# Determination of the opinions of students on Tourism impact using Mobile Applications

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## Abstract

Since smart phones has become popular, we have been introduced to a huge volume of mobile applications. Every day, we are able to find a new mobile application for different purposes. With these applications, we can edit our photos or contact people on social networks. The main aim of this study is to determine the students' opinions on Tourism impact using Mobile Applications. In line with this aim, the authors developed a 5-point Likert-type scale consisting of 20 positive statements. The scale was administered to 352 distance learning students during the 2014-2015 spring terms at Near East University. Data were analyzed with IBM SPSS 22. The results showed that students prefer Trip Advisor application to find historical places and they select places to visit after they read user comments. Students also revealed that booking.com are more reliable than other applications. Besides, students prefer to download maps applications and they use GPS when they travel the cities.

## 1. Introduction

With today's rapid development and introduction of smart phones into our lives, many mobile applications have become a part of our lives (Dewitt & Siraj, 2011; Dedeoglu, Karahoca, Temel & Pinarbas,2012; Al Bataineh, 2014) With today's rapid development and introduction of smart phones into our lives, many mobile applications have become a part of our lives (Thiam, 2013, Adak, 2014; Mustafina, Kalpeyeva & Mazhenov, 2014; Kucuk & Orhan,

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2015). Active use of social media and several applications has made the individuals use technology in their daily lives and touristic activities and make their choices on this basis. As the social media and smart phone applications are used more commonly and users share their vacation experiences with their photographs and comments, they leave a certain amount of impression on people (Xiang & Gretzel, 2010; Fadare, Aladeselu, Ekuobase, Aboderin & Kumuyi, 2013). The fact that the rating system used on such websites as TripAdvisor depends on users also has positive impressions (Banerjee & Chua, 2016). The comments and ratings made by many different users allow other users to be informed about the places that they would like to visit and accommodate and trust such places (Baka, 2016; Jeacle & Carter, 2011). This study focuses on how the tourism applications on smart phones affect the opinions of students.

## 2. The aim of the research

The aim of this study is to determine the students' opinions on Tourism impact by using mobile applications .

## 3. Methods

### 3.1. Participants

352 volunteer's students attend this study from various departments. Questionnaire was publish via learning management system of Near East University, Distance Learning Center. Students who agree to take part in this study are from Computer Education and Instructional Technologies, Pre-school Teaching, Psychological Counseling and Guidance, Music Education and Teaching the Mentally Disadvantaged departments. Research was implemented during the spring semester 2014-2015.

### 3.1.1 Department Distribution

Table 1 illustrates the departmental distribution of students who agreed to take part in this study. According to this distribution, 16% (f=56) of the students were studying at Department of Music Education, 26% (f=91) at Teaching the Mentally Disadvantaged,  26% (f=92) at Pre-School Teaching, 4 % (f=15) at Computer Education and Instructional Technologies where 28% (f=98) of the students were at the Psychological Counselling and Guidance.

Table 1. Department Distribution

| Departments | f | % |
|---|---|---|
| Music Education | 56 | 16 |
| Teaching the Mentally Disadvantaged | 91 | 26 |
| Pre-school Teaching | 92 | 26 |
| Computer Education and Instructional Technologies | 15 | 4 |
| Psychological Counselling and Guidance | 98 | 28 |
| Total | 352 | 100 |

### 3.1.2    Gender Distribution

Table 2 indicates a graphical representation of students by gender. The male students are 52 % (f=182) of the population, while female students are  48% (f=170).

Table 2. Gender Distribution

| Gender | f | % |
|---|---|---|
| Male | 182 | 52 |
| Female | 170 | 48 |
| Total | 352 | 100 |

### 3.1.3    Age Distribution

Table 3 indicates that most of the of students were at the age of 21 (27%). This is followed by the age of 20 (26 %), where 24 % of students were at the age of 22 and other 23 % were at the age of 19.

Table 3. Age Distribution

| Age | f | % |
|---|---|---|
| 19 | 80 | 23 |
| 20 | 91 | 26 |
| 21 | 96 | 27 |
| 22 | 85 | 24 |
| Total | 352 | 100 |

### 3.2. Instruments

The Authors was developed the questionnaire. The questionnaire was on five-point Likert scale is made up of 20 positive statements. For the questionnaire reliability Cronbach Alpha value was measured 0.82.

