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EXTENT OF KNOWLEDGE, USE AND PROBLEMS EXPERIENCED AMONG YOUTH WITH REGARDS TO FEATURES OF TOUR APPLICATIONS

APRIL 2025 **AARCHI CHOKSHI**

EXTENT OF KNOWLEDGE, USE AND PROBLEMS EXPERIENCED AMONG YOUTH WITH REGARDS TO FEATURES OF TOUR APPLICATIONS

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By

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DEDICATED TO MY PARENTS

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Ethical Compliance Certificate

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Ethical Compliance Certificate 2024-2025

This is to certify Ms. Aarchi Chokshi study titled; "Extent of knowledge, use and problems experienced among youth with regards to features of Tour applications." from Department of Family and Community Resource Management has been approved by the Institutional Ethics Committee for Human Research (IECHR), Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda. The study has been allotted the ethical approval number IECHR/FCSc/M.Sc./10/2024/22.

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This is to certify that the thesis entitled **"EXTENT OF KNOWLEDGE, USE AND PROBLEMS EXPERIENCED AMONG YOUTH WITH REGARDS TO FEATURES OF TOUR APPLICATIONS"** submitted for partial fulfilment of the requirement for the degree of Masters in the Faculty of Family and Community Sciences (Family and Community Resource Management) to the Maharaja Sayajirao University of Baroda, carried out by Ms. Aarchi Chokshi, is her original bonafide work.

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INTRODUCTION

CHAPTER - I
INTRODUCTION

1.1 Global Scenario of Tourism

Technology has played a significant role in the travel and tour industry. Technology has fuelled the invention of great technological solutions that have made travel faster, safer, and more efficient. In recent decades, technology's impact on travel has become even more significant due to the application of new IT services, leading to the rise of the online travel market and the increasing digitalization of the travel industry. The use of technology in the travel industry has several benefits, including economic growth, job creation, and cultural exchange. It can stimulate growth and provide jobs in both rural and urban areas . It can also bring a much needed influx of cash to an area and provide a boost to local businesses. Technology can enhance the customer experience, improve processes, and create new business models. Technology has become an essential part of the tourism industry, transforming the way travellers plan, experience, and share their trips. From online booking platforms and mobile applications to virtual and augmented reality, technology has enabled a more convenient, personalized, and immersive travel experience. (1)

Tourism has proven to be a powerful tool for creating jobs, generating income, and earning foreign currency, leading to its widespread promotion across numerous nations globally. Increased leisure, higher incomes and greatly enhanced mobility have combined to enable more people to participate in tourism. (1)

The tourism industry is expanding quickly and is constantly changing. Tourism has grown to be a major global economic and trade component. Nowadays, tourism is a global way of life rather than a concept of luxury. The primary reasons behind current global tourism include the interdependence of the world economy and the tourism sector, the rise of tourism as a regular part of life, environmental concerns, and ideas for alternate forms of travel. Travellers' needs have occasionally led to changes in the tourism industry. (2)

Tourism has bee1n a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences, and the desire to

both the educated and entertained. Tourism today is a leisure activity of the masses. People today travel to national and international destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination. Over the last two decades, Travel and Tourism has played a more and more important role in the economic development of many countries. Increased travel across the globe has been driven by growth in real incomes; greater amounts of leisure time; improved and highly accessible transportation systems; ongoing globalization of business linkages, including supply chains; highly effective communication systems that facilitate marketing; and a significant number of new tourism services. (2)

Tourism holds profound importance in the lives of youth, offering numerous enriching benefits. It serves as a gateway to cultural exchange and education, exposing individuals to diverse traditions, languages, and histories. This exposure not only broadens their perspectives but also cultivates empathy and tolerance towards different cultures. Additionally, tourism promotes personal growth by challenging individuals to adapt to new environments, fostering resilience, self-confidence, and independence, which are invaluable traits for youth development. Moreover, the tourism industry offers diverse career opportunities in hospitality, event management, and sustainable tourism, providing practical skills and enhancing future employment prospects. Economically, tourism contributes significantly to local economies by creating jobs, supporting small businesses, and improving infrastructure. It also plays a crucial role in environmental awareness, encouraging responsible travel practices and fostering appreciation for natural landscapes. Socially, tourism facilitates meaningful social interactions and networking, allowing young people to forge friendships and build global connections. Overall, tourism enriches the lives of girls and boys alike, promoting personal, cultural, and economic development while fostering a deeper understanding of the world around them. (3)

The World Tourism Organization (UNWTO,2022) defines a tour as a trip that involves at least one overnight stay away from the usual place of residence and is usually undertaken for leisure, business, or other purposes. According to the UNWTO, a tour typically includes a package of services such as transportation, accommodation, meals, and sightseeing activities, often arranged by a travel agency or tour operator. The

organization emphasizes that a tour is structured to provide a comprehensive travel experience, allowing tourists to explore and enjoy various destinations and attractions.

According to (Gunn,1988) defines "A tour is a structured travel experience that includes the prearranged combination of travel services, such as transport, accommodation, and guiding, designed to offer a comprehensive view of a destination."

"A tour is a journey made for pleasure during which several different places are visited." (Cohen,1972)

"A tour can be defined as an organized journey to several places, often with a guide and including the provision of transportation, accommodation, and other services." (Holloway,2004)

"A tour is a journey organized by a travel agent or tour operator which includes a combination of travel, accommodation, and recreational activities, allowing tourists to explore and experience different locations." (Goeldner and Ritchie,2012)

According to (Joseph Conrad,1857) described travel as a "voyage of exploration" that extends beyond physical movement, involving an inner journey of self-discovery and understanding.

According to (Ralph Waldo Emerson,1803) defined travel as a means to gain new insights and perspectives, where "every landscape is but a condition of the soul."

"The Business of Tourism," Holloway and Taylor define tourism as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes." (J. Christopher Holloway and Neil Taylor, 2006)

Robinson defines tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." (Peter Robinson ,1982)

1.2 Importance of Tourism

The concept of "youth" is multifaceted and has been defined differently by various organizations and scholars. The United Nations (UN) defines youth as individuals between the ages of 15 and 24 years, a definition formalized in the United Nations General Assembly Resolution in 1981. This age-based definition is widely adopted for statistical and policy purposes.

According to the (World Health Organization ,2022) defines youth as people aged 10 to 24 years. This broader range includes early adolescence through young adulthood, reflecting the various stages of physical, emotional, and social development.

The (International Labour Organization ,2023) defines youth as persons aged 15 to 24 years, aligning with their focus on employment, education, and labour market participation.

According to the (Oxford University Press ,2023) defines youth as the period of life between adolescence and adulthood, generally covering ages 15 to 30. This definition considers the evolving nature of youth and the prolonged period of dependence and transition in modern societies.

People of all age groups travel throughout their life. Youth is the age group that engages in it the most. Youths are more energetic, enthusiastic, adventurous, and like to experiment new things and travel to different places. They travel for different reasons, unlike the people of other age groups, who travel only for one decided reason or purpose. They travel for leisure, recreation, education, for work or business-related activities and to explore different cultures. Also, choices, preferences, needs, likes, and dislikes, about travel, of this age group are also very different from other age groups. Young travellers are known to have very specific preferences regarding destination and activities, budget, transportation, accommodation and amenities, depending on their purpose of travel. [(4)]

Tourism plays a crucial role in the lives of young people, offering invaluable opportunities for personal growth, cultural enrichment, and self-discovery. One of the key benefits of travel for youth is exposure to diverse cultures, traditions, and perspectives, fostering a broader understanding of the world and promoting tolerance

and empathy. It also provides an avenue for learning outside the classroom, allowing young travellers to gain practical knowledge, develop problem-solving skills, and enhance their adaptability and independence. (4)

Moreover, tourism offers youth the chance to step out of their comfort zones, face new challenges, and build confidence in navigating unfamiliar environments. It encourages curiosity, creativity, and a sense of adventure, inspiring them to explore new interests and pursue their passions. Additionally, travel experiences can create lasting memories, strengthen relationships, and contribute to a sense of belonging and global citizenship. (4)

In today's interconnected world, where technology enables virtual connections and information access, physical travel remains unparalleled in its ability to provide authentic experiences, meaningful interactions, and memorable adventures that shape the character and outlook of young individuals. (4)

The days of using paper maps and guidebooks are slowly becoming a thing of the past and being replaced by interactive mobile applications (Zillinger, 2020). Although the potential in features of tour applications is yet to be fully exploited (Labanauskaitė et al., 2020), trends show an increase in the use and downloading of travel applications for travel and tourism related reasons (Srinivaasan & Kabia, 2020). Tour applications provide travellers with convenient, low-cost options and can come with many functions such as travel itinerary generator, geo-tracking services, weather or climate forecasting, language translator, currency converter, world clock time converter, location-based emergency services and service integration. Mobile tour applications allow travellers to be spontaneous in their planning since they always have their smartphones with them and tourists are finding it easier to plan holidays using the functions of travel apps. Current usage trends show that features of mobile tour applications are an expanding niche developed with new and improved features (Labanauskaitė et al., 2020). Trends show that current travel applications often have in-application (in-app) messages and push notifications. This in-app message allows marketers to reach out to the user when they are physically using the application while the push notifications allow marketers to reach out to the user when they are not physically using the app in order to attract them in. (4)

1.3 Importance of Tour Applications among youth

Youth today are experiencing a profound shift in their travel behaviours and experiences due to the widespread use of features of tour applications in tourism. These applications have become integral tools for young travellers, offering a seamless and personalized journey from planning to post-trip activities. One significant experience is the empowerment of choice and control. With access to a plethora of apps catering to various travel needs such as booking accommodations, finding local attractions, and navigating unfamiliar destinations, youth can curate their trips according to their preferences and interests. This level of customization enhances their overall satisfaction and engagement with the travel experience. (4)

Furthermore, tour applications facilitate real-time interactions and connectivity, enabling youth to stay connected with fellow travellers, share experiences instantly through social media platforms, and receive instant updates or recommendations from the app based on their location and interests. This interconnectedness enhances their sense of belonging and community while traveling, making the experience more immersive and meaningful. (4)

Moreover, the use of features in tour applications has also transformed how youth engage with destination information and cultural experiences. Through features like augmented reality, virtual tours, and interactive guides, young travellers can delve deeper into local culture, history, and traditions, enriching their travel experiences with educational and memorable moments. This digital immersion fosters a deeper appreciation for diversity and fosters cultural understanding among the youth, contributing to more meaningful and responsible tourism practices. The integration of tour applications in tourism has revolutionized the way youth perceive, plan, and experience travel, offering a blend of convenience, personalization, and cultural immersion that aligns with their digital-native lifestyles. (5)

Youth use features of tour applications for professional development, finding conferences, business meetings, and networking opportunities, while also seeking challenging and adventurous experiences. On the other hand, they are motivated by ensuring safety and comfort, immersing themselves in local cultures, and planning group or family travel with features like shared itineraries and group bookings. The use

of features uses by youth users have several distinctive preferences, behaviours, and motivations emerge. [5]

Motivations for using tour applications also differ between genders. Female users often prioritize utility and efficiency, favouring applications that offer quick bookings, straightforward navigation, and comprehensive travel itineraries. They are typically drawn to adventure and exploration, using applications to find activities like hiking, extreme sports, and unique destinations. Additionally, males might place higher value on advanced technology features, such as augmented reality for site exploration, and user reviews for informed decision-making. Price sensitivity is also a key factor, with many male travellers seeking the best deals and discounts through travel applications. [5]

In contrast, youth users often prioritize safety and security features in tour applications, looking for information on safe areas, emergency contacts, and tips for solo travel. Social and community features are also important, with women preferring apps that integrate social media, offer community reviews, and provide forums for connecting with other travellers. Personalization is highly valued, as women appreciate tailored recommendations based on their travel history and preferences, covering accommodations, activities, and dining options. Wellness and relaxation are significant motivators, with female users using travel apps to find wellness retreats, spa services, and destinations focused on self-care. [5]

A user-friendly interface is crucial for all users, ensuring that tour planning and booking processes are straightforward and efficient. Comprehensive information about destinations, including attractions, accommodations, transportation, and dining options, is appreciated by youth. Reliable customer support and assistance features are also essential, especially for handling bookings, cancellations, and emergencies. Understanding these preferences and motivations helps travel app developers tailor their offerings to meet the specific needs of youth, enhancing user satisfaction and engagement. [5]

Despite the benefits, youth also encounter certain challenges when using tour applications in tourism. One common problem is information overload and decision fatigue. With an abundance of tour applications available, young travellers may feel

overwhelmed by the sheer volume of options, leading to difficulties in choosing the most relevant and reliable ones for their needs. This can result in a sense of confusion and frustration, hindering their ability to efficiently plan and organize their trips. (5)

Additionally, connectivity issues and reliance on internet access pose significant challenges, especially when traveling to remote or international destinations. Limited or unreliable internet connectivity can disrupt the functionality of travel apps, making it difficult for youth to access essential information such as maps, booking confirmations, and real-time updates. This dependence on digital tools can become a source of stress and anxiety when faced with connectivity issues during critical moments of the trip. (6)

Furthermore, concerns related to privacy and data security can also impact youth's trust and willingness to use tour applications in tourism. The collection and storage of personal information by travel applications raise privacy concerns among young users, especially regarding the sharing of sensitive data such as location, payment details, and travel preferences. This apprehension regarding data privacy and potential misuse of personal information can deter youth from fully embracing and engaging with travel apps, leading to a sense of reluctance and caution in their usage. (6)

Users of tour applications encounter various challenges that impact their overall experience and satisfaction. One of the primary issues is technical glitches, including frequent crashes, slow loading times, and navigation difficulties, which can make the app unreliable. Poor internet connectivity further exacerbates the problem, especially for travellers in remote areas where stable network access is unavailable. Additionally, many applications feature complex user interfaces that are not intuitive, making it difficult for users to navigate and access desired features efficiently. Another common challenge is the limited customization options, where users are unable to personalize itineraries or recommendations according to their preferences. Security and privacy concerns also deter users, as the risk of data breaches, fraudulent transactions, and misuse of personal information remains a major drawback. Moreover, the accuracy of information provided by tour applications is not always reliable, with outdated details on destinations, prices, or availability leading to inconvenience and misinformed decisions. Language barriers further limit usability for international travellers, as not all apps support multiple languages, making it difficult to understand content or

communicate effectively. High battery and data consumption pose additional concerns, as features like GPS tracking and real-time updates drain mobile resources quickly. Furthermore, many applications offer limited offline functionality, preventing users from accessing essential details such as maps and bookings without an internet connection. The booking and payment processes can also be problematic due to failed transactions, currency conversion issues, and restricted payment options. Another drawback is the lack of personalized recommendations, which results in generic suggestions that do not cater to individual user preferences. Integration issues with other services, such as transportation and accommodation platforms, also create inconveniences for users who rely on seamless connectivity between different travel-related applications. Lastly, inefficient customer support services, including slow response times and unhelpful automated assistance, make it difficult for users to resolve issues in a timely manner. [6]

JUSTIFICATION OF THE STUDY

Young travellers have a distinctive and diverse set of preferences when it comes to travel, which sets them apart from other age groups. One key aspect is their choice of companions and the reasons for their journeys. Unlike older demographics, youth often travel with friends or for experiences like adventure or cultural immersion rather than traditional sightseeing. Their enthusiasm for visiting new and unconventional destinations reflects a desire for exploration and novelty, driving them to seek out unique experiences and experiment with different activities.

Moreover, the evolving nature of youth preferences is evident in their openness to new ideas and willingness to embrace change. As they gain knowledge and accumulate experiences, their attitudes, needs, likes, and dislikes evolve accordingly. This continual growth and adaptation shape their travel choices, leading to a dynamic and ever-changing set of preferences over time.

Youth are generally tech-savvy, constantly connected, and highly reliant on features of tour applications for planning and experiencing their journeys. Tour applications designed for this audience should prioritize features such as seamless user interfaces, real-time updates, and social media integration. These features facilitate ease of use and instant access to information, which are essential for youth who value spontaneity and immediacy. Additionally, incorporating interactive elements like augmented reality tours, gamification, and personalized recommendations can enhance engagement and provide a more immersive travel experience. The youth also prioritize cost-effective travel options, so applications offering budget-friendly deals, detailed expense tracking, and peer reviews can greatly appeal to them.

In today's scenario, the evolving nature of youth preferences is evident in their openness to new ideas and willingness to embrace change. As they gain knowledge and accumulate experiences, their attitudes, needs, likes, and dislikes evolve accordingly. This continual growth and adaptation shape their travel choices, leading to a dynamic and ever-changing set of preferences over time. With youth being highly tech-savvy, constantly connected, and reliant on digital tools, tour applications play a crucial role in shaping their travel experiences. These applications should prioritize seamless user interfaces, real-time updates, and social media integration to ensure ease of use and

instant access to information, catering to their need for spontaneity and immediacy. Additionally, incorporating interactive elements such as augmented reality tours, gamification, and personalized recommendations can enhance engagement and provide a more immersive travel experience. Given that cost-effective travel is a priority for many young travellers, tour applications that offer budget-friendly deals, detailed expense tracking, and peer reviews can significantly appeal to them. By addressing these evolving preferences and technological expectations, tour applications can better serve the youth demographic, ensuring a more efficient and enjoyable travel planning experience.

The use of features in tour applications among youth is justified by several factors that enhance their travel experiences. Features of tour applications offer convenience and accessibility, allowing young travellers to plan and manage their trips anytime and anywhere, without the need for extensive research or physical guidebooks. This convenience factor aligns well with the digital- native lifestyle of youth, who are accustomed to using technology for various tasks.

Tour applications provide a wide range of features that cater to different aspects of travel, such as booking accommodations, finding attractions, navigating unfamiliar destinations, and accessing real-time information and updates. These features empower youth with control and choice, enabling them to customize their trips according to their preferences and interests, thereby enhancing their overall satisfaction and engagement with the travel experience.

Additionally, it also facilitates connectivity and social interaction among youth, allowing them to stay connected with friends, share experiences through social media, and receive recommendations and tips from fellow travellers or locals. This interconnectedness fosters a sense of community and belonging, making the travel experience more immersive and enjoyable for youth.

