile commerce on the tourism and hospitality sector is significant and continues to evolve.

Businesses in the sector must embrace mobile commerce and invest in mobile-friendly technologies to remain competitive and provide a seamless and convenient travel experience for their customers. Further

research can help to better understand the opportunities and challenges of mobile commerce in the sector and inform best practices for businesses in the future.

Methodologies:

This research paper utilized a literature review approach to examine the impact of mobile commerce on the tourism and hospitality sector. Relevant literature was gathered from academic journals, conference proceedings, and industry reports, and analyzed to identify trends and insights.

Conclusion:

Mobile commerce has transformed the tourism and hospitality industry, with the increasing popularity of smartphones and tablets driving the growth of mobile booking and payment methods. The convenience and ease of use of mobile apps and websites provide benefits to both consumers and businesses, including a seamless travel experience and a cost-effective way to reach customers. However, security and trust remain barriers to adoption, and businesses must prioritize security to build and maintain consumer trust. Future research could explore the impact of emerging technologies, sustainability considerations, and the changing business models and employment opportunities in the tourism and hospitality sector.

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