

Full Length Research

Development of Tour App Based on Travel Needs in Mongolia

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Mongolia is interesting where travelers can experience a nomadic culture, vast wonderful places, and great history. However, traveler needs more information. According to the research, 45% of local and foreign visitors to Mongolia owned Smart-Phone and some devices. This study constitutes an important reference research to inform travel users about the use of tour guides by visitors, especially those connected to mobile devices such as smart phones, as well as downloadable applications. The results give the travel business an understanding of the use of the tourist guide and the visitor experience. There has been a significant rise in Mongolian travel providers creating tour apps. Many APPs seem to reflect an approach that looks like early websites, copying hard copy versions, without taking advantage of the unique opportunities mobile APPs offer. This study was commissioned by Travel Mongolian tour agency in order to identify and test how local and foreign visitors use traditional tour-guides with a focus on the use of a mobile APP such as Smart-Phones, as well as APPs when touring in general and within Mongolia.

Keywords: Travel, tourist, tour-guide, app, Smart-Phone, Mongolia.

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INTRODUCTION

Currently, there is very little information and international knowledge on the use of Smartphones in tourism and travel, especially in regard to the use of Smart-Phones by visitors and technology related to more traditional tour guides. In fact, there has been no related published research within Mongolia big picture^[1-3]. The survey of the attitude of the visitors of the travel agency Travel Mongolian (2015)^[7,14] now gathers travel information to choose Mongolia as a destination. However, this study may need to organize information on Smartphone and app usage in the future. Based on the identification of this

important knowledge gap the idea for this project resulted from key issues highlighted during the Travel Mongolian tour agency, in 2013 Travel and Tourism Mongolia Forum^[3,7-8] and the discourse and results from Ministry of Education and Science (MES) and Travel Mongolian south-gobi Mongolia. According to the Travel and Tourism Mongolia Forum (2013) in this part highlights the growth and use of Smart-Phones^[3].

Japan, China, Korea and Russia have the highest percentage of Smart-Phones adopted by the market with Japan starting high and then little decreasing. Japan

began their adoption of Smart-Phones quite strongly and increased quickly ^[5-9] (Figure 1). Fast growth in smart-Phone usage will hit people in some ways ^[10-13]:

- Smart-Phones will be the new credit card
- People will grant access to make personal data
- Point-based marketing will grow
- Shopping online and offline will combine perfectly
- Mobile transactions will grow
- People will pay for more mobile services
- Mobile phones will be the battlefield for loyalty

However, this study, while allowing an international perspective, is not specific to travel within Mongolia, and was based on a smaller sample size ^[4]. Other research referred to in this survey and added notes to in the bibliography are also related to worldwide trends, but not locally specific.

EXPERIMENT

Focused on the experience of existing practice combined with a review of relevant research literature and study analysis, a questionnaire was developed in order to obtain data through on-site surveys that would help address the goals and objectives of the study. This link will also be valuable in the dissemination of results and recommendations. The survey was conducted on several of the major travel attractions throughout the country during the peak visitor times in 2015. The data units included (Table 1).

The studies used an intentional way of doing things to ensure a comprehensive sample of trips. Electronic forms of data collection were avoided in order to take into account future travel movements and trends that may not be using mobile devices or having access to electronic surveys. A total of 1100 surveys were distributed, however, due to the nature of the data collection, which required a lot of time and intensity, acceptance of the autocomplete list of questions was low. However, this was undone by the completed interviewer approach that also allowed the studies to approach the data and identify trends within the research. Due to bad weather, only 63% of the expected survey returns were achieved. Desktop study complemented with online and offline surveys on local and foreign travel through many parts and demographics, with a focus on the use of technology applications, as well as more traditional sources of travel information.

RESULTS AND DISCUSSION

Main results

The main results of the studies are discussed in the

general panorama of the current explanation and the practice of travel applied in the field. The discussion of the findings will flow from the basic demographics of people to the use of traditional printed guides on the use and adoption of tourism applications. This is then reviewed with a reflection of the barriers connected with the tourism applications identified by the trip.

Introduction of Travelers: The main traveler information files collected and used during the studies included sex, country of travel, duration of the trip and type of travel. Below is a summary of the results of that data. You can see Figure 2-Figure 5.

The visitor is local profile generally reflects the current profiles of Mongolia travel and tourism visitors. Local travelers accounted for the highest percentage of trips (Figure 6), such as roaming charges. However, these charges would be met if the second visitors were from the European. In addition, third-party visitors were of Asian. In addition, travel used to have the most important barriers to entry, including very high barriers through flight tickets and some incompatible technology.