Despite the numerous benefits of tour applications, youth also face several challenges while using them for travel planning and experiences. The overwhelming number of travel apps and vast amounts of available information often led to decision fatigue, making it difficult to filter relevant details and make informed choices. Connectivity issues in regions with poor internet coverage further hinder seamless access to essential

features, affecting navigation and real-time updates. Additionally, concerns about data privacy and security remain significant, as users are increasingly wary of sharing personal information on digital platforms. Moreover, excessive reliance on tour applications can sometimes detract from the authenticity of travel experiences, as constant digital engagement may lead to distractions rather than full immersion in the destination.

Tour applications offer significant advantages in enhancing the travel experiences of youth, addressing the associated challenges is crucial to ensuring a seamless and enjoyable experience in tourism. This requires continuous improvements in app design, reliable connectivity solutions, enhanced data security measures, and promoting responsible and mindful usage of digital tools among young travellers.

Similar studies were found through a review of the literature focusing on areas such as "Mobile Applications for Tourism: Study Regarding Their Use by Romanians", "Mobile Applications for Tourism: The Case of Egypt", "Impact of Travel Applications in Changing the Tourist Experience", "The Impact of Information and Communication Technology on Tourism", "Mobile Technologies and Their Role in Enhancing Tourist Experiences", "Smart Tourism: Digital Platforms and Personalized Travel Experiences", "Influence of Mobile Technology on Travel Planning and Decision-Making", "The Role of Social Media and Mobile Apps in Shaping Tourism Experiences", and "Digital Transformation of Tourism: The Growing Reliance on Mobile Applications". Despite these extensive studies on mobile applications, travel technology, and digital tourism, there remains a gap in research specifically addressing youth travellers' knowledge, usage patterns, and problems they face while using features of tour applications. Hence, the present study was undertaken.

The Department of Family and Community Resource Management, The Maharaja Sayajirao University of Vadodara offers specialization in Hospitality Management under which courses related to Travel and Tourism are included at both Under-graduate and post-graduate levels. The present collected data regarding features of Tour application will be useful for the students as reference material, and will add to the existing database and also be helpful for the department to strengthen the curriculum. The findings regarding use of features of tour applications will also be beneficial for young travellers who are tech-savvy and value convenience. Moreover, the data of the

present study will also help Tourism Industry Professionals to provides valuable insights in evolving travel trends and preferences. This information can help young Travelers to have knowledge which would facilitate them in convenient trip planning, booking, discovery of attractions, and social connectivity, allowing personalized travel experiences for tech-savvy youth. Additionally, the findings can inform targeted marketing strategies, making promotional efforts more effective and resource-efficient for tourism industry.

STATEMENT OF PROBLEM

The present study aims to find the extent of knowledge, use and problems experienced amongst youth with regards to features of tour applications.

OBJECTIVES OF THE STUDY

1. To explore the extent of knowledge with regards to features of tour applications by youth.
2. To study the frequency of use regarding features of tour applications among youth.
3. To identify the problems experienced with regards to features of tour applications by youth.
4. To develop need base informative literature to give solutions regarding problem faced while using features of tour application among the youth.

DELIMITATION OF THE STUDY

1. This study is limited to those features of tour application which are functional for both iOS and android devices.
2. This study is limited to youth who fall in the age group between 15 to 29 years.
3. The study will be limited to only those youth who commute outside Vadodara city for more than 2 days.
4. The study will be limited to only those youth who have travelled atleast minimum 3 times in past 2 years from the time of data collection.

HYPOTHESES OF THE STUDY

1. There exists a variation between extent of knowledge with regards to features of tour applications by youth with their selected personal variables like age (in years), gender, educational qualification and occupation and situational variables like regularity of using features of tour applications.
2. There exists a variation between the frequency of use regarding features of tour applications among youth with their selected personal variables age (in years), gender, educational qualification, and occupation, the family variables of the respondents included type of family, number of family members, family income per month and situational variables like regularity of using features of tour applications.
3. There exists a relationship between problems experienced with regards to features of tour applications by youth with their selected personal variables like age (in years), gender, educational qualification of the respondent, marital status and occupation, the family variables of the respondents like type of family, number of family members, family income per month and situational variable like frequency of using features of tour applications.
4. There exists a relationship between frequency of use regarding features of tour applications and problems experienced with regards to features of tour applications by youth.

REVIEW OF LITERATURE

CHAPTER - II
REVIEW OF LITERATURE

A literature review is a crucial part of the research process, serving as an overview of existing knowledge on a particular subject. Its primary goal is to inform the reader about previous studies, established knowledge, and ideas related to the research topic. The literature review involves a thorough examination and analysis of the relevant literature concerning a specific area of study. (Aveyard, 2010).

For the presentation the theoretical literature was divided into following three subheads namely:

2.1 Theoretical Orientation

2.1.1 Tour Applications

2.1.1.1 Importance of Tour Applications

2.1.1.2 Need for Tour Applications

2.1.1.3 Benefits of Tour Applications

2.1.2 Tour Application Features

2.1.2.1 Essential Features of Tour Applications

2.1.2.2 Importance of Customization in Tour Application Features

2.1.2.3 Benefits of Tour Application Features for Tourists

2.1.3 Challenges in Using Tour Application Features

2.2 Empirical Studies

2.2.1 Studies Conducted Outside India

2.2.2 Studies Conducted Within India

2.3 Conclusion

2.1 Theoretical Orientation

The theoretical orientation for this study delves into the multifaceted aspects of tour applications, examining their importance, the need they fulfil, and the benefits they provide. It also explores the essential features of these applications, the importance of customizing these features, and the specific benefits that these features offer to tourists. The problems users encounter when using these applications, offering a comprehensive view of the landscape of tour applications in the travel industry.

2.1.1 Tour Applications

Tour applications have become integral to modern travel, significantly enhancing the travel experience by streamlining various aspects of planning and navigation. These digital tools are designed to consolidate multiple travel-related tasks into a single platform, making the process of organizing and executing trips more efficient and enjoyable.

One of the key benefits of tour applications is their ability to provide comprehensive support throughout the travel journey. They assist travellers in planning their trips by offering a range of resources and services that address different needs, from initial research to real-time adjustments during the journey. This consolidation of tasks into one platform simplifies the travel process and reduces the need to use multiple sources or platforms.

During the planning phase, tour applications offer valuable insights into potential destinations, helping travellers make informed choices about where to go. They provide detailed information about various locations, including cultural highlights, historical landmarks, and local customs. This information allows travellers to better understand their destinations and create more personalized and meaningful travel plans.

Once the trip is underway, tour applications continue to be valuable resources, supporting travellers as they navigate new environments. By integrating various elements of the travel experience, these apps help travellers manage their schedules, make adjustments as needed, and stay informed about local conditions and opportunities. This ongoing support contributes to a smoother and more

enjoyable travel experience, as travellers can rely on the app for updates and guidance throughout their journey.

Tour applications serve as comprehensive travel companions, offering a centralized solution for managing and enhancing the travel experience. They address the complexities of trip planning and execution, allowing travellers to focus more on enjoying their journey and less on logistical concerns. The convenience and efficiency provided by tour applications make them an essential tool for modern travellers seeking a streamlined and informed travel experience. (Buhalis and Law,2008)

2.1.1.1 Importance of Tour Applications

Tour applications have become pivotal in the modern travel landscape, offering a range of benefits that extend to travellers, service providers, and the travel industry as a whole. Their importance lies in their ability to revolutionize the way travel is planned, executed, and experienced, addressing various needs and challenges that arise throughout the travel journey. (Huang et al.,2017)

For Travellers: Tour applications are designed to enhance the overall travel experience by providing users with a comprehensive suite of tools and information. Applications centralize multiple aspects of trip planning, making it easier for travellers to organize their journeys. They offer detailed insights into destinations, including points of interest, cultural and historical landmarks, and local customs. This accessibility to in-depth information helps travellers make informed decisions about their travel plans and ensures they can fully appreciate and engage with their destinations.

Tour applications offer real-time support during the trip. They facilitate smooth navigation in unfamiliar environments by providing interactive maps and GPS-based directions. This real- time guidance is especially valuable for travellers exploring new cities or countries, reducing the likelihood of getting lost and enhancing their sense of confidence and independence. The ability to adjust plans on-the-fly, based on current conditions or new opportunities, contributes to a more flexible and enjoyable travel experience.

Tour applications also streamline the booking process. They integrate various services such as flights, hotels, car rentals, and activities into one platform, allowing travellers to make reservations and manage their bookings conveniently. This integration reduces the need to visit multiple websites or make phone calls, saving time and effort. Furthermore, these apps often provide real-time updates on availability and pricing, helping travellers secure the best options for their needs.

For Service Providers: For businesses in the travel industry, tour applications present a valuable opportunity to connect with potential customers. By listing their services on these platforms, businesses can increase their visibility and attract travellers who are actively seeking information and making bookings. This exposure can lead to higher booking rates and improved customer engagement. Service providers can benefit from the app's features, such as reviews and ratings, which can enhance their reputation and attract more customers.

Tour applications allow service providers to offer promotions and special deals directly to users. By utilizing targeted marketing within the app, businesses can reach travellers who are most likely to be interested in their services, thereby optimizing their marketing efforts and increasing their chances of converting potential leads into actual bookings.

For the Travel Industry: The broader tour industry benefits significantly from the proliferation of travel and tour applications. These apps contribute to the growth of a digital ecosystem that integrates various aspects of the travel experience. This integration creates a more cohesive and efficient system for managing travel-related tasks, promoting industry growth and innovation. By facilitating seamless interactions between travellers and service providers, these applications help streamline the entire travel process, from planning and booking to navigating and exploring.

Moreover, tour applications generate valuable data on travel trends and consumer behaviour. This data can be analysed to gain insights into market demands, preferences, and emerging trends. Such insights are crucial for

shaping industry strategies, improving service offerings, and developing new products. By leveraging this data, industry stakeholders can make informed decisions that enhance the overall travel experience and drive further growth in the sector.

Tour applications are essential tools that transform the travel experience for both users and businesses. They simplify trip planning and execution, provide real-time support, and offer valuable opportunities for service providers to engage with customers. Their impact on the travel industry is profound, driving innovation and growth while offering a more streamlined and enjoyable experience for travellers. (Ceyda and Sevim,2024)

2.1.1.2 Need for Tour Applications

Tour applications have become increasingly essential in modern travel due to the evolving needs of today's travellers. As travel has grown more complex and personalized, there is a rising demand for tools that simplify and enhance the travel experience. Tour applications address this need by offering a centralized platform for managing various aspects of travel, from planning and booking to navigating and exploring new destinations. These applications provide travellers with valuable resources, such as real-time updates, personalized recommendations, and convenient booking options, all in one place. By streamlining tour management and offering tailored information, tour applications help users save time, reduce stress, and make more informed decisions, ultimately contributing to a more enjoyable and efficient travel experience. (Guttentag,2010)

The growing complexity of travel planning and the evolving expectations of travellers have created a strong need for travel and tour applications:

Complex Travel Planning: Travel planning has evolved significantly, becoming more intricate as travellers seek highly personalized and detailed itineraries. In the past, organizing a trip often involved manually searching through various resources for flights, accommodations, activities, and transportation options. Tour applications simplify this process by consolidating multiple functions into a single platform. Users can research

destinations, compare accommodation options, book flights, and arrange transportation all within one app. These applications often provide tools for creating and managing detailed itineraries, allowing travellers to customize their plans according to their preferences. This integration not only saves time but also reduces the effort required to coordinate different travel elements, resulting in a more streamlined and efficient planning process.

Information Overload: In today's digital age, travellers are inundated with vast amounts of information from numerous sources, which can be overwhelming and confusing. Tour applications address this issue by curating and organizing relevant data, presenting it in a user- friendly format. By filtering out extraneous details and focusing on essential information, these apps help users make informed decisions more easily. For instance, a tour app might aggregate reviews, ratings, and recommendations about restaurants or attractions, distilling this information into concise, actionable insights. This targeted approach ensures that travellers have access to the most pertinent and reliable information, enhancing their decision-making process without the need to navigate through a myriad of sources.

Need for Real-Time Updates: Travel plans are inherently subject to change due to factors such as weather conditions, transportation delays, or unforeseen events. Tour applications offer real-time updates and alerts to help travellers stay informed about any changes that might affect their plans. For example, if a flight is delayed or a reservation needs to be adjusted, the app can send notifications to alert users promptly. This real-time capability allows travellers to make timely adjustments to their plans, minimizing disruptions and ensuring a smoother travel experience. By providing current information about local conditions, such as traffic or weather, these apps help travellers adapt quickly and efficiently to changing circumstances.

Increased Demand for Personalization: Today's travellers increasingly seek experiences tailored to their personal preferences and interests. Tour applications cater to this demand by utilizing user profiles, past behaviour, and location data to provide customized recommendations. For instance, an app might suggest restaurants or activities based on a traveller's previous choices

or highlight attractions that match their interests. This level of personalization enhances the travel experience by offering recommendations that are more relevant and engaging. Personalized suggestions not only help users discover new experiences but also create a more meaningful and enjoyable travel journey that aligns with their individual tastes and preferences.

Convenience and Efficiency: One of the primary advantages of tour applications is their ability to consolidate multiple travel-related services into a single platform. This convenience simplifies the booking process, allowing users to reserve flights, accommodations, car rentals, and activities all from within the app. The integration of these services eliminates the need to visit multiple websites or contact different providers, significantly saving time and effort. By streamlining the management of travel plans, tour applications provide a seamless and hassle- free experience. This efficiency extends to managing itineraries, making adjustments, and accessing booking details, all of which contribute to a more organized and stress-free travel experience.

Enhanced Navigation and Exploration: Navigating unfamiliar destinations can be challenging, especially for travellers who are not familiar with the local geography or transportation options. Tour applications enhance exploration by offering interactive maps, GPS navigation, and local recommendations. These features help travellers find their way, locate nearby attractions, and make the most of their time in a new location. Interactive maps often include details on public transportation routes, nearby restaurants, and points of interest, while GPS navigation assists with real-time directions. These tools make it easier for travellers to explore and enjoy their destinations, reducing the stress associated with navigating unfamiliar environments.

Data-Driven Insights: Tour applications generate valuable data on travel trends, user preferences, and behaviour, which is crucial for understanding market demands and emerging trends. This data provides insights into how travellers interact with the app, what features they use most, and their preferences for various travel services. Service providers and industry stakeholders can leverage this information to tailor their offerings, improve customer engagement, and develop new products and services. Data-driven

decision-making helps drive innovation within the travel industry, ensuring that it evolves in response to changing consumer needs and preferences. By analysing trends and user feedback, companies can adapt their strategies to better meet the demands of modern travellers. (Todd ,2001)

2.1.1.3 Benefits of Tour Applications

Tour applications provide numerous benefits that significantly enhance the travel experience. They streamline the planning process by consolidating various travel services into a single platform, allowing users to efficiently research, book, and manage their trips. This integration simplifies the often-complex process of organizing travel arrangements. Additionally, applications offer personalized recommendations based on user preferences and past behaviour, helping travellers discover activities and attractions that align with their interests. Real-time updates keep users informed about any changes to their plans, such as flight delays or booking modifications, enabling them to make timely adjustments and avoid disruptions. The convenience of managing bookings, itineraries, and travel details from one app eliminates the need to visit multiple websites or contact different service providers. Enhanced navigation tools, including interactive maps and GPS, assist travellers in exploring new destinations and finding points of interest with ease. Access to local information, such as attractions and dining options, allows travellers to make informed decisions and fully experience their destination. Tour applications can also help users save money by providing access to exclusive deals and discounts. Furthermore, safety features like emergency contact alerts and real-time location tracking offer peace of mind. Efficient itinerary management ensures that travel plans are well- organized and helps prevent missed activities. Finally, cultural insights provided by these apps help travellers understand and respect local customs, enriching their overall experience. Tour applications make travel planning and execution more convenient, personalized, and enjoyable, enhancing the overall travel experience. (Martins et al.,2017)

Streamlined Planning: Tour applications simplify the planning process by consolidating multiple travel services into a single platform. Users can research destinations, compare accommodation options, book flights, and arrange transportation all within one app. This integration reduces the need to visit multiple websites or contact different service providers, saving valuable time and effort. By centralizing these tasks, tour applications make it easier for travellers to create and manage detailed itineraries, ensuring that all aspects of their trip are coordinated seamlessly. (Yoo et al.,2017)

Personalized Recommendations: One of the significant benefits of tour applications is their ability to offer personalized recommendations. By analysing user preferences, past behaviour, and current location, these apps provide tailored suggestions for activities, attractions, and dining options. This level of personalization enhances the travel experience by helping users discover experiences that align with their interests. For example, if a user frequently searches for adventure activities, the app might recommend hiking trails or scuba diving spots in their destination, creating a more relevant and engaging travel experience.

Real-Time Updates: Travel plans are often subject to change due to factors such as weather conditions, flight delays, or unexpected events. Tour applications address this by providing real-time updates and alerts. For instance, if there is a delay in a flight or a last-minute change in accommodation availability, the app will notify users immediately. This feature allows travellers to adjust their plans quickly and efficiently, minimizing disruptions and ensuring that their trip remains as smooth as possible.

Convenience and Efficiency: Travel plans are often subject to change due to factors such as weather conditions, flight delays, or unexpected events. Tour applications address this by providing real-time updates and alerts. For instance, if there is a delay in a flight or a last-minute change in accommodation availability, the app will notify users immediately. This feature allows travellers to adjust their plans quickly and efficiently,

minimizing disruptions and ensuring that their trip remains as smooth as possible.

Enhanced Navigation: Navigating unfamiliar destinations can be challenging, but tour applications offer enhanced navigation tools to assist travellers. Interactive maps, GPS navigation, and local recommendations help users find their way around new areas, locate points of interest, and explore their surroundings with confidence. These tools are especially useful in unfamiliar or complex environments, making it easier for travellers to enjoy their destination without the stress of getting lost.

Access to Local Information: Tour applications provide valuable information about local attractions, dining options, and cultural events. By offering curated recommendations, reviews, and details about various points of interest, these apps help travellers make informed decisions about how to spend their time. This access to local information ensures that users can fully experience their destination, whether it's by discovering hidden gems, trying local cuisine, or participating in cultural activities.

