



Smartphones Technology and Smart Tourism: Travel Goes Handy – A Narrative Review

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Abstract. Global travel and tourism sector is now undergoing substantial expansion, effectively surmounting several challenges, and capitalizing on significant technological advancements. One notable advancement was the emergence of smartphones. In the last two decades, the emergence of “smartphones” and “mobile technology” has significantly influenced people's lifestyles. “Smartphones” or “mobile phones”—who doesn't already carry one when travelling? Smartphones serve as invaluable companions, particularly for travellers. The objective of this review is to consolidate most reliable literature sources pertaining to a dynamic field of research into a graspable synthesis. This narrative review seeks to highlight the crucial role that technology serves in facilitating smartphones and aiding travel destinations in their transformation towards becoming intelligent tourism destinations for travellers. Within this review, the authors aim to offer a comprehensive analysis of forty studies conducted in contemporary as well as previous years, focusing on the technological breakthroughs that have occurred in terms of smartphone/mobile technology innovations and usage, and their significant influence on the adoption of smart tourism. Several technological innovations are needed to improve how well smart tourism operates and this study has revealed that usage of the smartphone technology/mobile applications have emerged victoriously in the competition to lure travelers to destinations that provide smart tourism. This eventually enables travelers to adopt smart travel practices, transforming them into smart tourists. It has also been observed that several research are now underway to enhance the progress of an advanced “smart tourism destination” ecosystem. The authors seek to provide useful insights for future study on the emergence of mobile technology and its influence on the tourist sector..

Keywords: Smartphones, Mobile Technology, Technological advancements, Tourism and Travel, Smart Tourism Destinations, Travelers/smart tourists.

1 Introduction

Technology has numerous implications and is indispensable. Every industry has benefited greatly from technology, regardless of how it has been integrated. The evolution of technology from the use of personal computers to laptops, iPads, and smartphones has led to humanity's fundamental dependency on it. Technology has always had a huge influence on the industry's operations, and it has helped the sector adapt to these changes. Tourism, among the most influential industries

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on a global scale, has a substantial impact on the economy[1]. Technological advancements have revolutionized the tourism and hospitality sectors, and they have also changed the techniques used by travel agencies and destinations[2]. Initially, travellers mostly employed information and communication technology to look for and make travel-related decisions[3]. The quick development of "smart travel technology" offers unprecedented opportunities for the expansion of the tourism sector. Growing tourism destinations are employing intelligent technology to enhance the travel experience and attract more guests[3]. Popularity has increased for the adjective "smart" to be applied to technological, economic, and societal developments propelled by open-source data, big data, devices, fresh forms of communication and data exchange (IOT), logic, and aptitude at forecasting. As "Smart Destinations" (SDs) or "Smart Tourism Destinations", these are areas that utilize cutting-edge technological infrastructure to enhance the visitor experience and boost their own competitiveness[4]. Smart technologies, such as mobile phones, are essential for improving tourists' travel experiences. As a result of the development of smartphones and other technological advancements, smart tourism has gained prominence in the field of tourism studies[5]. Several studies indicate that there is still an inadequate amount of literature on "smart tourism destinations", and only few papers offering a thorough synopsis of the field's history and possible areas of interest. The advancement of smart tourism now requires the use of artificial intelligence. Artificial intelligence integration is anticipated to enable smart tourism to provide travellers with more individualized and effective services[5].

Numerous nations, adopted the innovative strategy of investing a substantial amount of time, funds, and resources in the creation and implementation of the concept[6]. Research has indicated that ethical issues, accuracy of data, comprehension, and human-AI collaboration are critical for guaranteeing the responsible and efficient application of AI. This accessibility has revolutionized how people travel and interact with tourism attractions. Smartphone tourism applications (mobile apps) have become the basic way to achieve smart tourism [7]. On the other side, the usage of ICT, the travellers are widely explored and recognized. To better examine their utilization and how it affects experiences, this has been the case for both more recent concepts and more conventional research on the uptake of technology using TAM and UTAUT[8, 9]. The researchers in this study have investigated that the travellers want to use information and communication technologies for multitude factors, across all scenarios, and they additionally want to accomplish it by participating in transparent and constantly evolving conversations with the stakeholders. This is an unquestionable premise of smart tourism. The advancement of internet technologies and mobile networks has resulted in significant shifts in the perspectives and behaviours of travellers. The way individuals travel and interact with tourism experiences has changed because of this accessibility[10]. Travellers now consider smartphones and as an essential instrument. Despite their continued advancement and critical role in the tourist sector, little is known about how they are used and integrated[11].