Usage Tour guide: Most people who responded said they are using a tour guide of some kind ^[15]. With the most frequent type of tourist guide, reference is made to traditional guides (37%). This highlights the importance that printed trips or real tour guides still have. Perhaps, this should be followed and followed by a long-term study in the future to identify changes in the technology of smart-phones becomes more common. The next highest response category was travel information, which was not part of the original list of responses but was added because of the high frequency (17%) of responses that were obtained during the survey. This highlights the importance of travel offices for visitors to Mongolia. The next highest category with 14% was travel apps. The first speculation was that this would be considerably higher. However, considering how new these are for the tourist guide market, they are having a huge impact in a very short time. The use of Internet study is still quite high, with some trips showing evidence of impressions of the computer tour information, once again highlighting the desire for real tourist information. The combined categorical response of "E-Book also reserves an application" given the 10% response rate. The frequency by type of tourist guide used is summarized in Figure 6.

Usage problem of Smart-Phone

Smart-Phone is the most dominant portal of information and communication technology. As noted, usage problem of Smart-Phone such as Smart-Phones is relatively low for local tourists, increasing for European visitors, and becoming more obvious for tourists from in other countries such as the USA, Japan, China and South

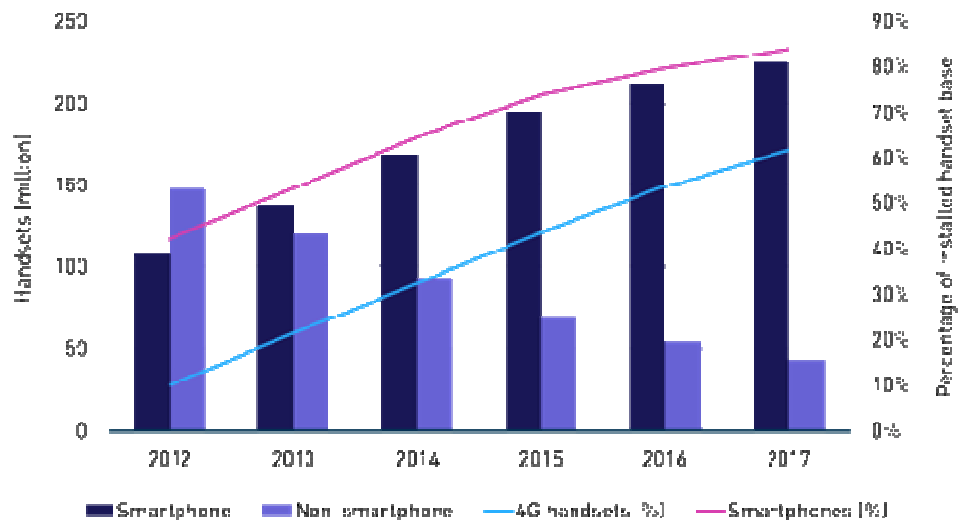


Figure 1. sage of Smart-Phone [5]