Cost Savings: Many tour applications offer features that help users save money on their trips. These may include access to exclusive deals, discounts, and price comparisons for flights, accommodations, and activities. By aggregating various offers and promotions, tour apps enable users to find more cost-effective options and manage their travel budget more efficiently. This can result in significant savings and a better overall value for their travel expenses.

Safety and Security: Safety features are an important aspect of tour applications, providing users with added peace of mind. Features such as emergency contact alerts and real-time location tracking ensure that travellers can stay connected and seek assistance if needed. These tools enhance personal safety and security, particularly in unfamiliar or potentially risky environments.

Efficient Itinerary Management: Tour applications assist in managing detailed itineraries, including bookings, activities, and schedules. Users can organize their travel plans effectively, track reservations, and make adjustments

as needed. This level of organization helps prevent missed activities and ensures that travellers make the most of their time at their destination.

Cultural and Contextual Insights: Understanding local customs, traditions, and cultural norms is crucial for a positive travel experience. Many tour applications provide insights into these aspects, helping travellers navigate cultural differences and interact respectfully with the local community. This knowledge enriches the travel experience and fosters meaningful connections with the destination. Lo et al. (2014)

2.1.2 Tour Application Features

Tour applications have revolutionized travel planning by providing a range of integrated services that streamline and enhance the travel experience. These applications consolidate various aspects of travel management into a single platform, making it easier for users to book flights, accommodations, and activities, all from one place. By offering personalized recommendations based on user preferences and past behaviour, tour apps help travellers discover relevant and enjoyable experiences tailored to their interests. Additionally, real-time updates keep users informed about any changes or disruptions, allowing them to adapt their plans as needed. Enhanced navigation tools and access to local information further assist travellers in exploring new destinations with ease and confidence. Tour applications simplify the planning process, enhance convenience, and support a more enjoyable and well-organized travel experience.

2.1.2.1 Essential Features of Tour Applications

Tour applications are crafted to optimize and enrich the travel experience by incorporating a range of essential features. These features are designed to make the planning process easier, offer tailored recommendations, and ensure a seamless and enjoyable journey.

Centralized Booking System: Tour applications consolidate various booking options, such as flights, accommodations, car rentals, and activities, into a single platform. This integration simplifies travel planning by allowing users to

manage all their reservations from one place, reducing the need to navigate multiple websites or services.

Personalized Recommendations: By analysing user preferences, previous travel history, and current location, tour apps offer customized suggestions for attractions, dining, and activities. This personalization helps users discover experiences that match their interests and enhances their travel experience.

Real-Time Updates: Tour applications provide real-time notifications and alerts about changes such as flight delays, booking modifications, or local conditions. This feature allows travellers to adjust their plans quickly and stay informed about any developments that may affect their trip.

Navigation and Mapping Tools: Interactive maps and GPS functionality assist users in navigating unfamiliar destinations. These tools help travellers find points of interest, explore new areas, and get around with ease, contributing to a more enjoyable travel experience.

Local Information and Insights: Tour apps provide valuable information about local attractions, dining options, and cultural events. This access to local insights helps travellers make informed decisions and fully experience their destination.

Cost-Saving Features: Many tour applications offer exclusive deals, discounts, and price comparisons for various travel services. These cost-saving features help users manage their travel budget more effectively and find more affordable options.

Safety and Security Features: Tour applications often include features such as emergency contact alerts and real-time location tracking to enhance traveller safety. These tools provide peace of mind by ensuring that users can stay connected and seek assistance if needed.

Itinerary Management: Users can organize and manage their travel itineraries within the app, keeping track of bookings, activities, and

schedules. This feature helps ensure that all aspects of the trip are well-coordinated and allows for easy modifications if plans change.

Integration with social media: Tour applications frequently integrate with social media platforms, enabling users to share their travel experiences and connect with others. This feature allows for real-time updates and the ability to document and share adventures with friends and family.

Language Translation: Tour applications often include language translation tools that help travellers communicate more effectively in foreign countries. These tools can translate text or speech, making it easier to navigate interactions with locals, understand menus, and follow signage.

Expense Tracking: Expense tracking features allow users to monitor and manage their travel expenditures. By recording and categorizing expenses, travellers can keep track of their budget, avoid overspending, and make adjustments as needed.

Customizable Itineraries: Advanced tour apps offer customizable itinerary features, allowing users to tailor their travel plans according to their preferences. This includes adding or modifying activities, adjusting travel dates, and reordering planned events.

Booking Management and Alerts: Beyond initial bookings, tour applications provide tools for managing and modifying reservations. Users can receive reminders for upcoming bookings, make changes to reservations, and cancel or rebook services directly through the app.

Travel Guides and Articles: Many tour applications include travel guides and articles that provide detailed information about destinations. These resources offer insights into local culture, history, and attractions, helping travellers make informed decisions.

Local Experience Recommendations: To enhance the authenticity of the travel experience, some apps offer recommendations for local experiences and off-the-

beaten-path attractions. This helps travellers discover unique aspects of their destination.

Activity Booking: In addition to booking flights and accommodations, tour applications often allow users to book activities and tours directly through the app. This feature enables travellers to arrange experiences such as guided tours, excursions, and local classes in advance.

User Reviews and Ratings: Access to user reviews and ratings helps travellers assess the quality of services and attractions before making decisions. This feature provides valuable feedback from other travellers, helping users choose reputable and well-regarded options.

Offline Access: Some tour applications offer offline access to essential information, such as maps, itineraries, and travel guides. This feature is especially useful for travellers who may not have reliable internet access while exploring new destinations.

Emergency Assistance: Tour apps often include emergency assistance features that provide information on local emergency services, such as hospitals, police stations, and embassies. These tools ensure that travellers have access to support in case of urgent situations

Loyalty Programs and Rewards: Many tour applications integrate loyalty programs and rewards systems that allow users to earn points, discounts, or perks for using the app or booking services through it. This feature can enhance the travel experience by providing additional benefits and savings.

Virtual Tours and Augmented Reality (AR): Some advanced tour applications offer virtual tours or augmented reality experiences of popular attractions. These features allow users to explore destinations virtually or interact with digital overlays to enhance their understanding and enjoyment of a location.

Custom Travel Alerts: Users can set custom travel alerts for specific needs or preferences, such as weather conditions, local events, or price changes. This feature helps travellers stay informed about factors that could impact their trip.

Multi-Currency Support: Tour applications often support multiple currencies, allowing users to view prices, make transactions, and manage expenses in their preferred currency. This feature simplifies financial management for international travellers.

Customizable Travel Alerts: Beyond standard notifications, users can set customizable alerts for specific travel needs, such as reminders for visa renewals, passport expiration, or travel insurance updates.

Travel Community Integration: Some apps include social features that connect users with other travellers or local experts. This can involve forums, Q&A sections, or meet-ups, providing opportunities for shared experiences and local insights.

Guided Walking Tours: Interactive guided walking tours can be part of tour applications, offering audio guides or detailed instructions to help users explore cities and landmarks on foot.

Trip Journal: Some tour applications include a trip journal feature, allowing users to document their travel experiences, such as writing notes, uploading photos, and recording memories. This feature serves as a personal travel diary and can be shared with friends or kept private for personal reflection.

Cultural Etiquette Tips: To help travellers navigate different cultural contexts, tour applications may provide tips and guidelines on local customs, etiquette, and social norms. Understanding these cultural nuances enhances the travel experience and fosters respectful interactions with locals.

Event Calendars: Tour applications often feature local event calendars that highlight festivals, concerts, exhibitions, and other cultural or social activities happening in the destination. This allows travellers to plan their itinerary around special events and experiences.

Sustainable Travel Options: As sustainability becomes increasingly important, some tour apps focus on promoting eco- friendly travel options. This includes recommendations for green accommodations, sustainable activities, and low-impact travel practices.

Language Learning Tools: To assist travellers in overcoming language barriers, some apps incorporate language learning tools or phrasebooks. These features help users learn basic phrases and communication skills in the local language.

Travel Safety Alerts: In addition to general safety features, travel applications may provide specific safety alerts related to natural disasters, political unrest, or other significant events that could impact travel plans. This information helps users stay informed and make necessary adjustments to their itineraries.

Custom Travel Packs: Tour applications may offer customizable travel packs that include essential items or recommendations based on the type of trip (e.g., adventure, luxury, business). These packs help travellers prepare effectively for their specific travel needs.

Travel Mood and Wellness Tracking: Some apps incorporate mood and wellness tracking features that allow users to monitor their well-being during their trip. This can include tracking sleep, stress levels, and overall health, helping travellers manage their comfort and enjoyment.

Destination Alerts: Travellers can set alerts for specific destinations to receive updates on new attractions, deals, or changes in local conditions. This feature helps users stay informed about relevant updates and opportunities related to their travel plans.

Multi-Currency Support: Tour applications often support multiple currencies, allowing users to view prices, make transactions, and manage expenses in their preferred currency. This feature simplifies financial management for international travellers.

Custom Travel Planning Tools: Customizable planning tools allow users to create detailed travel plans, set goals, and track progress. These tools can help travellers organize their trips more effectively and achieve their travel objectives.

Local Business Listings: Tour applications may feature listings of local businesses, such as shops, markets, and service providers, helping travellers find essential services and local goods.

Emergency Contact Features: Integration with emergency contact services enables users to quickly reach out to local emergency services or their personal contacts in case of urgent situations.

Travel Insurance Integration: Apps may offer integration with travel insurance providers, allowing users to compare, purchase, and manage their travel insurance policies directly within the app.

Health and Safety Information: Up-to-date health and safety information, including COVID-19 guidelines and vaccination requirements, is increasingly included in tour apps. This feature helps travellers stay informed about health protocols and ensure their safety while traveling.

Interactive Itinerary Sharing: Users can create and share interactive itineraries with travel companions or social networks. This feature allows for collaborative planning and ensures everyone is informed about the travel schedule.

Virtual Assistance: Advanced tour apps may offer virtual assistants powered by AI to answer user questions, provide travel tips, or help with bookings. This real-time assistance adds a layer of convenience and support.

Custom Travel Planning Tools: Customizable planning tools allow users to create detailed travel plans, set goals, and track progress. These tools can help travellers organize their trips more effectively. (Barragáns-Martínez and Costa-Montenegro,2013)

2.1.2.2 Importance of Customization of Tour Application Features

Customization has become a key component in enhancing the user experience across various digital platforms, and tour applications are no exception. In an era where consumers expect personalized experiences tailored to their individual preferences and needs, the ability to customize features within tour applications is more important than ever. This customization not only empowers users to shape their travel experiences according to their unique desires but also ensures that the app remains relevant and useful throughout their journey. By allowing users to personalize their interactions, tour applications can deliver more targeted recommendations, simplify navigation, and improve overall satisfaction, making them indispensable tools for modern travellers. (Camilleri,2015)

Tailored Recommendations: Customization allows tour apps to offer personalized recommendations based on individual user preferences, past behaviour, and current location. By analysing user data, apps can suggest destinations, activities, and services that align with users' specific interests and needs. This personalization improves the relevance of recommendations and enhances user satisfaction by providing more suitable options.

Enhanced User Experience: Customizable app features, such as adjustable settings and personalized dashboards, make the app more intuitive and user-friendly. Users can configure the app according to their preferences, such as setting notification preferences, choosing display options, or selecting favourite travel types. This customization improves the overall user experience by making the app more aligned with individual preferences and easier to navigate.

Efficient Planning and Management: Customizable itinerary management and booking options allow users to tailor their travel plans according to their specific requirements. This flexibility includes selecting preferred airlines, accommodation types, or activity options. By accommodating individual preferences, customization helps users plan and manage their trips more efficiently, ensuring that their travel arrangements meet their needs.

Increased Engagement: Personalization and customization features can boost user engagement with the app. When users receive content and recommendations that are relevant to their interests, they are more likely to interact with the app regularly and use it for various aspects of their travel planning. Increased engagement can lead to higher satisfaction and a greater likelihood of continued use.

Improved Relevance and Efficiency: Customizing features such as search filters, recommendation algorithms, and notifications ensures that users receive information and suggestions that are relevant to their travel preferences and current situation. This relevance enhances the efficiency of the app by helping users quickly find the options that best suit their needs, reducing the time spent searching and increasing the likelihood of successful bookings. (Melro et al., 2021)

2.1.2.3 Benefits of Tour Application Features for Tourists

Easy Travel Planning – Tour applications provide itinerary creation tools, helping tourists plan their trips efficiently by suggesting attractions, accommodations, and activities based on preferences.

Real-Time Navigation & Maps – GPS-based navigation and offline maps guide tourists to their destinations, reducing the chances of getting lost and enhancing convenience.

Instant Booking & Reservations – Tourists can book flights, hotels, local transportation, and activities through a single platform, saving time and effort.

Language Translation & Communication – Built-in translation features help overcome language barriers, allowing tourists to interact with locals and navigate foreign destinations with ease.

Personalized Recommendations – AI-driven recommendations suggest attractions, restaurants, and experiences tailored to individual preferences and past behaviours.

Augmented Reality (AR) & Virtual Tours – AR features enhance sightseeing by providing historical and cultural insights, while virtual tours allow tourists to explore destinations before visiting.

Offline Accessibility – Many apps provide offline access to maps, itineraries, and essential travel guides, ensuring usability in areas with poor or no internet connection.

Safety & Emergency Assistance – Emergency contact features, safety tips, and real-time alerts help tourists stay informed and secure during their travels.

Reviews & Ratings – User-generated reviews help travelers make informed decisions about accommodations, restaurants, and attractions based on the experiences of others.

Expense Management – Budgeting tools and expense trackers help tourists manage their travel expenses efficiently, avoiding overspending.

Local Event & Activity Updates – Notifications about cultural events, festivals, and activities help tourists experience a destination's unique offerings.

Seamless Connectivity – Integration with ride-hailing services, public transportation information, and digital payment options ensure smooth travel transitions.

Eco-Friendly Travel – Some applications offer sustainable travel suggestions, including eco-friendly accommodations and transport options.

2.1.3 Challenges in Using Tour Application Features

While tour applications have significantly transformed the way travellers plan and manage their trips, they are not without their challenges. Users often face a variety of problems that can detract from the convenience and efficiency these apps are meant to provide. One common issue is technical glitches, such as app crashes, slow performance, or bugs, which can be particularly frustrating when they occur at critical moments like booking a flight or checking into a hotel. These disruptions can undermine the app's reliability and leave users feeling frustrated or stranded.

Data privacy and security concerns also loom large for many users. As tour applications collect and store sensitive personal and financial information, there is always the risk of data breaches or unauthorized access. Users may be wary of how their information is being handled and whether adequate security measures are in place to protect it, which can deter them from fully utilizing the app's features.

Another challenge is the overwhelming number of options and complex features that some tour applications offer. While a wide array of choices can be beneficial, it can also lead to decision fatigue, where users find it difficult to make a selection due to the sheer volume of information. This complexity can make the app less user-friendly, particularly for those who are less tech-savvy or unfamiliar with the interface.

In addition to these issues, the accuracy and timeliness of the information provided by tour apps are crucial. However, there are instances where users encounter outdated or incorrect data, which can lead to significant inconveniences such as missed reservations or incorrect travel itineraries. This can erode trust in the app and make users hesitant to rely on it for future travel plans.

Moreover, the reliance on internet connectivity poses a significant challenge, especially when traveling to remote areas with limited or no access to mobile networks. While many apps offer some offline functionality, this is often insufficient for users who need full access to their travel details. The inability to retrieve vital information without an internet connection can lead to stress and uncertainty during the journey.

Finally, customer support—or the lack thereof—can be a major pain point for users. When something goes wrong, timely and effective support is essential, but not all tour applications provide adequate customer service. Long wait times, unhelpful responses, or difficulty in reaching support staff can exacerbate the problems users face, leaving them to resolve issues on their own. (Chuang,2023)

Technical Glitches: Users may experience technical problems with the app, such as crashes, slow performance, or bugs. These issues can disrupt the user experience, especially if they occur during critical moments such as booking

or navigating. Technical glitches can lead to frustration and negatively impact the overall effectiveness of the app.

Data Privacy and Security: The collection and storage of personal and travel data raise concerns about data privacy and security. Users may be apprehensive about how their information is being used and whether it is protected from unauthorized access or breaches. Ensuring robust security measures and transparent data practices is essential to address these concerns and build user trust.

Overwhelming Options and Complexity: The sheer volume of options and features available in some tour apps can be overwhelming for users. Navigating through numerous choices, settings, and features may lead to confusion or decision fatigue. Simplifying the app's interface and providing clear guidance can help users make more informed decisions and reduce the complexity of using the app.

Inaccurate or Outdated Information: Occasionally, tour apps may provide incorrect or outdated information regarding bookings, availability, or local conditions. Inaccurate data can lead to misunderstandings or issues during travel, such as double bookings or missed flights. Ensuring the accuracy and timeliness of information is crucial for maintaining user trust and preventing disruptions.

Limited Offline Functionality: While many apps offer offline access to essential information, some features may still require an internet connection. This limitation can be problematic for travellers in areas with poor or no connectivity. Providing more robust offline capabilities or alternatives can help address this issue and improve the app's usability in diverse conditions.

Customer Support Challenges: Users may encounter difficulties accessing adequate customer support if they experience issues with their bookings or app functionality. Inefficient or unresponsive customer service can exacerbate problems and negatively affect the user experience. Improving the availability

and quality of customer support is essential for addressing user concerns effectively.

High Data Usage: Some tour apps can consume a significant amount of mobile data, which may be a concern for users with limited data plans or when traveling internationally. High data usage can lead to additional costs or connectivity issues. Implementing features that optimize data consumption or provide options for managing data usage can help mitigate this problem. (Czernek, 2014)

2.2 Empirical studies

2.2.1 Research studies conducted outside India

Çakar and Seyitoğlu (2016) conducted a study on "Youth Tourism: Understanding the Youth Travellers' Motivations" in Antalya, Turkey. The study delved into the concept of youth tourism, focusing specifically on the motivational factors that drove young people to travel. Acknowledging tourism as a vibrant and rapidly expanding industry with significant contributions to global economic growth, the research highlighted the increasing attention being paid to different market segments within the tourism industry, particularly youth travel. The international recognition of youth tourism had garnered considerable interest from policymakers and tourism authorities, making it a crucial area of study. To explore this topic, the researchers employed a qualitative research design, utilizing a comprehensive literature review as the primary method. This approach allowed them to systematically examine and synthesize existing studies, theories, and data related to youth tourism, offering insights into the various factors that motivated young travellers. The literature review served as the main tool for gathering and analysing information, drawing from a wide range of academic papers, reports, and publications. As the study was based on secondary data, it did not involve primary data collection or a specific sample size. The conclusion drawn from this research emphasized the complexity of motivational factors that influenced youth tourism, providing valuable insights for policymakers and tourism stakeholders aiming to better understand and cater to this important segment of the tourism market.