Customers may find, customize, and buy tourism items with the use of mobile technology, which also facilitates the industry's globalization by offering instruments for beneficiary distribution, management, and development on a global scale. Thanks to these conscientious developments in mobile technology,

everyone may now easily learn as much as they want to know about the globe instantaneously. Utilizing handheld technology has provided tourists with the world greater freedom, flexibility, and opportunities to explore new areas than in the past [12]. To support smart tourism, the researchers have tried to comprehend the significance of the literature that has been released in recent years on mobile technology. The objective of the review is also to ascertain how mobile technology influences smart tourism social media hubs such as YouTube, Instagram, Facebook, WhatsApp, and Twitter. Thus, social media marketing is crucial as many targeted customers are predominantly users of these sites and targeted marketing can be made to attract the preferred and potential customers. The main means of customer interactions on social media is through the number of likes, shares, and comments according to Shahbaznezhad et al., (2021) [6] in addition, these social media platforms also enable business accounts to gain information via professional dashboards that give details of the insights on customers interaction on the social media page created. Therefore, for businesses social media pages are a means of getting customer feedback, this would help organizations have a space for their clients to share reviews and opinions and even address quality-based problems customers face [7,8]. The data availed can be used to enhance the quality of the products and services rendered by the company, to understand better the concept, this research paper focuses on studying the company EatSure and its marketing on the social media site Instagram.

2. Technological Advancements and Smartphones/Mobile Technology

The pace of technological progress continues to accelerate, bringing about good changes across a variety of businesses, especially in the field of travel-related Businesses. "Smartphones" and "mobile technology" (apps) are becoming the essential equipment for travellers. Despite their critical significance in the industry and ongoing improvements, comprehension of how they are utilized, and integration remains restricted [11]. The vast quantity of diverse data renders conventional monitoring, evaluation, analysis, and tracking infeasible, so complicating the acquisition of essential information for businesses and ultimately impeding decision-making. Given the limited time available for consuming pertinent data, it is imperative for the industry to exert diligent efforts and allocate substantial resources towards generating high-quality information [13]. The exponential growth of the travel business has necessitated the search for advanced technological solutions that can meet the needs of many travellers, while also guaranteeing high-quality tourism products and services for clients [14]. In a short amount of time, technology has accomplished everything with ease and spectacular results. The "travel and tourism" sector is now a digital powerhouse in all aspects. Mobile phones have grown into smartphones capable of accessing a wide range of services at any time and from practically anywhere. Smartphones have had a tremendous impact on the visitor experience due to their increased popularity and intrusion into people's lives [15]. Technological advancements facilitate post-purchase support, encompassing the capacity to offer and get input. A visitor visiting an attraction provides a

promising potential for the sustainable growth of a local tourism offering[16].