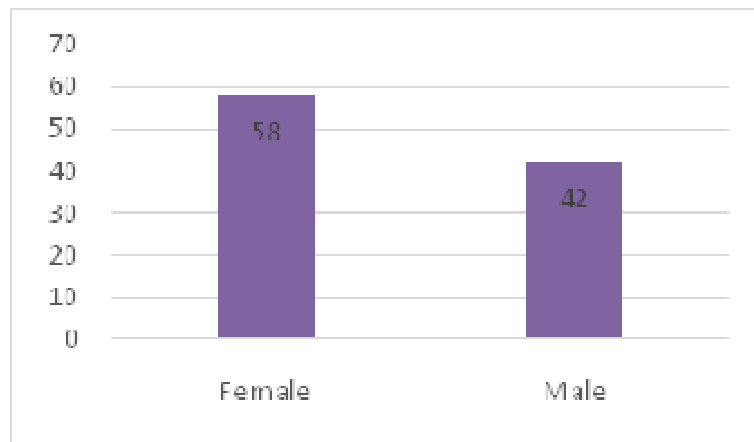


Figure 2. Gender

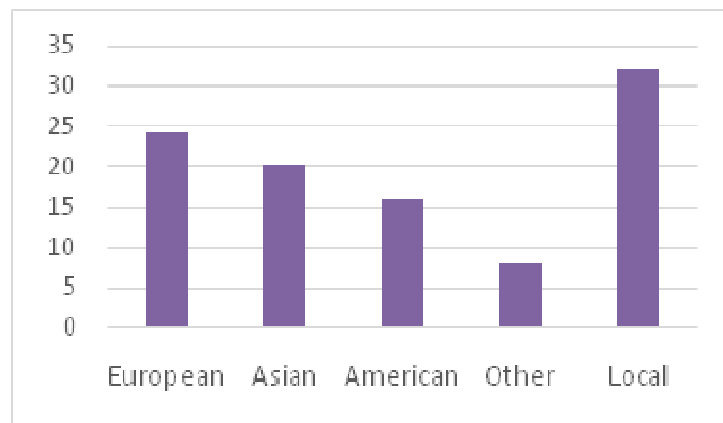


Figure 3. Country of travel

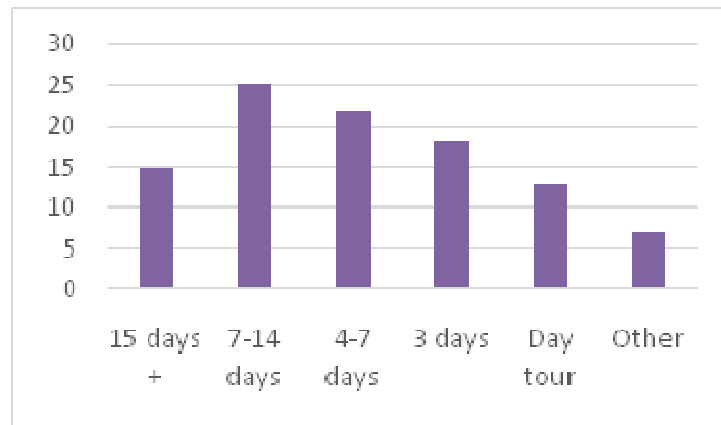


Figure 4. Duration of the trip

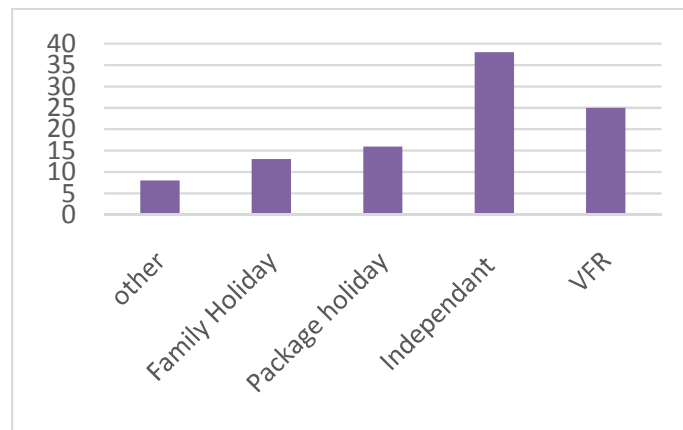


Figure 5. Type of travel.

Table 1. Tour Application data units

Gurbansaikhan, Umnu-gobi	Bataa tour Co
Khongor dunes, Umnu-gobi	New Juulchin
South Tour Office	Mon-travel Co
Kharkhorium museum center,	Travel Mongolian
UburKhangai	Ar Mongol
Tsonchinboldog, Tub	Khongor travel Co
Gandan Ulaanbaatar	Mongolia tour
Khubsgul lake	Bataa tour Co