### 3.3. Data Analysis

The data was analysed by the software SPSS. The findings illustrated by using percentage, frequency and descriptive statistics.

## 4. Results & Discussion

Table 4. Opinions of students on Tourism impact using Mobile Applications

| | Items | Mean | Std. Deviation |
|---|---|---|---|
| 1. | I discover  historical sites using the TripAdvisor application | 4.52 | .58 |
| 2. | I made my travel plans  through mobile applications | 4.34 | .70 |
| 3. | I buy my flight ticket using the Skyscanner application | 4.36 | .62 |
| 4. | I make my hotel reservation  via Booking.com | 4.44 | .58 |
| 5. | I choose historical sites on the basis of user comments on TripAdvisor | 4.35 | .63 |
| 6. | In my opinion Booking.com  is more secure than other applications | 4.33 | .68 |
| 7. | I use map applications | 4.35 | .59 |
| 8. | I  travel cities more easily with GPS | 4.34 | .64 |
| 9. | I find cheap flights  through mobile applications | 4.37 | .71 |
| 10. | I read user reviews before making hotel reservations | 4.42 | .65 |
| 11. | I make a price comparison among hotels  using mobile applications | 4.24 | .76 |
| 12. | I select  the hotel on the basis of user ratings | 4.29 | .73 |
| 13. | I prefer mobile applications to find companies for transfer from the airport | 4.28 | .64 |
| 14. | I use mobile applications to easily find out a schedule of public services | 4.34 | .63 |
| 15. | I do not need a tour guide as I can utilize mobile applications instead. | 4.15 | .64 |
| 16. | Thanks to Instagram I am able to view the  photos  of travelling sites. | 4.23 | .66 |
| 17. | By using social media applications I get opinions from my friends' on their travel  destinations | 4.38 | .63 |
| 18. | I find the places of entertainment by using mobile applications | 4.36 | .65 |
| 19. | I made my choice of restaurants according to reviews and comments on mobile applications | 4.40 | .60 |
| 20. | Mobile applications have important  impact on the tourism | 4.51 | .63 |

The findings in Table 4 suggest that the students responded all statements with "I strongly agree". In this respect, the students state that they prefer TripAdvisor for discovering historical sites (M=4.52, SD=.58), plan their trips on mobile applications  and use Skycanner application for purchasing their flight tickets (M=4.36, SD=.62), use booking.com for their hotel choices (M=4.44, SD=.58), choose historical sites on the basis of user comments on TripAdvisor (M=4.35, SD=.63), find Booking.com more secure than other applications (M=4.33, SD=.68), use map applications (M=4.35, SD=.59), find their ways around cities more easily with GPS (M=4.34, SD=.64), find cheaper tickets on mobile applications (M=4.37, SD=.71), read user comments before making hotel reservations (M=4.42, SD=.65), compare prices among hotels using mobile applications (M=4.24, SD=.76), make their hotel choices on the basis of user ratings (M=4.29, SD=.73), prefer mobile applications for airport transfers (M=4.28, SD=.64), use mobile applications to find out the hours at which public services are available more easily (M=4.34, SD=.63), do not need tourist guides thanks to mobile applications (M=4.15, SD=.64), find the photographs of their travel destinations on Instagram (M=4.23, SD=.66), take their friends' opinions on their travel destinations using social media applications (M=4.38, SD=.63), find places of entertainment easily by mobile applications (M=4.36, SD=.65), choose restaurants on the basis of the comments that they read on mobile applications (M=4.40, SD=.60), and that mobile applications have a great impact on tourism (M=4.51, SD=.63). It is stated in (Filieri, 2015) that the reason why people trust tourism applications such as TripAdvisor includes information quality, customer satisfaction, and the quality of programming. It is also stated in (Casaló, Flavian, Guinalíu, & Ekinci, 2015) that the rating syste in booking.com application affected the opinions of users.

## 5. Conclusion

An examination of the research findings reveals that students equipped with today's technology use mobile applications during their travels, and that this is greatly affected by mobile devices. Even making their flight plans by means of such applications, students make their reservations based on the user comments and ratings on mobile applications. This indicates that mobile applications have a major impact on tourism, because the fact that students plan their travels with such applications and social media content, choose their venues of interest using GPS and map applications, and make price and quality comparison among hotels indicate the impact of technological tools on students and their trust in mobile applications.

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