Most of the literature on technological revolution in the tourist industry is found in global periodicals. The scholars have examined the evolution of the tourist industry as well as the cultural aspects associated with tourism. Travel companies alter their product offerings in response to client demands through the implementation of data analysis, artificial intelligence monitoring, and vigilant observation of consumer behavior. Clearly, the digital transformation is stimulating tourism industry innovation. Prioritizing the incorporation of intelligence and equitable growth into the tourist framework [17]. Based on research findings, it can be observed that the travel industry has undergone substantial transformation. Despite these limitations, advancements in technology play a crucial role as key catalysts. The study places particular emphasis on the technical competencies that are linked to technological disruptions, technological transitions, and the ability of hospitality and travel organizations to compete effectively in web marketing[18]. Augmented and virtual reality appeared to be more profound topics that would require a considerable amount of time to gain widespread acceptance[19]. The implementation of automated systems is anticipated to rise in the tourism sector due to developments in "the field of "artificial intelligence" "(AI)" and related fields. As both a trend in society and an economic activity, it is critical to accept an automated future for travel considering specific study findings[20]. The use of the Internet has increased overall, whereas conventional methods such as online travel aggregators still dominate travel arrangements. While all consumer groups have appeared to use the traditional client-server method when making travel selections, some segments of the population, particularly tourists, are starting to employ digital marketing more frequently (e.g., social networking sites) [21].

Various sectors and services are undergoing transformation due to the progress of technology. Developments in technology have contributed to the importance of information technology (IT) applications within the tourism and travel sector. Given the widespread belief that the Internet and "social media" have a great effect on moulding travelers' behavior, it is crucial to recognize the importance of internet usage, affinity, and self-efficacy in influencing consumer travel planning[22]. The potential of this usage growth has been recognized by companies because the use of smartphones and mobile application(app) advancements have continued to grow [23]. Using smartphones, the digital selves and smart travellers use virtual or on-site information infrastructures to enhance their travel[6]. Smartphones are becoming increasingly intricate technical configurations that include cameras, recorders, GPS, sensors, wireless technology, and a wide range of APIs and apps. Smartphones have swiftly become the preferred tool among clients, even though the first smartphone was produced in 2007. Mobile gadgets like smartphones offer both wireless connection and microcomputing capabilities. They are utilized by more than forty percent of the worldwide population and were the predominant way of internet access in 2018 [24]. Technological advancement is accompanied by an increase in the usage of Internet-connected smartphones. Tourism is one of the industries that may benefit from knowledge exchange. Travelers' remarks and activities are helpful to other travelers and service providers [25].

Trends and advancements with the application of handheld devices for

digital travel and marketing, particularly emergence of "online" and "locative" display tourist experiences made possible by digital copies of printed maps and widely available mobile data. The model categorizes the use of technology and mobile phones in digital tourism based on the type of communication and how the area is portrayed, whether it is a real place, a site for media production, or a travel destination[6, 26]. People utilized their travel time on public transport has changed dramatically because of the fast global use of smartphones with internet connections. Research has shown that using mobile information and communication technology (ICT) while travelling may improve how well one uses their trip time and, in some situations, even reinforce favorable opinions about public transportation[6]. Smartphones can access anything and everything with the help of their many applications[27]. The advent of 4G, 5G has resulted in a closer integration between mobile technology and tourism. A significant amount of research has been dedicated to this field; the scope of these studies has consistently broadened and been refined; and multi-dimensional investigations have emerged to encompass concerns such as location-based services, online consumption, and social media networks. Moreover, mobile technology often revitalizes the tourism sector and has the potential to revolutionize traditional travel approaches[28]. The percentage of visitors to travel websites from smartphones has increased by 48% in the previous years. Additionally, consumers are using mobile to locate what they want more quickly, as seen by the 7% decrease in session duration on mobile travel websites and the 88% growth in mobile web conversion rates for travel websites[29]. The travel and tourism sector has seen a dramatic, revolutionary transformation in the last 20 years. Despite the excitement around augmented reality (AR) and other cutting-edge technology, it's critical to remember that most of us still live in the age of smartphones[12].