Blomgren and Ljungström (2018) conducted a study on "Youth Tourism – Impacts on Places from a Consumer Perspective" in Sweden. The study centre on exploring how youth travellers perceived and evaluated the impacts of youth tourism on the places they visited, a subject that had received limited attention despite the growing relevance of youth tourism. Adopting a consumer perspective, the research examined the ways in which youth tourism affected destinations, with a particular focus on sociocultural, economic, and environmental dimensions. To address this, the study employed a deductive approach, reviewing existing literature on youth tourism, its impacts, and the concept of place. The research design was based on a case study methodology, utilizing mixed methods to gather comprehensive data. This included quantitative data collected through a structured survey questionnaire and qualitative insights obtained from in-depth interviews with youth travellers. The survey provided a broad overview of how youth travellers perceived their impact on destinations, while the interviews offered a deeper exploration of their attitudes and behaviours concerning the sociocultural, economic, and environmental aspects of their travel. The study concluded that the impacts of youth tourism on destinations were influenced by the current state of the place and its capacity to host youth travellers. The behaviour and number of youth travellers played a crucial role in determining the sociocultural, economic, and environmental effects, both locally and globally. The research contributed to the development of theory regarding youth tourism, serving as a pre-study that highlighted the importance of understanding the segment's own perceptions of their impacts.

Thennakoon et.al (2019) conducted a study on the "TOURGURU: Tour Guide Mobile Application for Tourists" in Malabe, Sri Lanka. The study focused on developing a tour guide mobile application that leveraged cloud computing, machine learning, and Augmented Reality (AR) to enhance the tourism experience. The application was designed to guide users along the most suitable routes to their destinations while recommending attractions along the way. It also provided an auditory narration about monuments and points of interest as tourists walked or drove through the suggested routes. The study incorporated two AR features: one that helped tourists identify the direction of specific

attractions from high vantage points and another that utilized 3D object modelling to give users an immersive experience of Points of Interest (POIs). The research employed a design that integrated advanced technologies to create a user-friendly and informative travel experience. The tool used was the tour guide mobile application, and the sample size included users who tested the app's functionalities. The study concluded that the integration of AR, machine learning, and cloud computing in the application significantly enhanced the user's tourism experience by providing interactive and informative features that enriched their journey.

Gorbatov and Chuvatkin (2020) conducted a study on "The Research of Youth Travel Preferences" in Sochi, Russia. The study focused on understanding the tourist preferences of young people, particularly in regions with significant tourism potential. Recognizing the youth segment as both promising and currently underserved by existing tourism policies, the research aimed to explore the motivations and preferences that drove young people's choices in tourism. The study addressed the growing importance of youth tourism and sought to answer key questions about what young people were looking for in their travel experiences. To achieve these objectives, the researchers employed a mixed-method research design, combining a sociological survey with statistical analysis. This approach allowed them to identify the most significant tourist motives among young people and to segment these preferences by different youth age groups. By doing so, the study provided a detailed understanding of the valuemotivational attitudes of various youth subgroups, offering insights into how these preferences contributed to the overall tourist behaviour of the younger generation. The sociological survey served as the primary tool for gathering data, although the specific sample size was not mentioned. The study concluded that there was a noticeable gap between the interests of young people and the current understanding of their needs in the tourism market. The research highlighted the discrepancies between what young people wanted and what was currently offered by tourism policies and products. These findings underscored the importance of tailoring tourism offerings to better align with the preferences of the youth segment, ultimately leading to more effective engagement and satisfaction within this demographic.

Poddubnaya et al. (2021) conducted a study titled “Marketing Research into Youth Tourist Preferences” in Krasnodar, Russia, aiming to analyze the consumer preferences of young people in the modern tourism market. The research was conducted through an online survey using the Yandex Forms service from October to December 2020. The survey was distributed via the Internet and by telephone, with 5,600 participants, primarily students and young people aged 18-30 from the Krasnodar Region. The questionnaire, consisting of 12 questions, gathered data on respondents' personal characteristics, frequency of using tourist services, key factors influencing consumer choices, preferred types of recreation and destinations, and main channels for purchasing travel services. The study found that young people, who tend to be fewer demanding consumers, prioritize ergonomics, affordability, and varied programs tailored to their age over the high quality of services. They favor a mix of tourism types, combining passive and active tourism, educational and sports activities, guided tours, and games like airsoft. Additionally, young people prefer to travel more than twice a year, organize their trips independently rather than through travel agencies, opt for shorter trips (three to seven days), and primarily use the Internet to purchase travel services. Seaside and mountainous regions are considered the most appealing destinations by this demographic.

Dias (2021) conducted a study on “Impact of Mobile Applications in Changing the Tourist Experience.” The study focused on exploring the impact of technology, particularly mobile technology, on the tourist experience. It examined how new technologies influenced the behaviour of modern tourists and the role mobile technology played in reshaping the overall tourism experience. The research delved into the phenomenon of mobile tourism, highlighting how mobile applications had transformed the way tourists engaged with their travel experiences. Additionally, the study investigated the spillover effects of these technological changes on the use of mobile applications within the tourism industry. To achieve these objectives, the researchers employed a mixed-method research design that included both quantitative and qualitative analyses. The quantitative aspect involved a survey conducted with 110 Portuguese tourists who actively used mobile travel applications, providing a broad understanding of their experiences and perceptions. Complementing this,

the qualitative analysis consisted of two in-depth interviews with administrators of mobile application development companies, offering insights into the industry's perspective. Furthermore, the research included the analysis of four case studies to provide a comprehensive view of the impact of mobile technology on tourism. The study's conclusions revealed that smartphones and mobile travel applications significantly altered the tourist experience. Tourists perceived that smartphone had led to changes in the activities they engaged in and the emotions they experienced during their travels. Notably, social applications that facilitated staying in touch with friends and family and enhanced security were identified as key factors in these changes. Overall, the study underscored the profound influence of mobile technology on modern tourism, highlighting its role in shaping new patterns of tourist behaviour and experience.

Wang and Dan (2022) conducted a study on “Experience with Travel Mobile Apps and Travel Intentions—The Case of University Students in China” in Shijiazhang, China. The study explored how the features of travel applications influenced university students' experiences and their intentions to travel, particularly within the context of the growing use of smartphones and e-hailing apps. Grounded in the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM), the research examined the relationship between the perceived ease of use, content quality of travel apps, and their impact on students' attitudes, perceived behavioural control, and travel intentions. The researchers adopted a quantitative research design and utilized a structured questionnaire to gather data from the participants. The study's tool assessed various aspects of travel app features, such as usability, content relevance, and overall satisfaction. The sample size included a substantial number of university students. The study concluded that the ease of use of travel apps had a more significant influence on students' attitudes, perceived behavioural control, and travel intentions compared to content quality. This finding suggested that simplifying the user interface and improving the functionality of travel apps could enhance the user experience and positively impact travel intentions. The study offered valuable insights for stakeholders aiming to design better travel

applications, emphasizing the importance of user-friendly designs in improving user satisfaction and travel related outcomes.

Smith and Ivett (2022) conducted a study on "A Critical Evaluation of Mobile Guided Tour Apps: Motivators and Inhibitors for Tour Guides and Customers" in Budapest, Hungary. The study focused on identifying the motivators and inhibitors that influenced the use of mobile tour guiding apps from the perspectives of both tour guides and customers. The research aimed to provide valuable insights into the challenges involved in designing and developing these apps by evaluating an existing tour guiding app, specifically the Ego-trips App. The study also offered recommendations for further improvements in app design and functionality. To achieve these objectives, the researchers employed a qualitative research design, conducting in-depth interviews with tour guides who used the Ego-trips App and a sample of their customers. This method allowed for a detailed exploration of the experiences and attitudes of both guides and tourists regarding the use of mobile tour guiding apps. The study did not specify the exact sample size, but the interviews provided rich qualitative data that informed the research findings. The conclusions of the study highlighted the importance of usability in mobile tour guiding apps, emphasizing the readiness of tour guides to adopt and promote these technologies, as well as the experiences and preferences of potential customers. The findings contributed to the broader technology acceptance literature, particularly in the relatively underresearched area of mobile app technology acceptance in the context of guided tours, offering valuable insights for app designers and developers.

Kalgi et. al (2023) conducted a study on "A Study on the Role of Online Travel Agencies to Promote Tourism in India" in Pune, India. The study focused on examining the perceptions of tourists from eastern Uttar Pradesh who had experienced both traditional travel methods and online travel portals (OTPs). The research aimed to understand how these tourists perceived the shift towards online travel services and their opinions on disintermediation, where traditional travel agencies were bypassed in Favor of direct online bookings. The study investigated tourists' preferences in choosing travel services based on factors

such as the length of stay, demographic characteristics, and socio-economic status, thereby providing insights into their purchasing behaviour. The research followed a mixed-method design, combining quantitative and qualitative approaches to gather comprehensive data on tourist perceptions. The primary tools for data collection included surveys and interviews, targeting tourists who had used both traditional and online travel services. The sample size, although not explicitly mentioned, presumably included a significant number of tourists from the region to ensure the findings were representative. The study concluded that while online travel portals had significantly impacted the traditional travel agency model by offering convenience and accessibility, traditional agencies still held value, particularly in providing personalized services and expert advice. Tourists with specific needs or preferences tended to appreciate the individual touch that traditional agencies offered, despite the growing trend towards online bookings. The research highlighted the ongoing relevance of traditional travel agencies, especially for certain demographic groups and travel scenarios, even as online platforms continued to gain popularity.

2.2.2. Research studies conducted in India

Sharma, Sehrawat, and Chauhan (2014) conducted a descriptive study at Jaypee University of Information Technology, Waknaghat, to explore the domestic tourism destination preferences among Indian youth. Using a questionnaire, they gathered data from a sample of 120 students. The study aimed to identify the preferred domestic tourism destinations among young people in India and to examine the factors influencing their destination choices. The findings revealed that youth prioritize adventure and scenic beauty when selecting a tourism destination. Additionally, the study showed that young tourists are most influenced by their friends' opinions, followed by the influence of family members, when deciding on a destination.

Mathur et.al (2017) Carried out research on “Moving Beyond Market Research: Demystifying Smartphone User Behaviour in India”. The study utilized an Android app released on Google Play as the primary tool for data collection, which was installed by 215 users. Over a period of 8 months, this

app logged an extensive dataset comprising 11.9 million data points related to smartphone usage behaviour. To complement this quantitative data, the researchers also conducted a survey with 55 users and semi-structured interviews with 26 users, providing a deeper understanding of their smartphone usage habits. The study concluded that Indian smartphone users exhibited distinct behaviours compared to users in other geographical contexts. Notably, Indian users were found to spend significant time on their smartphones after midnight, frequently check notifications without attending to them, and display a high level of consciousness about their smartphone battery life. The findings highlighted unique characteristics of mobile consumerism among Indian users, which are shaping their smartphone usage behaviour in significant ways.

Patel and Ayre (2020) conducted a study titled “A Study on Problems Faced by Tourists While Travelling Abroad with Respect to South Gujarat” to identify the challenges encountered by tourists when traveling abroad and the factors influencing these experiences. The research involved collecting data through a questionnaire from 103 frequent travellers using a purposive sampling technique. The findings revealed a significant association between gender and the cleanliness of toilets. Common issues faced by travellers included unclear and uncomfortable rooms, as well as noisy neighbors. These problems were more impactful than issues such as staff and customer service or sunburn. Additionally, losing a boarding pass, losing luggage, mosquito bites, staff ignoring "do not disturb" signs, and the lack of free Wi-Fi were among the most strongly felt challenges for travellers.

Syed et.al (2021) conducted a study on “a travel guide android application” at Raipur, India. The study focused on developing an Android application designed to assist users in managing their tours effectively through mobile computing. The app was tailored to meet users' complete travel requirements and needs at their chosen locations. By providing default categories, it helped users plan their trips efficiently, offering detailed guidance on tourist places with customized descriptions for each location. Additionally, the app enabled users to search for specific locations and set parameters for route planning, which enhanced the overall travel experience. A unique feature of the application was

its ability to provide travellers with awareness of current COVID-19 situations and naxalite-affected areas, ensuring a safer journey. The "Trekking/Camping" category, which combined "Hill stations" and "Adventure sports," was considered particularly appealing.

Chowdary et. al (2022) conducted a study on the “Travel with Us” mobile application in Punjab, India. The study focused on the evolution of the tourism industry, particularly emphasizing the role of mobile applications and the profound impact of the COVID-19 pandemic on this sector. The researchers explored how smartphones, due to their advanced computing capabilities and widespread adoption, had become essential tools for travel, significantly influencing how tourists planned and experienced their journeys. Additionally, they examined the challenges and opportunities presented by the pandemic, highlighting the role of technology in facilitating the recovery of the tourism industry through safe, seamless, and touchless travel experiences. The study also addressed the features and problems associated with existing tourist applications, aiming to identify gaps that new applications could address.

To investigate these aspects, the researchers adopted a mixed-methods research design. This approach included both qualitative and quantitative elements. The quantitative analysis derived from surveys and market data highlighted trends such as the popularity of travel-based mobile apps, which ranked as the 7th most downloaded category, and the preference of 60% of smartphone users to use these apps for planning leisure tours. The qualitative aspect involved an in-depth analysis of the evolution of the tourism industry, the impact of digital transformation, and the specific effects of the COVID-19 pandemic on travel behaviours.

The study concluded that the tourism industry had undergone significant changes due to digital transformation, with mobile applications playing a crucial role in this shift. The COVID-19 pandemic further accelerated the need for technological solutions that ensured safe and efficient travel. The research highlighted the necessity for innovative applications that could address the current challenges faced by the tourism industry, particularly in the wake of the

pandemic, and suggested that new developments in this area were critical for the sector's recovery and future growth.

Badhe et. al (2022) conducted a study on the “Indian Tour Advisor App” in Nagpur, Maharashtra. The study focused on the development of an innovative Indian Tourist Guide app, designed to enhance the travel experience by leveraging advanced technologies such as Android, Memetic Algorithms, and Content-Based Image Retrieval (CBIR). The motivation behind the study stemmed from the growing reliance of the new generation on technology for various daily tasks, including messaging, bill payments, bookings, and entertainment. Recognizing this trend, the researchers aimed to create a flexible and unique mobile application tailored to the needs of tourists in India.

The app’s design integrated a Memetic Algorithm, which was used as a local search database to optimize searches from local to global evolutionary computation, thereby enhancing the app’s performance in providing relevant and accurate information. Additionally, the incorporation of CBIR technology ensured that the app could deliver precise results by retrieving and analysing content-based images, further improving the accuracy of the information provided to users. The app also included features that allowed users to set their budgets and plan seasonal tours, along with booking hotels and accessing nearby utilities, making it a comprehensive tool for travellers. The researchers employed a development-focused research design, with the primary tools being Android development environments, algorithms, and image retrieval systems. The sample size or specific user data for testing the app was not mentioned, as the study primarily emphasized the technical aspects of app development.

The study concluded that the Indian Tourist Guide app represented a significant advancement in the field of mobile tourism applications. By integrating cutting-edge technologies, the app offered a highly accurate, user-friendly, and flexible solution for tourists. The implementation of the Memetic Algorithm and CBIR ensured that users received tailored and precise recommendations, making the app a valuable tool for enhancing the overall travel experience in India.

Patil et. al (2022) conducted a study on the "Smart Tourist Application" in Mumbai, India. The study focused on the development of a smart tourist application powered by artificial intelligence (AI), designed to assist users in planning their trips more efficiently. The application was equipped with multiple features aimed at enhancing the travel experience, such as location detection using GPS, which allowed users to receive suggestions for nearby hotels, restaurants, and other points of interest based on their current location. Additionally, the app included a landmark detection feature that provided users with information about a place based on images they uploaded, along with recommendations for nearby attractions and services, making it a valuable tool during travel.

The research followed a development-oriented design, emphasizing the integration of AI with GPS and image recognition technologies to create a comprehensive tourist guide app. The study's primary tools included AI algorithms for location detection and image-based landmark identification, though specific details about the testing phase, such as sample size or user data, were not provided. The study appeared to be more focused on the technical development and potential benefits of the app rather than extensive user testing. The smart tourist app represented a significant step forward in AI-based travel planning solutions. By incorporating features like GPS-based location detection and landmark recognition, the app not only helped users plan their trips but also provided real-time assistance while they were traveling. This combination of features made the application highly beneficial for tourists, offering a seamless and informative travel experience. The study highlighted the app's potential to revolutionize how travellers interacted with their surroundings and made informed decisions during their journeys.

Bhave et.al (2022) Carried out research on "Understanding the orientation of gen y toward mobile applications and in-app advertising in India". The study focused on understanding the attitudes of Generation Y in India toward in-app advertising and branded mobile applications, given the significant rise in smartphone usage among this demographic. The researchers aimed to comprehend how Gen Y individuals interact with brands through mobile applications, as marketers increasingly targeted this group via phone media. The

study followed a qualitative research design, utilizing focus group discussions and in-depth interviews to gather consumer insights. The tool used for data collection included these focus group discussions and interviews, and the sample size consisted of Generation Y individuals who were heavy users of smartphones. The study concluded that several key factors influenced the attitude of consumers toward in-app advertising, including their involvement with the app, the hindrance caused by ads, screen size, contextualization, personalization, relevance, credibility, permission, control, and incentives. The findings provided valuable insights for marketers and highlighted areas for further research in mobile marketing.