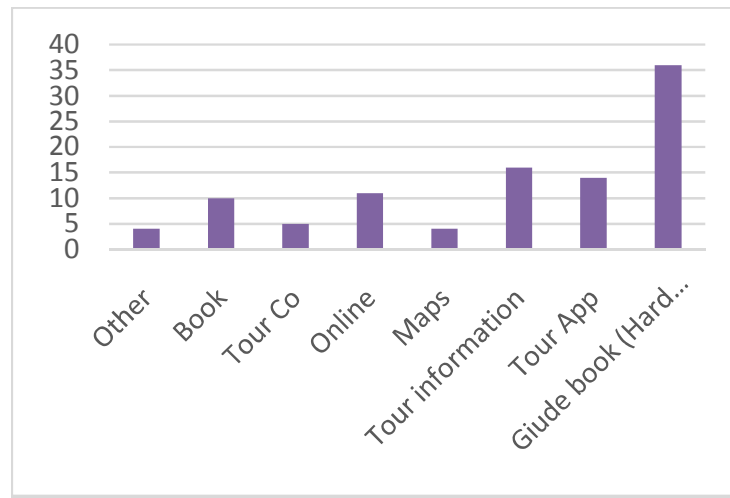


Figure 6. Tour guides

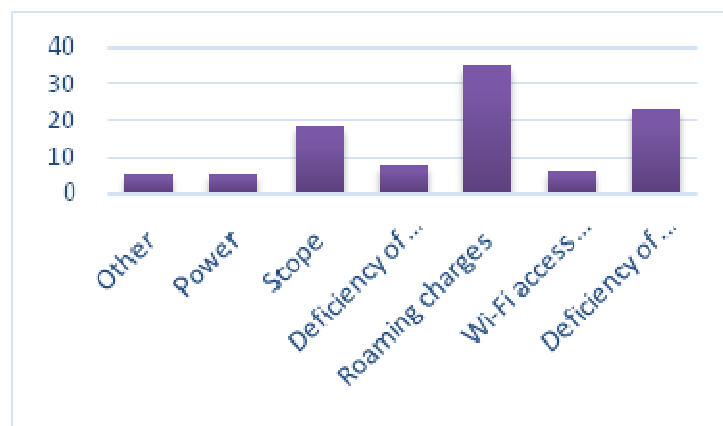


Figure 7. Smart-Phone usage problems

Korea. They showed Figure 7 summarizes the frequency of the top responses to the question about limits to Smart-Phone use while touring in Mongolia.

In this study, roaming charges are identified as the biggest problem 34% to Smart-Phone device Use. Tourists are fed up with being ripped off by high roaming charges. Deficiency of Wi-Fi access and not enough connections has been referred to by the tourists as the second largest problem 23%. Here the solution is in the hands of the different travels stakeholders to promote, communicate and develop a network of available Wi-Fi spots for travelers. The Scope in rural travels areas has been identified as the next largest 18% problem. Also, Smart-Phone use related cost-saving measures employed while traveling in Mongolia.

Usage Smart-Phone and device

According to the study, the Tour-Guide use part, only 14% of answers said that they were using download apps on their devices. However, of the 45% of answers who do own a Smart-Phone or related device, when questioned about how they find out about tour apps, just over 20% of them said they do not use tour apps. This shows that tour app use in Mongolia may be in its infancy. It has suggested that tourists with devices such as Smart-Phones are using their devices for a broad range of deeds such as social-media, highlighted in the Smart-Phone device use section above. The answers who do use apps, over 40% find out about them from the “app store” on their device, which includes apps that already exist and are complimentary with the device Figure 8.

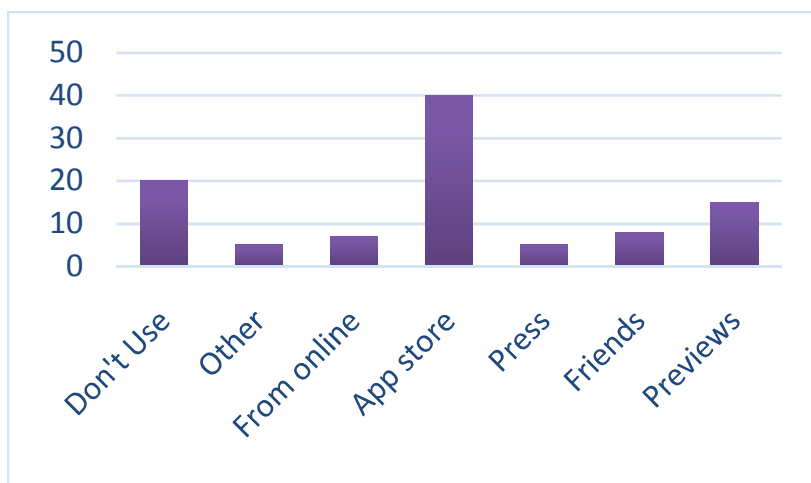


Figure 8. Smart-Phone usage problems

CONCLUSIONS

We are focused on development of tour app based on travel needs in Mongolia. According to the research, got that while only about 45% of local and foreign visitors to Mongolia owned Smart-Phone and some device, the percentages will continue to increase quickly over time to the unite of full market saturation. For people who already own Smart-Phones or other related devices, close to 55% of answers said that they use their device while touring in Mongolia, and 31% said that they a little bit of their tour using their devices. These numbers are expected to increase significantly in the future, identifying the need for a better understanding of how tourists use their devices. This study got that there are a lot of tour-related apps around Mongolia yet very few of them were identified as being used by visitors within Mongolia.

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