3. Smart Tourism/Smart Tourism Destinations and Smartphones Technology

"Smart tourism" refers to a type of travel where travelers use technology to help them navigate unfamiliar destinations. It is a destination that makes use of ICT to facilitate access to tourist experiences, venues, goods, and services, according to the European Union. The term smart city is now used to describe cities that are utilizing technology in creative ways to maximize resources, offer just and effective government, encourage sustainability, and enhance quality of life. In the field of tourism, smartness refers to an advanced amalgam of all infrastructure, fostering technical progress toward smartphones, smart cards, smart TVs, and so forth [4]. The application of the term 'smart' to trends such as tourism is not an unfamiliar occurrence. One may argue that digital tourism is a practical advancement that came after traditional travel and, subsequently, electronic tourism. It was founded quickly thanks to the deep incorporation of technological advancements. Smart tourism is a novel advancement in the tourism industry, as new technological frontiers are opened to accommodate the digital transformation of the real-world and governance components of travel. When tourism systems attain cognitive capability, the industry's structure is once more profoundly transformed, and there are substantial alterations to the methods by

which experiences related to tourism are generated, traded, devoured, and communicated[4]. This research indicates that the three main components enabled by levels of data generated, processed, and sharing are digital experiences, digital business ecosystems, and digital destinations. This helped set smart tourism apart from traditional e-tourism in terms of the technologies it uses as a foundation and the methods it employs to improve the travellers experience. Destinations, that are advanced, implement intelligent city principles in regions with consideration for both local inhabitants and tourists, with the aim of promoting sustainability, accessibility, availability of resources and distribution, as well as life quality and appearance [6].

Almost anything is feasible, including electronic tickets, online boarding, contactless check-in, checking 360 degrees view of your hotel room, checkout the beautiful destination through the intervention of "Virtual Reality" from the comfort of your home, office, or park, anywhere in the world. This study investigates at the function of electronic business channels powered by applications available on mobile play stores that help to improve overall visitor engagement with the location. The research analyzed that cellphone could improve travelers' experiences by meeting a variety of information demands. Travellers can solve difficulties more efficiently because of smartphones' rapid navigation assistance for location-finding apps like Maps by Google, and so on[15]. Research indicates that technology can recognize and illustrate the characteristics that motivate prospective travellers to use the internet for vacation planning[22]. Technology integration in tourism has resulted in a new type of tourism known as Smart Tourism. The research on originally destinations comprises several studies on the destination's image, branding, marketing, and competitiveness. Destination competitiveness has been extensively researched since it is closely tied to tourist competitiveness. Tourists that like sightseeing choose places based on landscape, climate, culture, or history. A conceptual reflection for advanced technologies is suggested by various studies. Smart voice innovations, which are small, portable technological devices primarily intended for personal use, have made it possible for electronic devices to track and analyze usage patterns and offer helpful feedback on user satisfaction. This has allowed digital devices to influence user comprehension by providing options and actions at the appropriate times[30]. The term "smart" gained popularity because of smartphones and has subsequently been used in a variety of industries, including gadgets. Handheld devices, automobiles, and tags are all common instances of gadgets. "Smart" in this sense refers to the ideas of intelligence, linked, digital, massive, portable, and so on. The terms "smart city," "smart house," "smart building," and "smart village" are excellent examples of locations. Under these conditions, "smart" means intelligent, environmentally conscious, sustainable, integrated, and ubiquitous [31]. The study focuses on the potential growth of "smart tourism" (ST) and the application of ICTs in the business sector and thus the integration attempts to boost a location's economic activities while also improving the user's vacation experience. The growth of smart businesses is necessary for smart tourism (ST). This research focused to assess how "smart tourism" firms will develop in the future, as well as what variables may hasten this development from various points of view[32]. However, existing research have shown that, while the city possesses the necessary circumstances in the context of "smart tourism technology", statistical comparisons that rely on the overall characteristics of a city are rare[31]. This study discusses how to design

a recommendation system using revolutionary mobile phone technologies[33]. There is still a dearth of research on smart tourism, most of which consists of case studies of current projects. The definition of tourism is the temporary migration of individuals seeking enjoyable experiences in places other than their habitual residences[34]. The objective of tourist destinations is to offer experiences which are genuinely remarkable and advantageous to all parties involved[30]. "Smart Tourism," a term used to describe the application that brings innovation, financial benefits, and cultural advancements in the tourism industry. It involves the ability to gather and analyze data, as well as make informed decisions based on that data[6]. Due to the significant increase in demand for mobile phones, consumers may now use their handheld devices as informative tour guides. Gadgets may provide clients novel tools to address many challenges during their journeys, including navigation, location suggestions, payment processing, and even language barriers using integrated app development [6].