2.3. Conclusion

The studies conducted in outside India focused on provided valuable insights into youth tourism and the role of technology in enhancing travel experiences. Research has explored youth tourism motivations and the impacts on destinations, including the development of tour guide mobile apps and the preferences of young travellers. Additionally, the influence of mobile applications on tourism, particularly in shaping travel intentions and experiences, has been examined. The role of online travel agencies in promoting tourism and the relevance of traditional travel services have also been highlighted.

The studies conducted in India focused on the studies conducted in India provide a comprehensive understanding of the evolving landscape of tourism and mobile technology among Indian youth. These studies collectively highlight the growing influence of technology on travel preferences and behaviours, particularly among younger generations. The research underscores the importance of adventure, scenic beauty, and social influence in shaping destination choices, as well as the distinct smartphone usage patterns observed among Indian users. The development of innovative mobile applications tailored to the needs of Indian tourists has emerged as a significant trend, with features designed to enhance safety, convenience, and personalization in travel planning. Additionally, the findings emphasize the unique characteristics of Indian consumers, such as their attitudes towards in-app advertising and mobile consumerism. Overall, these studies contribute valuable insights into the intersection of technology, tourism, and consumer behaviour in India, offering

guidance for future developments in mobile tourism applications and marketing strategies.

There was a dearth of research identified in Extent of knowledge, use and problems experienced among youth with regards to features of tour applications. Therefore, the researcher was interested in carrying out an investigation on the particular topic focusing on features of tour applications.

METHODOLOGY

CHAPTER - III
METHODOLOGY

Research methodology is a coherent group of methods that harmonize one another and that have the capability to deliver data and findings that will reflect the research question and suit the researcher's purpose. (Creswell and Creswell, 2018). The research design, sample size, sampling procedure, tool for data collection and operational definitions of the study are briefly explained in this chapter. The present study aims to study extent of knowledge, use and problems experienced among youth with regards to features of tour applications. In order to achieve the aim of the study a detailed plan of work was followed which is presented in this chapter as follows:

3.1 Research Design

3.2 Variables and Conceptual frame work under study

3.3 Operational Definitions

3.4 Locale of the Study

3.5 Unit of Inquiry

3.6 Sampling Size and Sampling Procedure

3.7 Selection and Description of the tools

3.8 Data Collection

3.9 Data Analysis

3.10 Development of an Educational Aid (Booklet)

3.1. Research Design

The research design for the present study was descriptive research design as it gathered demographic data of the respondents as well as their extent of knowledge, frequency of use and problems with regards to features of tour applications.

3.2 Variables and Conceptual frame work under study

There are two sets of variables under present study viz. Independent and Dependent variables.

3.2.1 Independent Variables of the respondents: For the present study the independent variables were categorized under three sub-heads:

- **Personal Variables:**

Personal variables of the respondents included age (in years), gender, educational qualification of the respondent, occupation and marital status

- **Family Variables:**

The family variables of the respondents included type of family, number of family members and family income per month.

- **Situational Variables:**

The situational variables included information of the respondents like regularity of using features of tour applications, places were travelled as well as company with whom travelled

3.2.2 Dependent variables of the respondents: For the present study dependent variable were:

- Extent of knowledge among youth with regards to features of tour applications.
- The frequency of use regarding features of tour applications among youth.
- Problems experienced among the youth with regards to features of tour application

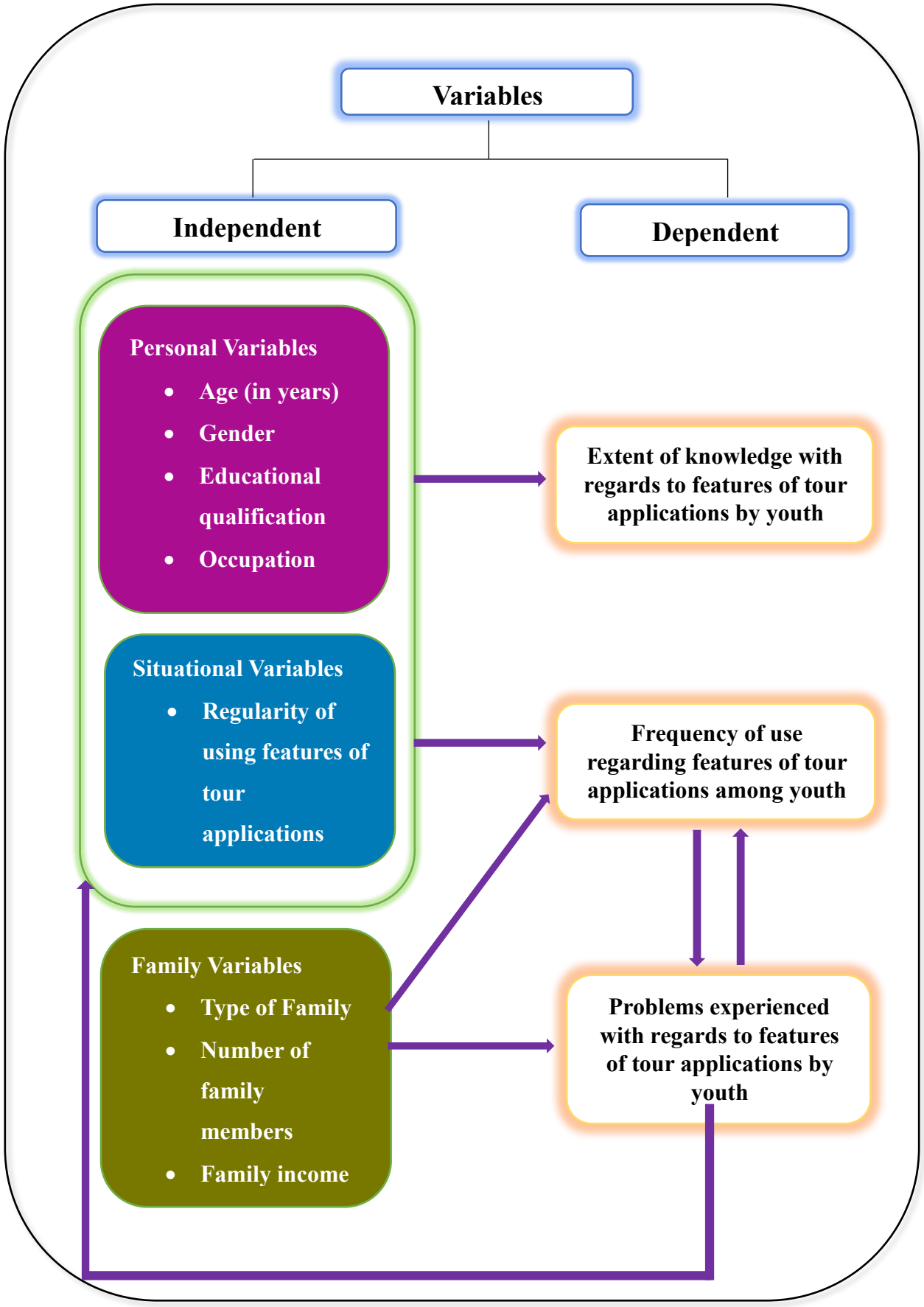

Figure 1: A schematic framework to show hypothetical relationships among variables under study

Explanation of Conceptual Framework

It is theorized that the dependent variables viz. extent of knowledge among youth with regards to features of tour applications varies with their independent variables subcategorized as personal variables viz. age (in years), gender, educational qualification and occupation and situational variables viz. regularity of using features of tour applications.

It is also theorized that the dependent variables viz. the frequency of use regarding features of tour applications by youth varies with their independent variables subcategorized as personal variables viz. age (in years), gender, educational qualification and occupation, family variables viz. type of family, number of family members, family income per month and situational variables viz. information like regularity of using features of tour applications.

It is also hypothesized that the dependent variable viz. problems experienced with regards to features of tour applications by youth varies with their independent variables subcategorized as personal variables viz. age (in years), gender, educational qualification and occupation, family variables viz. type of family, number of family members, family income per month and situational variables viz. information like regularity of using features of tour applications.

Furthermore, it is also hypothesized that frequency of use regarding features of tour applications among youth has an association with problems for features of tour applications among youth.

3.3 Operational Definitions

The operational definitions for the present study were as follows:

3.3.1 Youth

For the present study, youth is operationally defined as those respondents who were in the age group of 15-29 years at the time of data collection.

3.3.2 Features of Tour Applications

For the present study, features of tour applications is operationally defined as the specific tools, and services that the tour applications offer like itinerary planning, booking services, real-time navigation, offline access, destination guides, reviews and ratings, currency converter, language translator, weather forecasts and so on to enhance the youth's travel planning and experience.

3.3.3 Extent of Knowledge

For the present study, extent of knowledge is operationally defined as how much and how well the youth understands a particular subject, including the depth and breadth of their information and experience with regards to different features of tour applications like access to reviews and ratings from other travellers, voice-guided tours, integration with budgeting and expense tracking tools, detailed information on local dining options and sync travel plans across multiple devices.

3.3.4 Frequency of Use

For the present study, frequency of use is operationally defined as how regularly various features of tour applications like real-time tracking of travel routes during trips, customize travel recommendations based on personal interests, finding nearby dining options, local transportation options, provides access to user-generated travel guides and itineraries and so on are used by youth during their tour.

3.3.5 Extent of Problems

For the present study, problems are operationally defined as the various difficulties that the youth experience while using features of tour applications like encounter issues with the real-time tracking, receiving timely notifications about local events, technical glitches for saving and organizing travel plans, customizing travel recommendations based on personal interests and so on.

3.4 Locale of study

The study was conducted in Vadodara City, which is well-positioned with excellent accessibility to both Mumbai and Delhi through the railway network and national highways. Known as the cultural capital of Gujarat, Vadodara is the third-largest city in the western Indian state of Gujarat, following Ahmedabad and Surat. The population of Vadodara City is 2,373,000 in year 2024. [8]

3.5 Unit of Inquiry

The unit of inquiry for the present study were 180 youth of Vadodara city who were in the age group between 15 to 29 years old and were willing to participate in the study.

3.6 Sampling Technique, Sampling Size and Sampling Procedure

For the present study, purposive sampling technique was used for data collection. The sample size was 180 youth who participated in the study. The data were collected via questionnaire.

3.6.1 Inclusion Criteria

Following respondents were included in the study:

1. Respondents who had given consent to participate in this study.
2. Respondents who fell between the age group of 15 to 29 years during the time of data collection.
3. Respondents who have travelled atleast minimum 3 times in past 2 years.
4. Respondents who commute outside Vadodara city for more than 2 days.

3.6.2 Exclusion Criteria

Following respondents were excluded from the study:

1. Respondents who had not given consent to participate in this study.
2. Respondents who did not fall between the age group of 15 to 29 years during the time of data collection.
3. Respondents who have not travelled atleast minimum 3 times in past 2 years.
4. Respondents who have not commuted outside Vadodara city for more than 2 days.

3.7 Selection, Development and Description of the tool

For the present study, a questionnaire was used for collecting the data.

3.7.1 Selection of the tool

Considering the objectives framed for the present study, a questionnaire was developed. The questionnaire consisted of four sections wherein Section one included the demographic information of the respondents, Section two collected knowledge among youth with regards to features of tour applications, Section three collected information's like frequency of use regarding features of tour applications among youth and Section four collected data about problems experienced among the youth with regards to features of tour applications.

3.7.2 Description of the tool

The four sections of the tool for the study are described in detail as follow:

3.7.2.1 The questionnaire comprised of four sections which are described as below:

Section-I Demographic information: This section was further divided in three sub-heads, which are as follows-

- **Personal Variables:**

Personal Variables of the respondents included Age (in years), Gender, Educational qualification of the respondent, Marital status and occupation.

- **Family Variables:**

The family variables of the respondents included Type of family, Number of family members and family income per month.

- **Situational Variables:**

The Situational Variables included information of the respondents like regularity of using features of tour applications, places where travelled and company with whom travelled

Section-II Extent of knowledge among youth with regards to features of tour applications: This section included questions regarding knowledge among youth with regards to features of tour applications namely access to reviews and ratings from other travellers, Voice-guided tours, Integration with budgeting and expense tracking tools, detailed information on local dining options, sync travel plans across multiple devices and so on. It composed of a rating scale having 3-point continuum for the responses "To High Extent" "To Moderate Extent" and "To Low Extent" which were scored 3 through 1 respectively. High score reflected high extent of knowledge among youth with regards to features of tour applications and vice versa.

Section – III Frequency of use regarding features of tour applications among youth: This section included questions regarding frequency of use regarding features of tour applications among youth namely real-time tracking of travel routes during trips, customize travel recommendations based on personal interests, finding nearby dining options, local transportation options, provides access to user-generated travel guides and itineraries and so on. It composed of a summated rating scale of Likert type having 3-point continuum for the responses "Always", "Sometimes" and "Never" which were scored 3 through 1 respectively. High score reflected high frequency of use among youth with regards to features of tour applications and vice versa.

Section – IV Problems experienced among the youth with regards to features of tour applications among the youth: This section included questions regarding problems experienced among the youth while using features of tour applications namely encounter issues with the real-time tracking, receiving timely notifications about local events, technical glitches for saving and organizing my travel plans, customizing travel recommendations based on my personal interests and so on. It composed of a summated rating scale of Likert type having 3-point continuum for the responses "To High Extent", "To Moderate Extent" and "To Low Extent" which were scored 3 through 1 respectively. High score reflected high extent of problems experienced among the youth while using features of tour applications and vice versa.

3.7.3 Establishment of Content Validity

The scales prepared by the researcher for the present study viz. Extent of knowledge, use and problems experienced among youth with regards to features of tour applications were given to the panel of 11 judges from Department of Family and Community Resource Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara. They were requested to check the clarity and relevance of the content of each scale. A consensus of 80% among the judges was taken as a yardstick for the final tool. Minor modification as suggested by the experts were incorporated in the final tool.

3.7.4 Establishment of reliability

The reliability was established for selected scales prepared by the researcher.

Pretesting: A pilot study was conducted to find out the feasibility and clarity of the scales developed. Therefore, the developed scale was pretested on 30 respondents who had similar characteristics as of those of final respondents of the study.

Reliability of the scale: The reliability of the scale was established through internal consistency, based on the average inter-item correlation to establishing reliability. The Cronbach's alpha test has been applied on 30 samples. The formula of Cronbach's alpha is as below:

$$\alpha = \frac{N * \overline{c}}{\overline{v} + (N-1) * \overline{c}}$$

Where, N is the number of items, $\bar{c}$ = average covariance between item-pairs, $\bar{v}$ = average variance. In order to get overview of each of the scale used in present study, the reliability coefficient was as given below (Table 1). The reliability values were found to be high for all the scales as reported below.

Table 1: Overview of the scales with reliability values

Sr. no.	Scale	Reliability values
1	Extent of knowledge with regards to features of tour applications by youth.	0.85
2	Frequency of use regarding features of tour applications among youth.	0.92
3	Problems experienced with regards to features of tour applications by youth.	0.89

3.8 Data collection

The data was gathered by the researcher between November 2024 to December 2024. The questionnaire was used as a tool for data collection. The purpose of the research was explained and rapport was built to gather true responses. The questionnaire was personally given by the researchers to the respondents. The data was collected only by the respondents who enthusiastically and willingly gave the needed information for the study.

3.9 Data Analysis

The procedure used to analyse the data were categorization, coding, tabulation and statistical analysis.

3.9.1 Categorization

The following categories were made to enable researcher to analyze the data for further statistical application.

I. Age of respondents: The obtained range of the age of the respondents at the time of data collection on the basis of equal intervals are as follow:

- 15-19 yrs.
- 20-24 yrs.
- 25-29 yrs.

II. Gender of the respondents: It referred to the gender of the respondents and was categorized as below:

- Female
- Male

III. Educational qualification of the respondents: The education obtained by the respondents at the time of data collection were categorized as:

- 10th pass
- 12^{th} pass
- Diploma
- Graduation
- Post-graduation

IV. Occupation: It referred to occupation of the respondents at the time of data collection and was categorized as follow:

- Business
- Freelancer
- Part time job
- Full time job
- Student

V. Marital status: It referred to the marital status of the respondents at the time of data collection and was categorized as follows:

- Unmarried
- Married

VI. Type of family of the respondents: It referred to the type of family of the respondents at the time of data collection and was categorized as follows:

- Joint
- Nuclear

VII. **Size of family:** The type of family was categorized on the basis of the number of family members staying together in a house at the time of data collection was categorized as follows:

- 2-4 (Small)
- 5-7 (Large)

VIII. Total monthly Family income (in ₹): It referred to the monthly family income is acquired at the time of data collection from various sources in duration of a month. It was categorized as follows:

- Less than 30,000
- 30,001-60,000
- More than 60,000

IX. Regularity of using features of tour applications: ₹): It referred to how frequently respondent use features of tour application at the time of data collection.

- 1-2 times
- 3-4 times
- More than 5 times

X. Places were travelled in past 2 years: It referred to where respondent travelled in past 2 years at the time of data collection.

- Within Gujarat
- Out of Gujarat
- Out of India

XI. Company with whom have travelled in past 2 years: It referred to with whom have respondent travelled in past 2 years at the time of data collection.

- Alone
- Family
- Friends
- Colleagues
- Neighbours

XII. Extent of knowledge among youth with regards to features of tour applications: It referred to the extent of knowledge among youth with regards to features of tour applications.

Table 2: Categorization and range of scores for extent of knowledge among youth with regards to features of tour applications

Sr.no	Extent of knowledge among youth with regards to features of tour applications	Range of Score
1	To High Extent	47-60
2	To Moderate Extent	34-46
2	To Low Extent	20-33

This refers to the extent of knowledge of that youth have regarding the features of tour applications. It comprised of 20 statements related to the features of tour applications. This is reflected through a summated rating scale where respondents were asked about their knowledge of these features in terms of "To High Extent," "To Moderate Extent," and "To Low Extent." The responses were scored as 3, 2, and 1, respectively. Higher scores indicated high extent of knowledge of the features of tour applications among the respondents and vice-versa.

XIV. Frequency of use regarding features of tour applications among youth: It referred to the Frequency of use regarding features of tour applications among youth.

