

## Discussion on IoTs /Mobile Applications in Tourism among Gen Z in Vietnam

Master. La Nhu Hai (**Corresponding author**)

Lecturer, Ho Chi Minh University of Foreign Languages, Vietnam

MBA. Dinh Tran Ngoc Huy (**Corresponding author**)

Banking University HCMC Ho Chi Minh city Vietnam – International University of Japan, Japan

[dtnhuy2010@gmail.com](mailto:dtnhuy2010@gmail.com)

ORCID: 0000-0002-2358-0699

PhD. Le Ngoc Nuong,

Thai Nguyen University of Economics and Business Administration (TUEBA), Thai Nguyen, Vietnam

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### ABSTRACT

The use of mobiles have many goals in commerce and education. The purpose of this study is to present **Discussion on IoTs Applications in Tourism among Gen Z in Vietnam**. Methodology: qualitative analysis method, inductive and synthesis methods. Authors also refer to social enterprises online and offline information for further analysis. The results showed The demand for IoT is increasing day by day, bringing special advantages to our daily life. Using IoT/mobile has impressed and impacted people greatly, and that is why tourism management through IoT/mobile is a topic worth reading as people will get to know new insights and directions.

**Keywords :** Technological readiness, technology, digital, intention to use, mobile application, tourism, Gen Z.

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### I. INTRODUCTION

Silva and Rocha et al (2012) pointed that The use of mobile devices has many purposes, including commerce, entertainment and education. Some of these applications deliver information about a city or region. Since these devices are portable and can deliver information where there is internet access, a new potential use is in travels. We call m-traveling. But which free applications are available to aim tourists?

What features and problems these applications have? To answer these questions, this work presents four studies cases done in four cities for one tourist, using a total of 26 mobile applications. Analyzing the data collected in the studies cases is possible to highlight some important features and some problems in these applications. And next, the use of mobiles have many goals in commerce and education. Hence we choose this topic “**Discussion on IoTs Applications in Tourism among Gen Z in Vietnam**”.

**II. PREVIOUS STUDIES**

First we look at below table:

Table 1 – Summary of related studies

Authors	Year	Content, results
Silvia et al	2012	Considering the scope of applications developed for provide information about a city or region, which kind applications are available? What are its main features and problems? To answer these questions, we performed four studies cases with one voluntary to use a smartphone during city tours. Three studies case was published in our previous work
Steiniger et al		says LBS applications can be characterized by a number of keyword: mobile users, mobile activities, information, search and spatial analysis, user interface, visualization and technology
Virrantaus et al	2001	and in these extend version we related a new study case and discussed more deeply these questions. A total of 26 mobile applications are used, most of them are Location Based Services (LBS). LBS are information services accessible with mobile devices through the mobile network and utilizing the ability to make use of the location of the mobile device
Kontogianni and Alepis	2020	While technology continues to advance, the tourist sector has developed to become one of the most important sectors globally in this modern period. These facts have transformed the notion of “Smart Tourism”, which is a step forward from heritage tourism. As a consequence of this smart

		tourism, a variety of review papers have been published. To the best of our knowledge, there is a substantial quantity of study on the topic of Smart Tourism, but the papers have not yet been compiled into a comprehensive literature review
Novera et al	2022	Although there has been a significant amount of research on Smart Tourism, the articles have not yet been combined into a thorough literature review that can examine research streams and the scope of future research

(source: author synthesis)

Kamboj & Joshi (2021) have identified the habit of using technology applications as a crucial determinant of the intention to use smartphone applications, affecting user loyalty to travel-related applications.

**III. Methodology**

This study uses qualitative analysis method, inductive and synthesis methods.

Authors also refer to social enterprises online and offline information for further analysis.

**IV. MAIN FINDINGS**

We see that in Spain an application used:

Fig 1 – Application



(source: Silva and Rocha, 2012)

We see fig 2:

Fig 2 – 4 panels in Valencia , Madrid and Barcelona



(source: Silva and Rocha, 2012)

Morris and Venkatesh's (2000) study also reveals that older individuals are less flexible and confident in using new technology, while younger individuals with a regular technology usage habits, a curious personality, and a penchant for innovation are more likely to adopt and use new technologies.

Next, One approach to providing more personalization is to offer additional control to travelers using their mobile devices. For example, some museums allow customers to book a timeslot in advance to avoid long lines and improve their experience. Visitors can also

reserve a guide and pay the entrance fee using an app or website to save time and enjoy a smooth trip.

Another IoT application in tourism is collecting and storing customer data that allows companies to generate tailored offers based on users' search and purchase history. Customers can receive personalized offers for vacation spots, travel destinations, airlines, cruise ships and more. Hotels can take a step further and collect customer data about their favorite rooms, preferred temperature and lighting and prearrange the settings in advance. Small details like these might seem insignificant but actually play a major role in customer experience and help hotels stand out from the competition.

(source: anywhere.epam.com)

## V. Discussion and conclusion

Furthermore, The demand for IoT is increasing day by day, bringing special advantages to our daily life. Using IoT has impressed and impacted people greatly, and that is why tourism management through IoT is a topic worth reading as people will get to know new insights and directions. Since the tourism sector plays a great role in a nation's income, this motivates analyzing how IoT is used in tourism management. This study evaluated 469 papers through bibliometric analysis and 36 papers through text mining analysis. Both these methods have been the recent center of attraction ([Ikra et al., 2021](#); [Jarin et al., 2021](#); [Loureiro et al., 2020](#); [Quatrini et al., 2022](#)). For application software developers, it is essential to focus on creating convenience, ease of use, and accessibility of application usage for users.

Finally, Tourism businesses need to meet Gen Z demand by offering services package which suitable for the distinctive needs of the Gen Z demographic in Vietnam. With the diverse needs of Gen Z in communication, entertainment and online learning, of course, it will need a smartphone with the fastest connectivity. The latest 5G network technology will make internet access faster and smoother. Especially in

areas where cable internet is limited, the presence of 5G connectivity technology will certainly open up broader access to better internet literacy for Gen Zs.

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### Conflicts of interest

There is no conflict of interest

## VII. REFERENCES

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