This study defines the three major layers of Smart Tourism and how the Data functioning is worked upon. The author has also established differentiation between E-Tourism and Smart Tourism based on sphere, core technology, paradigm, structure, and exchange which highlighted that the core technology used for Smart tourism is using sensors/smartphones which depend heavily on the big Data. Smart tourism encompasses several elements and levels of intelligence that are facilitated by information and communication technologies (ICTs) (Fig. 1). Smart Destinations, on the other hand, encompass urban or rural areas that apply smart city principles. These areas not only priorities the needs of residents but also consider the requirements of tourists. The primary aim of these initiatives is to streamline movement, guarantee the availability and distribution of resources, foster sustainability, and enhance the overall well-being and experiences of visitors. The selection of a tourist site is influenced by environmental, cultural, and economical elements, posing a complex matter for consumers that need sufficient time for deliberation. Tourism firms might optimize the exceptional and gratifying features of their websites to collect a greater amount of readily accessible trip information[35]. Prior research has been undertaken to examine smart tourism in connection with travel behavior studies concerning individuals who employ smart tourism technologies. The findings imply that the smart business environment is now underdeveloped and will continue to expand slowly in the future. It was discovered that travellers put a strain on tourism by making heavy use of their mobile phones technology (apps), but only at the expense of tourism resources [31]. While various studies included instances of "smart tourism", many have focused on destination implementation, such as destination competitiveness and image.

According to an additional investigation, destination attractiveness advertising i s still a hot topic for research, with scholars examining the rapid and pervasive in



Figure 1 Source Study [6]

novations in destination management[36]. The concept of smart tourism is progressively evolving into a technology that has the potential to completely transform people's lives because to breakthroughs in big data, cloud computing, and IOT technology. This will allow for the availability of a multitude of rich and detailed real-time data, including travelers' information, visitor sources, routes of travel, and additional data that could be utilized to conduct accurate advertising to consumers and real-time monitoring of picturesque locations. This will promote the expansion of tourism services and increase travelers' traffic [37]. Additionally, the travel and tourism industries have adopted both augmented reality and virtual reality, which are becoming popular due to their numerous benefits. Smart Tourism reviews and reports have played a major role in the way that technology is changing travelers' lives of all ages [27]. Two significant categories of features that influence decisions regarding the adoption of new developments become apparent through an exhaustive analysis of various frameworks concerning "technology adoption": There are two varieties of personal characteristics: (1) The subjective evaluations made by individuals regarding the innovative attributes of a novel technology, encompassing factors such as usability, reliability, user-friendliness, feasibility, result demonstrability, appearance accessibility, and willingness; and (2) Personal attributes encompassing demographics, inclination towards innovation, and historical behavioral tendencies[38]. Figure 2. represents a simplified version of "Ambient Intelligence Tourism", which is driven by multiple technology causing disruption such as IOT, IOE," 5G mobile networks, wearable smart gadgets, portable devices, 3-D printing, programs with application programming interfaces, blockchain, which is digital currencies, detector and network infrastructures, widespread computing, gamification, and enhanced analytical capabilities made possible by artificial intelligence and machine learning. Regardless of the intermediary function that smartphones technology assumes in providing travel experience, certain aspects of a trip are perceived to have deteriorated while others are better accepted by travellers. Fear of losing control over one's travel experiences is a consequence of travelers' views on responsiveness and control. However, confidence in proactive recommendations is significantly influenced by observed being proactive, self-determination, ability to interact with others, and the analytical abilities of smartphones [40].