Table 3: Categorization and range of scores for frequency of use regarding features of tour applications among youth

Sr.no	Frequency of use regarding various features of tour applications among youth	Range of Score
1	Always	47-60
2	Sometimes	34-46
3	Never	20-33

The scale consisted of 3 statements reflecting the frequency of use regarding various features of tour applications among youth. The respondents were asked to respond on a 3-point scale in terms of the responses “Always,” “Sometimes,” and “Never,” which were scored 3 through 1, respectively. The minimum score was 20, and the maximum score was 60. The minimum and maximum possible scores were divided into three categories based on equal intervals, which were "Always," "Sometimes," and "Never." A high score reflected the respondent’s frequent use of various features of tour applications.

XV. Problems experienced among the youth with regards to features of tour applications: It referred to the problems experienced among the youth with regards to features of tour applications

Table 4: Categorization and range of scores for problems experienced among the youth with regards to features of tour applications

Sr.no	Problems experienced among the youth with regards to features of tour applications	Range of Score
1	To High extent	35-45
2	To Moderate extent	25-34
3	To Low extent	15-24

The scale consisted of 3 statements reflecting the problems experienced among youth with regards to the features of tour applications. The respondents were asked to respond on a 3-point scale in terms of the responses “To a high extent,” “To a Moderate,” and “To a Low extent,” which were scored 3 through 1, respectively. The minimum score was 15, and the maximum score was 45. The minimum and maximum possible scores were divided into three categories based on equal intervals, which were "High extent," "Moderate," and "Low extent." A high score reflected a high extent of problems experienced by the respondents regarding the features of tour applications and vice versa.

3.9.2 Weighted mean score

The weighted mean is a type of mean that is calculated by multiplying the score (or probability) associated with a particular statement.

$$W = \frac{\sum_{i=1}^{n} w_i X_i}{\sum_{i=1}^{n} w_i}$$

Where, W is weighted average, n= number of terms to be averaged, Wi = weights applied to x values and Xi = data values to be averaged.

3.9.3 Coding

Scores were given to each response, then the information from each section of the questionnaire were transferred on the excel sheet.

3.9.4 Tabulation

The data were transferred from coding sheet into tabular form to give a clear picture of findings. The data of the present research were tabulated to arrive at tables that were required for describing the data.

3.9.5 Statistical Analysis

The data were analysed employing descriptive as well as relational statistics.

Descriptive statistics: The data were presented in frequencies, percentage, mean and standard deviation.

Relational statistics: Analysis of Variance (ANOVA), Scheffe's test, t-test and Co-relation were carried out to test the hypotheses postulated for the study.

Table 5: Relational statistics applied to test the hypotheses

Test	Independent and Dependent variables
ANOVA	**Independent variables:** Age in years, Education Qualification, Occupation and Regularity of using features of tour applications **With** **Dependent variable:** Extent of knowledge among youth with regards to features of tour applications **Independent variables:** Age in years, Education Qualification, Occupation, Number of family members, Family income per month and Regularity of using features of tour applications **With** **Dependent variable:** Frequency of use regarding features of tour applications among youth **and** **Dependent variable:** Problems experienced among the youth with regards to features of tour applications
t-test	**Independent variables:** Gender **With** **Dependent variable:** Extent of knowledge among youth with regards to features of tour applications **Independent variables:** Gender and Type of family **With** **Dependent variable:** Frequency of use regarding features of tour applications among youth **and** **Dependent variable:** Problems experienced among the youth with regards to features of tour applications
Co-relation	**Dependent variable:** Frequency of use regarding features of tour applications among youth **with** **Dependent variable:** Problems experienced among the youth with regards to features of tour applications

3.10 Development of an educational aid

A booklet was developed to create awareness among youth regarding the features of tour applications. The educational aid included an introduction to tour applications, their features, and the benefits of using these applications for travel planning. A panel of experts from the field of tourism and technology was requested to validate the importance of the topic, content, and language clarity of the text. The suggestions provided by the experts were carefully considered, and the necessary revisions were made to enhance the content's relevance and clarity. Changes were implemented based on expert feedback to ensure the leaflet was informative and accessible to the target audience.

FINDINGS AND DISCUSSION

CHAPTER-IV
FINDINGS AND DISCUSSIONS

An attempt was made to identify the extent of knowledge, use and problems experienced among youth with regards to features of tour applications. This chapter deals with presenting, interpreting and discussing the findings obtained by the analysis of the data collected through interview and observation schedule. The results are presented in the following sub sections:

Section: I Background information of the respondents

Section: II Extent of knowledge among youth with regards to features of tour application

Section: III Frequency of use regarding features of tour applications among youth

Section: IV Problems experienced among the youth with regards to features of tour applications among the youth

Section: V Testing of Hypothesis

Section: I

4.1 Background Information of the respondents

The section deals with the background information regarding youth. The results regarding data on personal, family and situational variables of the respondents are presented here.

4.1.1 Personal Information: This section contained information regarding age (in years), gender, educational qualification, marital status and occupation, of the respondents.

Table 6: Distribution of the respondents according to their Personal Information

Sr. No.	Personal Information of the Respondents	Respondents (n= 180)	
		f	%
1.	**Age (in years)**		
	15-19	54	30
	20-24	73	40.56
	25-29	53	29.44
	Mean	21.97	
	Standard Deviation	3.86	
2.	**Gender**		
	Male	61	33.88
	Female	119	66.11
3.	**Educational Qualification**		
	10th pass	25	13.88
	12th pass	36	20
	Diploma	34	18.88
	Graduate	50	27.77
	Post-graduate	35	19.44
4.	**Occupation**		
	Business	27	15
	Freelancer	4	2.22
	Full Time Job	26	14.44
	Part Time Job	10	5.55
	Student	113	62.77
5.	**Marital status**		
	Married	21	11.66
	Unmarried	159	88.33

1. Age (in years)

The respondents were categorized into three age groups. The largest proportion, 40.56 per cent, of the respondents fell in the 20-24 years category, followed by 30 per cent in the 15-19 years group and 29.44 per cent in the 25-29 years category. The mean age was 21.97 years, and the standard deviation was 3.86 years.

2. Gender

The gender distribution shows that the majority of respondents were females, accounting for 66.11 per cent, while males make up 33.88 per cent.

3. Educational Qualification

The findings with regards to educational qualification indicates that 27.77 per cent of them were graduates, followed by postgraduates at 19.44 per cent. A significant number of respondents had completed a diploma with 18.88 per cent or 12th grade at 20 per cent, while 13.88 per cent had completed only 10th grade.

4. Occupation

The majority of respondents, 62.77 per cent, were students. Among those who are working, 15 per cent were engaged in business, while 14.44 per cent had full-time jobs. A smaller portion was involved in part-time jobs at 5.55 per cent and freelancing at 2.22 per cent respectively.

5. Marital Status

A large proportion of respondents, 88.33 per cent, were unmarried, while only 11.66 per cent were married.

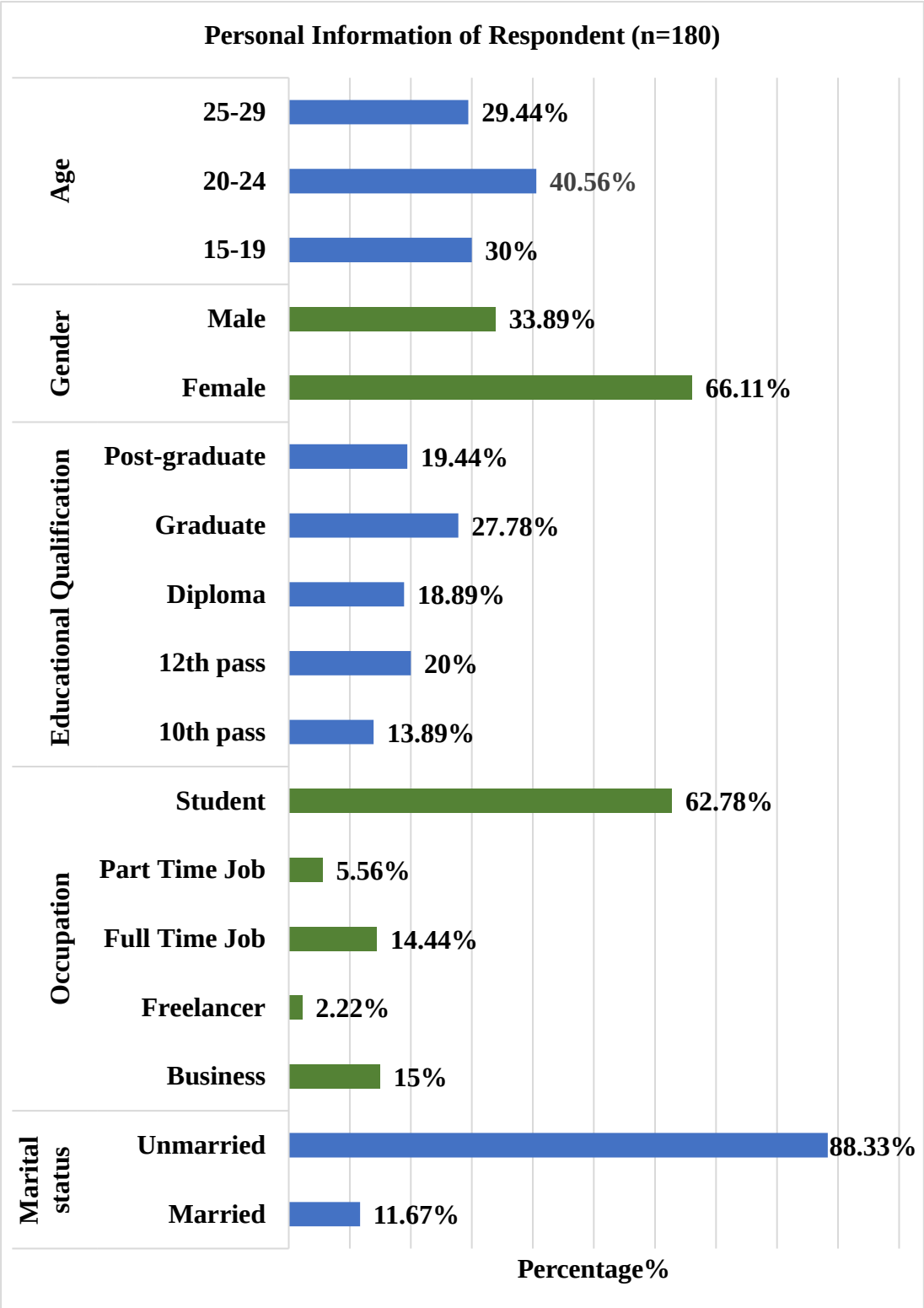

Figure 2: Percentage distribution of the respondents according to their personal information

4.1.2 Family Information: This section contained information about family variables viz; type of family and size of family and monthly family income (in ₹) of the respondents.

Table 7: Distribution of the respondents according to their family information

Sr. No.	Family Information	Respondents (n= 180)	
		f	%
1.	**Type of family**		
	Joint	40	22.22
	Nuclear	140	77.78
2.	**Size of the family**		
	2-4	125	69.45
	5-7	35	19.44
	8-11	20	11.11
	Mean	4.31	
	Standard Deviation	2.18	
3.	**Total monthly family income**		
	₹20,000-₹40,000	4	2.22
	₹40,001 - ₹60,000	122	67.77
	₹60,001-₹80,000	54	30
	Mean	₹51,905.56	
	Standard Deviation	₹11,886.01	

1. Type of Family

The majority of respondents, 77.78 per cent, belong to nuclear families, while only 22.22 per cent came from joint families.

2. Size of the Family

Majority of the respondents, 69.45 percent, live in families with 2 to 4 members, indicating a preference for smaller family units. Around 19.44 per cent had 5 to 7 members, while a smaller proportion, 11.11 per cent, belong to families with 8 or more members.

3. Total Monthly Family Income

A significant portion of respondents, 67.77 per cent, had family income ranging from₹40,001 - ₹60,000, making it the most common income bracket. About 30 per cent of respondents fell in the ₹60,001-₹80,000category, while only 2.22 per cent had a monthly income between₹20,000-₹40,000. The mean family income was ₹54,117.

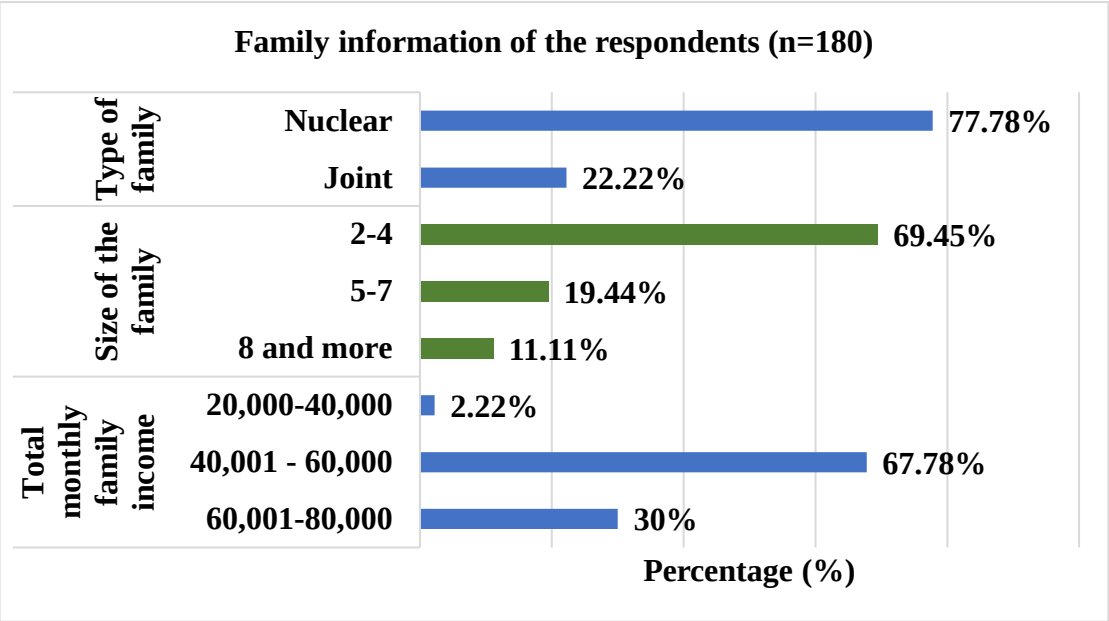

Figure 3: Percentage distribution of the respondents according to their Family Information

Situational Information:

This section contained information regarding the regularity of using features of tour applications, destinations travelled in the past 2 years, and with whom the respondents travelled.

Table 8: Distribution of the respondents according to the regularity of using features of tour applications in past 2 years

Sr. No.	Regularity of using features of tour applications	Respondents (n = 180)	
		f	%
1	1-2 times	123	68.33
2	3-4 times	45	25
3	More than 5 times	12	6.67

Regularity of Using Features of Tour Applications:

The table presents data on the regularity of using features of tour applications among the respondents. The majority, 68.33 per cent, used these features only one to two times, indicating that most respondents engage with tour applications occasionally rather than frequently. About 25 per cent used these features three to four times while only a small proportion, 6.67 per cent, used tour application features more than five times.

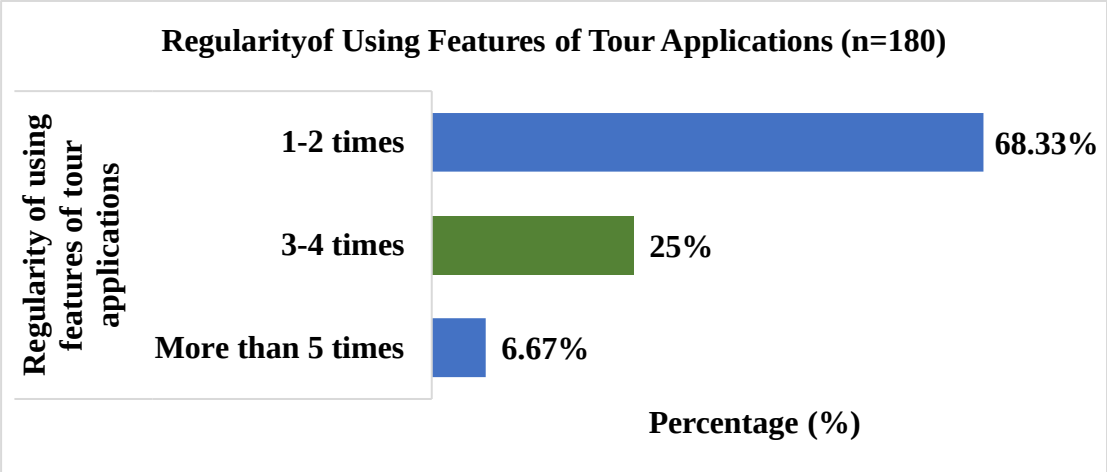

Figure 4: Percentage distribution of the respondents according to the frequency of Using Features of Tour Applications

Table 9: Distribution of the respondents according to places/areas in which they have travelled

Sr. No.	Places/Areas in which they have travelled	Respondents (n = 180)	
		f	%
1	Within Gujarat	89	45
2	Out of Gujarat	111	48.88
3	Out of India	25	6.11

***Multiple Responses**

The table presents data on the travel destinations of respondents based on their use of tour applications. A significant proportion, 48.88 per cent, have travelled outside Gujarat, indicating that many respondents use tour applications features for trips beyond their home state. Meanwhile, 45 per cent of respondents have travelled within Gujarat, showing a strong preference for domestic travel within the state. A smaller proportion, 6.11 per cent, have travelled outside India, suggesting that international travel was less common among the respondents.

