Design Strategy for Developing and Promoting Tourism Applications for Mobile Devices

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Keywords: Tourism, Mobile Application, Marketing, Branding, Promotion

Abstract:

Technology is advancing very rapidly and we can see its impact on mobile telecommunication services as well. Third generation (3G) networks have already created an impact in the developing countries, and the fourth generation (4G) networks are being rolled out, while consumers are increasingly adapting advanced mobile phones and portable devices. Due to this phenomenon, different businesses and industries, specifically in regards to marketing activities, need to analyze innovative business models to keep up with this technological evolution.

Project work started with primary and secondary research, literature survey of tourism industry was carried out in search of need and identification, the data was carried out by questionnaire survey and it was analyzed to arrive at model strategy. This project represents a conceptual framework, which shows how different tourist segments can be targeted by using different forms of mobile marketing techniques such as Mobile Apps and different Advanced Mobile Services (AMS).

Two concepts were generated and one of them has been selected using weighted ranking method to develop a design strategy. Business plan, marketing strategies, revenue generation and promotion techniques have been used to arrive at the final business model. A virtual model and logo was done using soft wares like illustrator and adobe Photoshop.
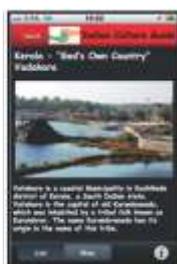
Mobile marketing and advertising using mobile devices has becomes an important factor for developing marketing strategies. This project investigated mobile marketing and advertising strategies as a marketing channel used for promoting tourism, hotel products and services. The final design strategy was validated with the user group and the results were found satisfactory.

Brand logo
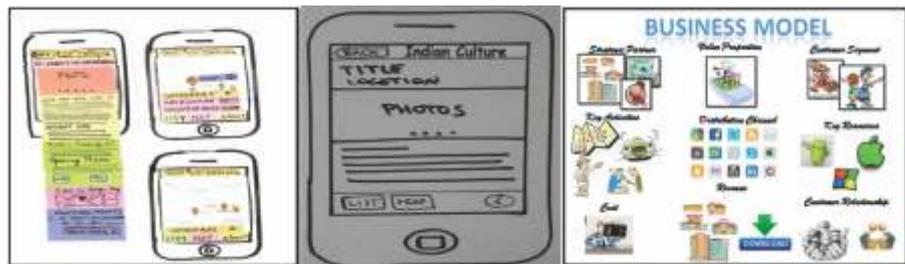
Concept model of tourism application promotion

Rendered concept