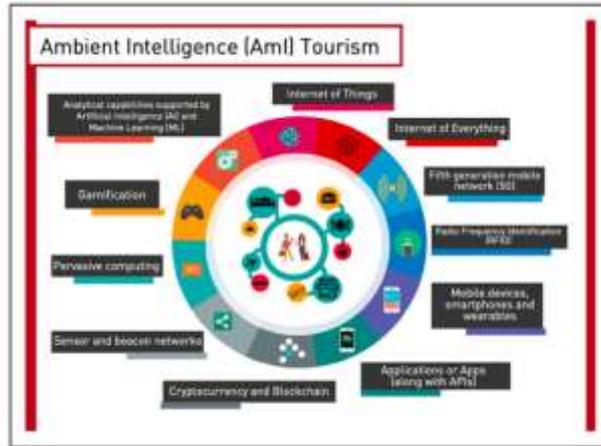


Figure II Source Study [39]

4. Analysis

A total of 40 studies have been critically and carefully reviewed to gain better understanding of Smartphones Technology and Smart Tourism. The study focused on the major keywords that draws the attention of this review from various years. According to a Pew Research Centre conduct surveys (2015), smartphone penetration has peaked globally in South Korea, where 88% of the population has one. By comparison, the percentages for the USA, UK, Canada, Germany, and China are 72%, 68%, 67%, and 58%, respectively, who own smartphones[12]. Below is the Table listed by the Years of the study and the authors which give the precise idea of the analysis for this review. Figure III Illustrates the comprehensive analysis, encompassing scholarly publications, textbooks and the sections, proceedings from conferences, articles from magazines, and reports from reputable sources. This review comprised articles and papers derived from research that has been published in the online journal "Taylor & Francis", namely in the fields of sociology and "Routledge. The studies includes, "Tourism Management Perspectives", "Transport Review", and "Consumer Behaviour". SpringerLink Publishing provides a range of periodicals, including Innovation in Tourism and so on.

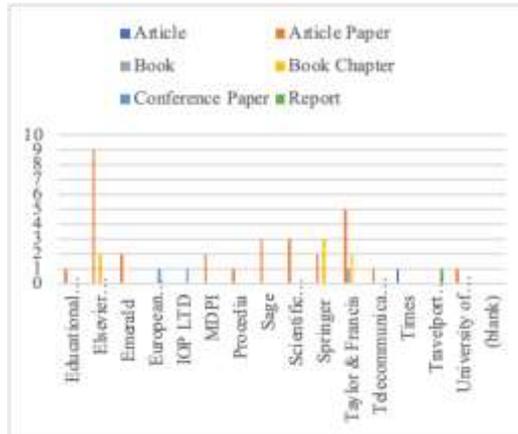
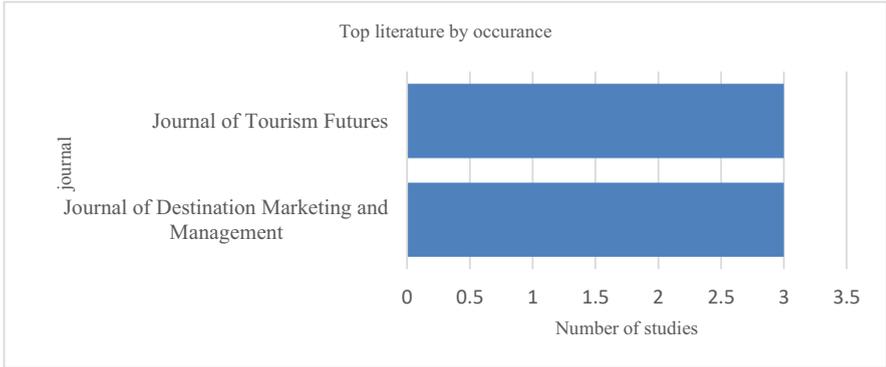


Figure 3 Figure III: Source of literature published[27].