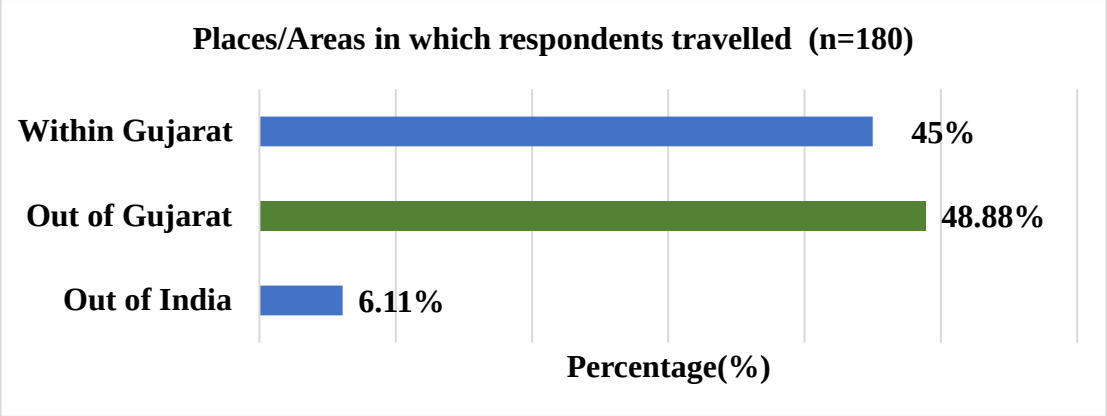

Figure 5: Percentage distribution of the respondents according to where they have travelled in past 2 years

Table 10: Distribution of the respondents according to their travel companion

Sr. No.	Travelling companion of respondents	Respondents (n = 180)	
		f	%
1	Alone	35	19.44
2	Family	100	55.55
3	Friends	93	51.66
4	Colleagues	30	16.66
5	Neighbours	16	8.88

***Multiple Responses**

Travelling companion of respondents:

The data on travel companions indicated that the majority of respondents, 55.55 per cent, prefer traveling with their family, making it the most common choice. A similar proportion, 51.66 per cent, travel with friends, showing that social travel is also popular. Meanwhile, 19.44 per cent of respondents travel alone, reflecting a notable interest in solo travel. Traveling with colleagues was preferred by 16.66 per cent of respondents, likely for work-related trips or professional gatherings. Lastly, 8.88 per cent of respondents travel with neighbours, suggesting occasional trips with close community members. Overall, the findings highlighted that family and friends were the most common travel companions.

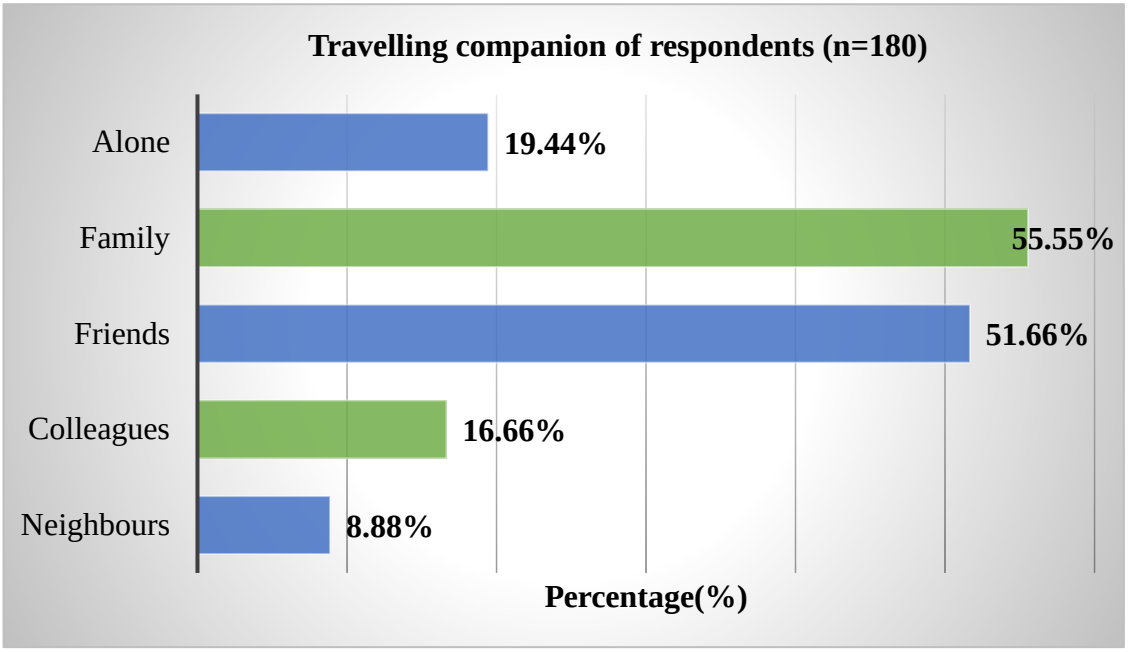

Figure 6: Percentage distribution of the respondents according to travelling companion of respondents

Section-II

4.2 Knowledge among youth with regards to features of tour applications

The section explores the extent of knowledge among youth regarding the features of tour applications. Tour applications often include various features such as destination guides, real-time booking options, itinerary planning, reviews, recommendations, navigation tools, and customization based on user preferences. Understanding how well youth are acquainted with these features is essential for determining their overall digital literacy in travel-related technologies.

The study measured the respondents' extent of knowledge of tour application features using a 3-point scale: "To High Extent," "To Moderate Extent," and "To Low Extent." "To High Extent" indicated strong knowledge of features of tour applications. "To Moderate Extent" suggested limited knowledge, likely due to minimal exposure or usage. "To Low Extent" reflected little or no knowledge of the features. Higer score indicated higher extent of knowledge and vice-versa.

Table 11: Distribution of the respondents according to the knowledge among youth with regards to features of tour applications

Sr. No.	Extent of knowledge among youth with regards to features of tour applications	Respondents (n=180)						
		To High Extent		To Moderate Extent		To Low Extent		Weighted Mean Score (3-1)
		f	%	f	%	f	%	
1	Access to reviews and ratings from other travellers is crucial for making informed decisions about tour applications.	120	66.67	20	11.11	40	22.22	2.44
2	Voice-guided tours provided by the application offer an immersive experience for exploring new destinations.	65	36.11	30	16.67	85	47.22	1.89
3	Integration with budgeting and expense tracking tools enhances the functionality of tour applications.	100	55.56	15	8.33	65	36.11	2.19
4	Availability of detailed information on local dining options is an important feature in tour applications.	90	50.00	15	8.33	75	41.67	2.08
5	The ability to sync travel plans across multiple devices ensures seamless access to itineraries.	105	58.33	20	11.11	55	30.56	2.28
6	Tour applications that provide personalized travel suggestions based on user preferences are highly valued.	100	55.56	30	16.67	50	27.78	2.28
7	Real-time customer support is important.	75	41.67	25	13.89	80	44.44	1.97

Sr. No.	Extent of knowledge among youth with regards to features of tour applications	Respondents (n=180)						
		To High Extent		To Moderate Extent		To Low Extent		Weighted Mean Score (3-1)
		f	%	f	%	f	%	
8	Tour applications that offer multi-language	85	47.22	25	13.89	70	38.89	2.08
9	The ability to compare different travel options and services within a tour application is highly appreciated.	95	52.78	25	13.89	60	33.33	2.19
10	Detailed and accurate maps are essential for effective navigation during travel.	80	44.44	30	16.67	70	38.89	2.06
11	Interactive and engaging user interfaces contribute to a positive experience with tour applications.	85	47.22	25	13.89	70	38.89	2.08
12	Tour applications with seamless integration with transportation and accommodation services are preferred.	80	44.44	25	13.89	75	41.67	2.03
13	Customizable travel itineraries are a feature that significantly improves the user experience in tour applications.	100	55.56	25	13.89	55	30.56	2.25
14	Tour applications that provide user-generated content, such as photos and travel tips, enhance the travel planning process.	90	50.00	20	11.11	70	38.89	2.11
15	The availability of offline access to tour application features is beneficial for travellers.	85	47.22	25	13.89	70	38.89	2.08

Sr. No.	Extent of knowledge among youth with regards to features of tour applications	Respondents (n=180)						
		To High Extent		To Moderate Extent		To Low Extent		Weighted Mean Score (3-1)
		f	%	f	%	f	%	
16	Customizable tour packages and itineraries allow users to tailor their experiences to their specific interests and needs.	80	44.44	25	13.89	75	41.67	2.03
17	Multi-currency support simplifies the booking process for users from different countries.	85	47.22	25	13.89	70	38.89	2.08
18	Providing safety tips and guidelines helps users prepare for potential challenges during their travels.	80	44.44	25	13.89	75	41.67	2.03
19	Emergency contact information and safety guidelines ensure users feel secure while on their tours.	85	47.22	25	13.89	70	38.89	2.08
20	Social sharing features also enable users to inspire friends and family to join them on future tours.	110	61.11	20	11.11	50	27.78	2.33
Overall weighted mean								**2.08**

The findings reflected that 66.67 per cent of the respondents had high extent of knowledge on “Access to reviews and ratings from other travellers for making informed decisions about tour applications”. It was also found that 61.11 per cent of the respondents also had high extent of knowledge with regards to social sharing feature to enable users to inspire friends and family to join them on future tours.

Extent of Knowledge Among Youth with Regards to Features of Tour Applications: It comprised of 20 statements related to the features of tour applications hence minimum score was 20 and maximum score was 60. The extent of knowledge among youth regarding the features of tour applications was analysed in the terms of "To High Extent," "To Moderate Extent," and "To Low Extent" scored obtained on entire scale. The responses were scored as 3, 2, and 1, respectively. Higher scores indicated high extent of knowledge of the features of tour applications among the respondents and vice-versa.

Table 12: Distribution of the respondents according to their extent of knowledge among youth with regards to features of tour applications

Sr.no	Extent of knowledge among youth with regards to features of tour applications	Range of Scores	Respondents (n=180)	
			f	%
1	To High Extent	47-60	40	22.22
2	To Moderate Extent	34-46	120	66.67
2	To Low Extent	20-33	20	11.11

The data in the above table present that 66.67 per cent of the respondents were had high extent of knowledge and 22.22 per cent of the respondents were have moderate extent of knowledge with regards to features of tour applications.

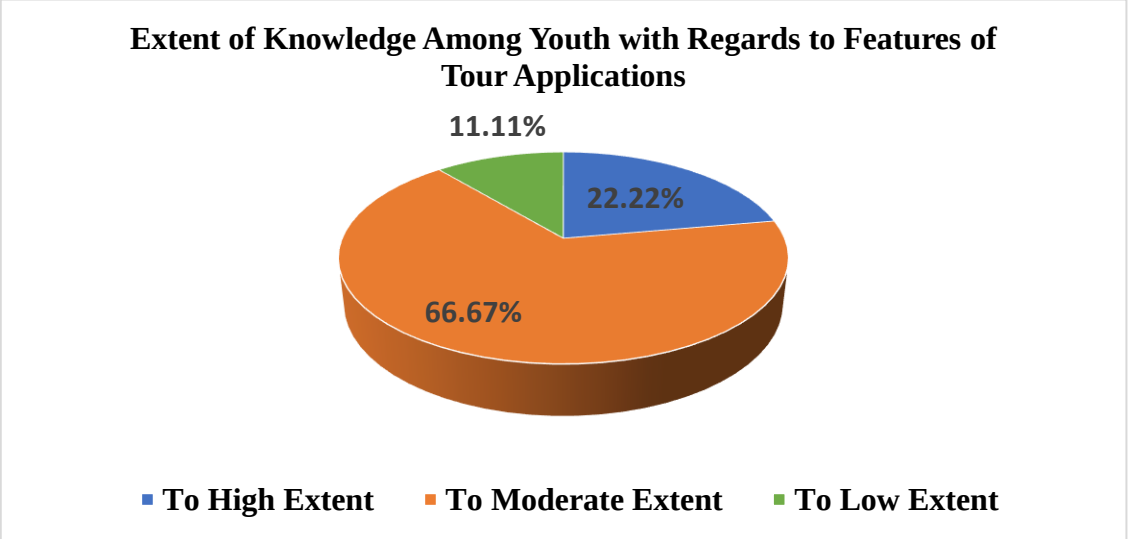

Figure 7: Percentage distribution of the respondents according to the extent of knowledge among youth with regards to features of tour applications

Section-III

4.3 Frequency of use regarding features of tour applications among youth.

This section explores the frequency of use of tour application features among youth, focusing on their engagement with the functionalities and benefits provided by these digital tools. Tour applications often include various features such as destination guides, real-time booking options, itinerary planning, reviews, recommendations, navigation tools, and customization based on user preferences. Understanding how frequently youth use these features is essential for assessing their reliance on and interaction with travel-related technologies.

To measure this frequency, the scale of 20 statements was prepared using a 3-point continuum with the options “Always,” “Sometimes,” and “Never.” A response of “Always” indicated consistent and frequent use of the feature, demonstrating strong engagement with the application. “Sometimes” reflected occasional use, showing moderate engagement, while “Never” indicated no use of the feature, suggesting a lack of interaction or awareness of its existence.

Table 13: Distribution of the respondents according to the frequency of use regarding features of tour applications among youth

Sr. No.	Frequency of use regarding features of tour applications among youth.	Respondents (n=180)						
		Always		Sometimes		Never		Weighted Mean Score (3-1)
		f	%	f	%	f	%	
1	The feature for real-time tracking of travel routes is essential during trips.	102	56.66	14	7.77	64	35.55	2.21
2	Notifications about local events and promotions in tour applications are actively engaged with.	19	10.55	144	80	17	9.44	2.01
3	The function for saving and organizing travel plans and bookings is a commonly accessed tool.	42	23.33	58	32.22	80	44.44	1.78
4	The ability to customize travel recommendations based on personal interests is a highly valued feature.	59	32.77	92	51.11	29	16.11	2.16
5	Tour applications assist in finding nearby dining options with ease.	77	42.77	89	49.44	14	7.77	2.35
6	The search feature for local transportation options within tour applications is a go-to resource.	59	32.77	103	57.22	18	10	2.27
7	The feature that provides access to user-generated travel guides and itineraries is widely engaged for planning and inspiration.	67	37.22	67	37.22	46	25.55	2.11

Sr. No.	Frequency of use regarding features of tour applications among youth.	Respondents (n=180)						
		Always		Sometimes		Never		Weighted Mean Score (3-1)
		f	%	f	%	f	%	
8	Interactive itineraries and schedules play a crucial role in planning and managing trips.	59	32.77	89	49.44	32	17.77	2.15
9	The feature for reviewing and rating tourist attractions is regularly used to shared.	73	40.55	69	38.33	38	21.11	2.19
10	Booking local tours and activities through the application has become standard practice.	60	33.33	85	47.22	35	19.44	2.13
11	The option to set reminders for upcoming travel plans and activities is relied upon for organization.	64	35.55	89	49.44	27	15	2.20
12	The feature for comparing accommodation options within the tour application proves highly useful.	51	28.33	96	53.33	33	18.33	2.1
13	Access to local emergency contacts and services is a vital feature of tour applications.	61	33.88	84	46.66	35	19.44	2.14
14	Detailed descriptions and photos of local attractions are integral to travel experience.	62	34.44	92	51.11	26	14.44	2.2
15	Travel plans are seamlessly integrated with personal calendars through the application.	63	35	82	45.55	35	19.44	2.15

Sr. No.	Frequency of use regarding features of tour applications among youth.	Respondents (n=180)						Weighted Mean Score (3-1)
		Always		Sometimes		Never		
		f	%	f	%	f	%	
16	Real-time tracking of travel routes is indispensable for navigating unfamiliar areas.	50	27.77	80	44.44	50	27.77	2
17	Allows to store and access digital tickets, passes, or entry vouchers for attractions and events.	55	30.55	89	49.44	36	20	2.10
18	Delivers critical health and safety information specific to the travel destination, including vaccination requirements or alerts.	62	34.44	83	46.11	35	19.44	2.15
19	Includes self-guided audio tours for various attractions, allowing users to explore at their own pace.	65	36.11	70	38.88	45	25	2.11
20	Allows users to share their itineraries with friends, family, or fellow travellers to coordinate plans.	58	32.22	76	42.22	46	25.55	2.06
Overall weighted mean								2.15

The findings revealed that the feature for real-time tracking of travel routes had the highest extent of use, with 56.66 per cent of respondents always utilizing it and a weighted mean score of 2.21. The second highest extent of use was observed for the feature that assists in finding nearby dining options, with 42.77 per cent of respondents sometimes using it, resulting in a weighted mean score of 2.35.

4.3.1 Frequency of use regarding various features of tour applications among youth: The frequency of use regarding various features of tour applications among youth was analysed in terms of "Always," "Sometimes," and "Never," with responses scored as 3, 2, and 1, respectively. The scale comprised of 20 statements related to different features of tour applications, resulting in a minimum possible score of 20 and a maximum of 60. The total scores were categorized into three intervals to assess the frequency of usage. Higher scores indicated a greater frequency of use of tour application features among the respondents and vice- versa.

Table 14: Distribution of the respondents according to their frequency of use regarding various features of tour applications among youth

Sr.no	Frequency of use regarding various features of tour applications among youth	Range of Score	Respondents (n=180)	
			f	%
1	Always	47-60	30	16.67
2	Sometimes	34-46	145	80.56
3	Never	20-33	5	2.78

The table presents that 16.67 per cent of the respondents always used various features of tour applications, while 80.56 per cent of the respondents sometimes used them. Additionally, 2.78 per cent of the respondents never engaged with these features.

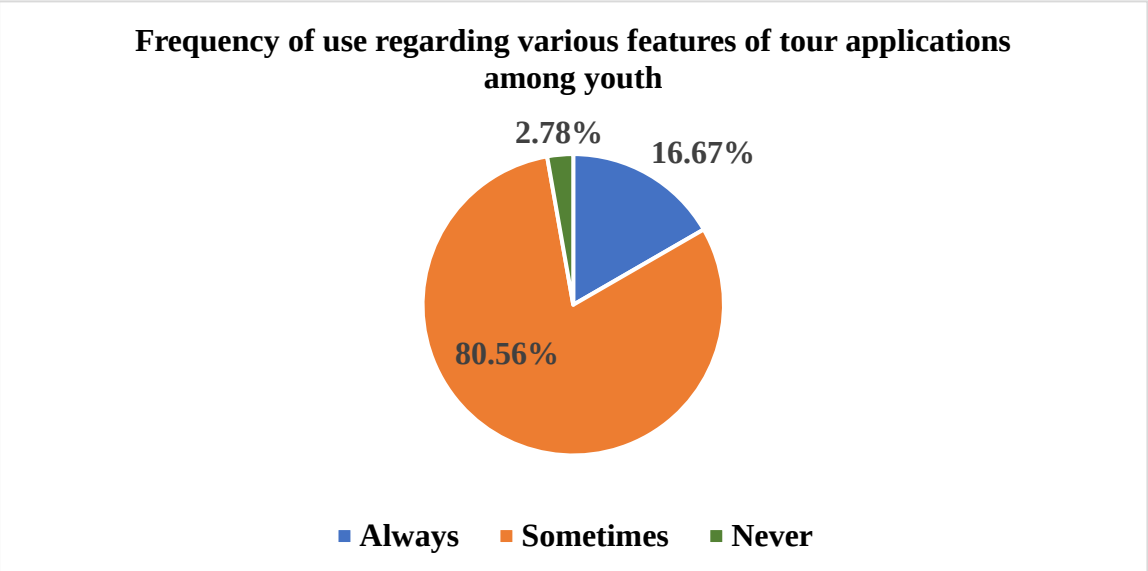

Figure 8: Percentage distribution of the respondents according to the frequency of use regarding various features of tour applications among youth

Section-IV

4.4 Problems experienced among the youth with regards to features of tour applications

The section delves into the problems faced by youth regarding the features of tour applications, highlighting the challenges and limitations they encounter while using them. Despite the increasing reliance on tour applications for travel planning, there are several issues that hinder the optimal use of their functionalities. These problems can stem from technical glitches, usability difficulties, inaccurate information, or limited access to certain features. Commonly reported challenges include issues with real-time tracking, delays in notifications about local events or promotions, and difficulties in customizing itineraries according to personal preferences.

