



B.Com Honours

Semester III

Calicut University

DIGITAL TRANSFORMATION IN TOURISM

Course Code: COM3VN202 • Module 2 Notes

Module II: Digital Tourists & Mobile Applications

Modern travelers are tech-savvy "digital nomads" who rely on mobile applications, social media touchpoints, and location-based digital interpretation throughout their travel journey.

Unit 4: Digital Tourists – Meaning & Behavioral Characteristics

Hyper-connected travelers who search, compare, purchase, and review travel services exclusively through digital mobile devices, expecting instant personalization and seamless digital interaction.

Unit 5: Digital Touch Points Across the Tourism Experience

Digital interaction channels including travel blogs, Instagram/TikTok destination reels, OTA search portals, airline mobile apps, QR code menus, and TripAdvisor review platforms.

Unit 6: Five Stages of the Travel Consumer Journey

1. Dreaming: Inspiration via social media. **2. Planning:** Flight & hotel research. **3. Booking:** Online transaction. **4. Experiencing:** On-site trip consumption. **5. Sharing:** Post-trip reviews & photo posts.

Unit 7: Tourism Mobile Apps – Features & User Experience (UX)

Key features: Real-time push notifications, offline GPS maps, multi-currency conversion, integrated mobile payment gateways, and multilingual chat support.

Unit 8: Mobile Apps as a Direct Marketing & Loyalty Channel

Hotels use branded apps for direct bookings (bypassing OTA commissions), push notification flash sales, and digital loyalty point tracking.

Unit 9: Digital Interpretation of Cultural Heritage Sites

Replacing static signage with interactive digital kiosks, QR-coded monument history, and 3D architectural reconstructions of ancient ruins.

Unit 10: Audio/Video Interactive Guides & Location-Based Apps

GPS-triggered audio guide mobile apps (e.g., VoiceMap) providing location-aware historical narration automatically as tourists walk past monuments.

Practical Case Framework (Five Stages of the Travel Consumer Journey Matrix): Map tourist behaviors and digital touchpoints across Google's 5 stages of travel.

Five Stages of Travel Consumer Journey Matrix:

Travel Stage	Primary Tourist Behavior	Dominant Digital Touchpoints	Tourism Business Strategy
1. Dreaming	Seeking destination inspiration	Instagram Reels, YouTube Travel Vlogs, Pinterest	Influencer marketing & visual destination branding
2. Planning	Comparing flights, hotels, & prices	Google Travel, Skyscanner, TripAdvisor reviews	SEO, metasearch engine listing, & price parity
3. Booking	Finalizing reservation & paying	Hotel Website, MakeMyTrip, Booking.com app	Frictionless checkout, Instant confirmation SMS
4. Experiencing	Consuming on-site hospitality	Hotel Mobile App, Uber, Google Maps, QR Menus	Mobile keyless entry & in-app concierge chat
5. Sharing	Post-trip feedback & photo sharing	TripAdvisor, Google Reviews, Instagram posts	Automated post-stay review collection emails

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