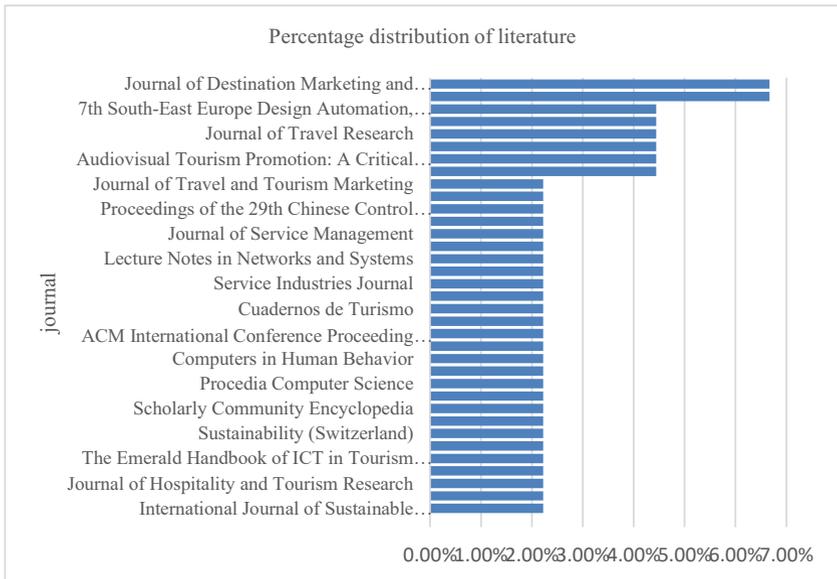
Figure III, Displays the highest count of scientific research academic institutions are recognized for this study. The largest number of publications from "Elsevier" in a variety of categories, such as consumer conduct, tourism research, emerging technologies, management studies in tourism, transport policy and planning, and energy strategy, is shown in the bar graph below along with the studies of communication research, advanced engineering, and tourism management. However, Figure IV of the study showcased the top sources which were used during the study analysis. The Emerald article included key theories to help readers understand tourist futures, and current economic studies mentioned in Sage books. Universities, educational institutions, research organizations, and journals suggest referring to papers produced in their projects that discuss mobility policy analysis, information, and technology.

Figure V, the analysis illustrates the distribution of publications in the field of tourism along with related fields across different journals and conference proceedings, book chapters, magazines and so on. Every item in the list denotes a distinct journal or conference proceeding and is accompanied by a percentage count that indicates the number of publications linked to it in the dataset under analysis. For each journal or process, the percentages show the relative frequency of publishing occurrence. However, a distribution of publications on various areas like destination marketing, travel research, sustainable tourism, and technology advancements in the tourist sector is shown in the analysis, which spans a number of specialised journals and conference proceedings. The fact that conventional tourism and hospitality journals coexist with publications from disciplines like computer science, engineering, and economics highlights the interdisciplinary character of tourism research. Figure VI indicates the degree of interest of each study within the literature dataset by examining the occurrence of various terms associated with ICT and smart tourism. Higher frequency terms might be indicative of significant concepts or areas of focus in the researched discipline. The most popular keyword for the study subjects seem to be around technology, smart tourism, smart tourism destinations, travelling, Mobile/smartphone applications and associated ideas (like value creation, marketplace, tourist experiences, design thinking, Smart tourist and digital travelling) based on how frequently they appear.

(Figure IV occurrence of study from available literature).



(Figure V - % distribution)



These subjects could correspond to significant areas of research in the literature. The analysis sheds light on the academic publishing scene in the travel sector, emphasising the importance of certain conferences and journals while also demonstrating the multidisciplinary character of the field's research. These discoveries enhance our comprehension of the academic discourse and the trends influencing the subject of tourist studies.

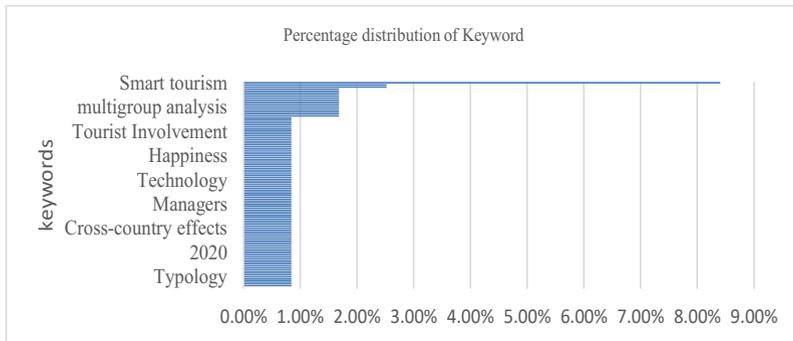


Figure VI (Percentage distribution based on Keywords)

5. Conclusion

After carefully examining the literature that includes both most recent and earlier studies, researchers have concluded that smartphone or mobile technology are essential in the contemporary setting for impacting smart tourism and enabling the travellers. The significance of this study is further demonstrated by the author's list of supporting data, which indicates that travellers increasingly utilized mobile phones for trip planning, in-depth information gathering, decision-making, and sharing their unique experiences with others. Additionally, it is worth noting that there is a dearth of research that has investigated the link between Client fulfilment and location assistance, even though the use of smart tourism technology and is intertwined with a multitude of services rendered at tourist destinations[31]. The goal of smart tourism is to guarantee high industrial efficiency by offering a range of useful information via real-time data analysis and data modelling[37]. Technical artefacts are essential to the growth of tourism since they make travel possible. In the past, humans operated the mechanical parts of a system, giving them a secondary function. But technology has spared people from some labor-intensive physical chores. Travel technology has relentlessly progressed. Recall the days when passengers had to physically enter travel agencies to make their reservations and when airlines printed boarding passes[27].

The findings of the inquiry exert a substantial impact on the domain of "mobile technology" and its evolution. The authors of this study additionally illustrated the link between the characteristics of savvy tourism technologies and the general contentment with travellers and their experiences with travel services. Incorporating ICTs for experiencing creation and fostering the collaboration of tourism companies are fundamental elements in the development of an intelligent tourist destination. "Smartphone applications, which have simplified trip planning, information gathering, decision making, and experience sharing for travellers, have revolutionized the travel industry"[37]. Real-time information regarding travel is rich and comprehensive. This includes tourist details, routes of travel, and different other data that can be utilized for precise customer marketing and actual time spot monitoring. Such data contributes to the expansion of tourism-related businesses and enhances the overall travel experience for the travellers. The method outlined in this research possesses substantial utility and can be further applied to diverse instantaneous processing

scenarios involving massive quantities of data. Additionally, it offers superior real-time, dependable, and precise data processing capabilities[37]. The focus of recent technological advancements has been on mobile technology, which has improved the travel and tourism sector. Smartphones/Mobile technology(apps), also known as smartphone technology, has turned people into "phone-sapiens"[27]. Travellers now rely heavily on mobile technology to help them navigate an unpredictable environment. A thorough understanding of the usage of smartphones for travel has to be developed, according to a comprehensive analysis of the literature. Smartphone use is influenced by a variety of the study's results demonstrate the intricate relationships between contextual elements, personal opinions, past encounters, and daily usage, which provide credibility to the hypothesis that smartphone use might significantly impact the trip perspective[40]. In comparison to the literature on smart destinations, the current state of smart tourism progression remains somewhat limited. About smart tourism, this research emphasized the importance of universally applicable content across all urban areas. There are practical ramifications since smart tourism technology is critical to maximizing guest happiness and bolstering tourism competitiveness. It may be inferred that smartphones have made traditional methods of travel obsolete. Examples of this include check-in and ticketing processes conducted via smartphones, real-time flight monitoring, destination 360 views and experience through the virtual reality, multimedia entertainment during flights, and maps, making efficient for travellers to travel smartly.

Limitation And Future Scope

While this study predominantly utilises the internet means to gather secondary data from a variety of sources (e.g., reports, journal articles, and review papers), it is not unrealistic that future investigations could gather data in-person and subsequently represent the results. This approach would enable the analysis of how smartphones and mobile technology impact Smart tourism. This analogous scenario might serve as a catalyst for further research centred around contemporaneous improvements in technology and the tourist sector. Since, this study solely employed a qualitative and comprehensive analysis of the literature, it is advisable to employ a quantitative approach to explore several potential results.

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