This section aimed to assess problems faced by youth with regards to features of tour application by using a 3-point scale: "To High Extent," "To Moderate Extent," and "To Low Extent." "To High Extent" indicated frequent or consistent issues with a specific feature, while "To Moderate Extent" suggested occasional or moderate challenges, and "To Low Extent" meant no or minimal problems encountered.

Table 15: Distribution of the respondents according to the Problems experienced among the youth with regards to features of tour applications among the youth

Sr. No.	Problems experienced among the youth with regards to features of tour applications	Respondents (n=180)						
		To High Extent		To Moderate Extent		To Low Extent		Weighted mean score (3-1)
		f	%	f	%	f	%	
1	Frequently encounter issues with the real-time tracking feature during trips.	84	46.66	28	15.55	68	37.77	2.09
2	Often face problems receiving timely notifications about local events and promotions.	35	19.44	127	70.55	18	10	2.09
3	Experience technical glitches with saving and organizing travel plans.	53	19.44	59	32.77	68	37.77	1.92
4	Frequently have difficulties sharing travel itineraries with friends or family.	42	23.33	101	56.11	37	20.55	2.03
5	Find customizing travel recommendations based on personal interests leads to unsatisfactory results.	58	32.22	97	53.88	25	13.88	2.15
6	Commonly face issues finding nearby dining options.	66	36.66	77	42.77	37	20.55	2.16
7	Often find the translation feature for foreign languages fails to provide accurate translations.	36	20	106	58.88	38	21.11	1.99
8	Encounter technical problems when accessing user-generated travel guides and itineraries.	58	32.22	87	48.33	35	19.44	2.13
9	Frequently struggle with usability issues in interactive itineraries and schedules.	47	26.11	94	52.22	39	21.66	2.04

Sr. No.	Problems experienced among the youth with regards to features of tour applications	Respondents (n=180)						
		To High Extent		To Moderate Extent		To Low Extent		Weighted mean score (3-1)
		f	%	f	%	f	%	
10	Often experience errors or delays when reviewing and rating tourist attractions.	54	30	90	50	36	20	2.10
11	Frequently encounter issues when booking local tours and activities through the application.	52	28.88	94	52.22	34	18.88	2.10
12	Find setting reminders for upcoming travel plans and activities often fails to work as intended.	47	26.11	100	55.22	33	18.33	2.08
13	Often face inaccuracies when comparing accommodation options within the tour application.	45	25	888	48.88	47	26.11	1.99
14	Frequently have problems accessing local emergency contacts and services through the application.	70	38.88	76	42.22	34	18.88	2.20
15	Encounter difficulties when creating and sharing travel journals or blogs within the application.	28	15.55	96	53.33	56	31.11	2.16
Overall weighted mean								**2.08**

The findings revealed that the most frequently experienced problem among youth regarding tour application features was issues with the real-time tracking feature during trips, with 46.66 per cent of respondents facing this problem to a high extent. The second most common issue was difficulties accessing local emergency contacts and services through the application, reported by 38.88 per cent of respondents to a high extent.

4.4.1 Extent of problems experienced among the youth with regards to features of tour applications: Problems experienced among youth regarding the features of tour applications were analysed in terms of "To High Extent," "To Moderate Extent," and "To Low Extent," with responses scored as 3, 2, and 1, respectively. The scale comprised of various statements related to different issues faced while using tour applications, resulting in a minimum possible score of 15 and a maximum of 45. The total scores were categorized into three intervals to assess the severity of the problems encountered. Higher scores indicated a greater extent of problems experienced by the respondents and vice-versa.

Table 16: Distribution of the respondents according to their extent of problems experienced among the youth with regards to features of tour applications

Sr. no	Extent of problems experienced among the youth with regards to features of tour applications	Range of Score	Respondents (n=180)	
			f	%
1	To High extent	35-45	20	11.11
2	To Moderate extent	25-34	155	86.11
3	To Low extent	15-24	5	2.77

The table indicates that 11.11 per cent of the respondents' experienced problems with tour application features to a high extent, while 86.11 per cent faced these issues to a moderate extent. Additionally, 2.77 per cent of the respondents reported experiencing problems to a low extent.

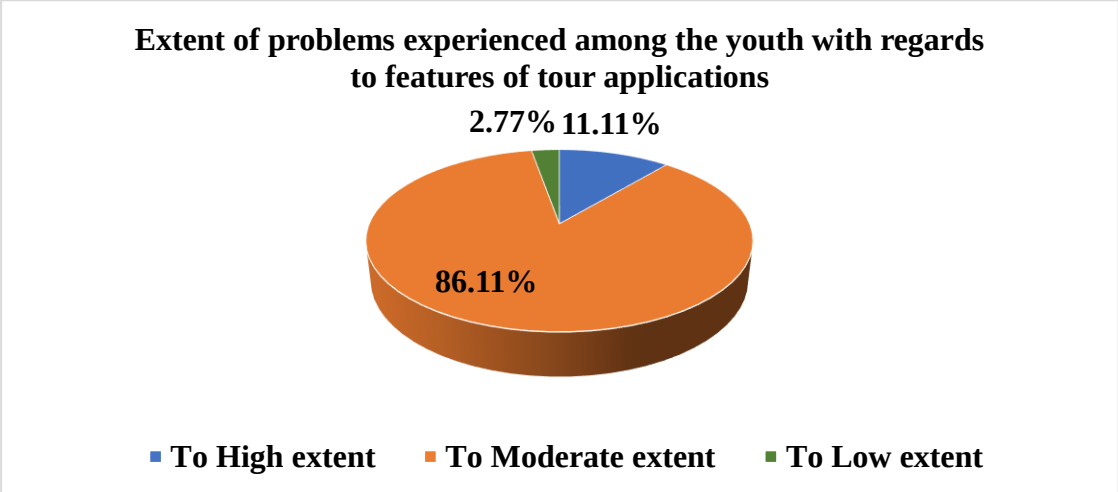

Figure 9: Percentage distribution of the respondents according to the extent problems experienced among the youth with regards to features of tour applications

SECTION V

4.5 Testing of Hypotheses

Several hypotheses were formulated to find out the relationship between selected variables for the present study. In the present investigation, as per the nature of variables f-test (ANOVA) and t-test were computed. For statistical analysis, the hypotheses were formulated in null form. The results are presented in this section.

HO_1: There exists no variation between the extent of knowledge with regards to features of tour applications among youth with their selected personal variables age (in years), gender, education, occupation and situational variable regularity of using features of tour application

This broad hypothesis was made into several specific hypotheses

$Ho_{1.1}$: There exists no variation in the extent of knowledge with regards to features of tour applications among youth with their selected variables personal variables age (in years), education, occupation and situational variable regularity of using features of tour application

Analysis of Variance (ANOVA) was computed to test the variation of the extent of knowledge with regards to features of tour applications among youth with Age (in years), Education, Occupation and Regularity of using features of tour applications.

Table 17: Analysis of variance showing variation in the extent of knowledge with regards to features of tour applications among youth with their selected personal and situational variables

Sr. No.	Selected Variable	df	Sum of Squares	Mean Squares	F-Value	Level of Significance
1.	**Age (in years)**					
	Between Groups	2	106.52	53.26	2.16	N.S*
	Within Groups	178	4454.56	24.61		
2.	**Education**					
	Between Groups	4	160.32	40.08	1.26	N.S*
	Within Groups	176	5746.00	31.74		
3.	**Occupation**					
	Between Groups	4	561.66	140.41	4.73	0.05
	Within Groups	176	5371.94	29.67		
4.	**Regularity of using features of tour application**					
	Between Groups	2	57.34	28.67	1.14	N.S*
	Within Groups	178	4503.54	25.01		

Note: df = Degree of Freedom, *N.S. = Not Significant

The computation of the F-value showed a significant variation ($\alpha = 0.05$) in the extent of knowledge regarding features of tour applications among youth with occupation. However, the F-values were not found significant for age (in years), education, and regularity of using features of tour applications. Thus, the null hypothesis was partially accepted.

Table 18: Scheffe's test showing the mean difference in the extent of knowledge with regards to features of tour applications with their Occupation

Sr. No.	Occupation	Mean	df	Level of significance
1.	Business	28.46	176	0.05
2.	Freelancer	22.50		
3.	Full Time Job	30.48		
4.	Part Time Job	29.09		
5.	Students	31.16		
Significantly differed pairs: 5) Students 4) Full Time Job				

The result in Scheffe's test on extent of knowledge with regards to features of tour application with their occupation stated that respondents who were students differed significantly with those who were working full time.

$Ho_{1.2}$: There exists no variation in the extent of knowledge with regards to features of tour applications among youth with their selected personal variable [Gender]

Table 19: t-test showing difference in the extent of knowledge with regards to features of tour applications among youth with their selected personal variable (Gender)

Sr. No.	Gender	Mean Score	t-value	df	Level of significance
1.	Male	30.12	1.25	178	N.S*
2.	Female	31.02			

Note: df = Degree of Freedom N.S = Not Significant

The t-test was computed to examine the variation in knowledge regarding features of tour applications among youth with their selected personal variable [Gender]. The computation of the t-value exhibited no significant difference in the extent of knowledge regarding features of tour applications with gender. Thus, the null hypothesis was accepted.

HO_2: There exists no variation between the frequency of use regarding features of tour applications among youth with their selected personal variables age (in years), gender, education, occupation, family variables type of family, number of family member, family income per month and situational variable regularity of using features of tour application

This broad hypothesis was made into several specific hypotheses

$Ho_{2.1}$: There exists no variation in the frequency of use regarding features of tour applications among youth with their personal variables age (in years), education, occupation, family variables number of family member, family income per month and situational variable regularity of using features of tour application

Analysis of Variance (ANOVA) was computed to test the variation in the frequency of use regarding features of tour applications among youth with their Age (in years), Occupation, Education, Number of Family Member, Family Income per Month and Regularity of using features of tour application.

Table 20: Analysis of variance showing variation in the frequency of use regarding features of tour applications among youth with their selected personal, family and situational variables

Sr. No.	Selected Variables	df	Sum of Squares	Mean Squares	F-Value	Level of Significance
1.	**Age (in years)**					
	Between Groups	2	94.42	47.21	0.80	N.S*
	Within Groups	178	10672.50	58.96		
2.	**Education**					
	Between Groups	4	389.49	97.37	1.33	N.S*
	Within Groups	176	13130.53	72.94		
3.	**Occupation**					
	Between Groups	4	1061.65	265.41	3.83	0.05
	Within Groups	176	12532.80	69.24		
4.	**Number of Family Member**					
	Between Groups	2	203.54	101.77	1.74	N.S*
	Within Groups	178	10563.39	58.36		
5.	**Family Income per Month**					
	Between Groups	2	371.094	185.54	3.22	0.05
	Within Groups	178	10398.68	57.45		
6.	**Regularity of using features of tour application**					
	Between Groups	2	199.9512	99.97	1.71	N.S*
	Within Groups	178	10566.98	58.38		

Note: df = Degree of Freedom, *N.S. = Not Significant

A significant difference was observed in the frequency of use regarding features of tour applications on occupation and family income per month at the 0.05 level of significance. The computation of the F-value exhibited no significant difference in the frequency of use based on age, education, number of family members, and regularity of using features of tour applications. Thus, the null hypothesis was accepted.

Table 21: Scheffe's test showing the mean difference between frequency of use with regards to features of tour applications with their Occupation

Sr. No.	Occupation	Mean	df	Level of significance
1.	Business	39.21	176	0.05
2.	Freelancer	31		
3.	Full Time Job	42.55		
4.	Part Time Job	38.72		
5.	Students	42.60		
Significantly differed pairs: 5) Students and 3) Full Time Job				

The result in Scheffe's test on occupation stated that respondents who were students significantly differed with those who were doing full time job.

Table 22: Scheffe's test showing the mean difference between the frequency of use with regards to features of tour applications with their Family Income per Month

Sr. No.	Family Income per Month	Mean	df	Level of significance
1.	₹20,000-₹30,000	34.83	178	0.05
2.	₹30,001 - ₹60,000	42.54		
3.	₹60,001-₹80,000	41.29		
Significantly differed pairs:2) ₹30,001 - ₹60,000 3) ₹60,001-₹80,000				

The result in Scheffe's test on family income per month stated that the respondents who earn ₹30,001 - ₹60,000 significantly differed with the respondents who earn ₹60,001-₹80,000.

$H_{o2.2}$: There exists no variation in in the frequency of use regarding features of tour applications among youth with their personal variable gender and family variable type of family

Table 23: t- test showing variation in the frequency of use regarding features of tour applications among youth with their gender and type of family

Sr. No.	Selected Variables	Mean Score	t-value	df	Level of Significance
1.	**Gender**				
	Male	41.09	1.42	178	N.S*
	Female	42.68			
2.	**Type of Family**				
	Joint	41.24	0.91	178	N.S*
	Nuclear	42.40			

Note: df = Degree of Freedom N.S = Not Significant

The t-test was computed to examine the variation in the frequency of use regarding features of tour applications among youth with their selected personal variables [Gender and Type of Family]. The computation of the t-value exhibited no significant difference in the frequency of use regarding features of tour applications with gender and type of family. Thus, the null hypothesis was accepted.

HO_3: There exists no relationship between the problems faced by youth regarding features of tour applications and their selected personal variables age (in years), gender, education, occupation family variables type of family, number of family member, family income per month and situational variables regularity of using features of tour application

This broad hypothesis was made into several specific hypotheses

$Ho_{3.1}$: There exists no variation in the problems faced by youth regarding features of tour applications with their personal variables age (in years), education, occupation family variables number of family member, family income per month and situational variables regularity of using features of tour application

Analysis of Variance (ANOVA) was computed to test the variation in the problems faced by youth regarding features of tour applications with their Age (in years), Occupation, Education, Number of Family Member, Family Income per Month and Regularity of using features of tour application.

Table 24: Analysis of variance showing variation in the extent of problems faced by youth regarding features of tour applications with their selected personal, family and situational variables

Sr. No.	Selected Variable	df	Sum of Squares	Mean Squares	F-Value	Level of Significance
1.	**Age (in years)**					
	Between Groups	2	8.11	4.055	0.14	N.S*
	Within Groups	178	5122.01	28.29		
2.	**Education**					
	Between Groups	4	37.16	9.29	0.25	N.S*
	Within Groups	178	6469.96	35.74		
3.	**Occupation**					
	Between Groups	4	292.26	73.06	2.11	N.S*
	Within Groups	176	6221.17	34.37		
4.	**Number of Family Member**					
	Between Groups	2	43.23	21.61	0.76	N.S*
	Within Groups	178	5086.89	28.10		
5.	**Family Income per Month**					
	Between Groups	2	136.03	68.01	2.46	N.S*
	Within Groups	178	4994.09	27.59		
6.	**Regularity of using features of tour application**					
	Between Groups	2	49.88	24.94	0.88	N.S*
	Within Groups	178	5080.23	28.06		

Note: df = Degree of Freedom, *N.S. = Not Significant

This table presents an analysis of variance (ANOVA) examining the variation in problems faced by youth regarding the features of tour applications based on selected personal, family, and situational variables. The t-value was not found to be significant for variables like age (in years), education, occupation, number of family member, family income per month, and regularity of using features of tour application. Thus, the null hypothesis was accepted.

$H_{O3.2}$: There exists no variation in extent of problems faced by youth regarding features of tour applications with their personal variable gender and family variable type of family

Table 25: t- test showing variation in the extent problems faced by youth regarding features of tour applications with their gender and type of family

Sr. No.	Selected Variables	Mean Score	t-value	df	Level of Significance
A.	**Gender**				
1.	Male	30.61	0.81	178	N.S*
2.	Female	31.24			
B.	**Type of Family**				
1.	Joint	30.51	0.76	178	N.S*
2.	Nuclear	31.17			

Note: df = Degree of Freedom N.S = Not Significant

The t-test was computed to examine the variation in the problems faced by youth regarding features of tour applications with their selected personal variables [Gender and Type of Family]. The computation of the t-value exhibited no significant difference in the problems faced regarding features of tour applications with gender and type of family. Thus, the null hypothesis was accepted.

H_{O4}: There exists no relationship between frequency of use regarding features of tour applications among youth and problem faced by youth while using features of tour application

Co efficient of correlation was computed to test the relationship between frequency of use regarding features of tour applications among youth and problem faced by youth while using features of tour application.

Table 26: Co efficient of correlation showing relationship between frequency of use regarding features of tour applications among youth and problem faced by youth while using features of tour application

Sr. no.	Selected variables	n	r-value	Level of Significance
1.	Frequency of use regarding features of tour applications among youth	180	0.58	0.01
	Problems faced by youth while using features of tour application			

Note: df = Degree of Freedom N.S = Not Significant

The co efficient of correlation displayed a significant relationship between frequency of use regarding features of tour applications among youth and problem faced by youth while using features of tour application at 0.01 level of significance. Hence, null hypotheses were rejected.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Tour applications have become an essential part of modern travel, providing users with various features to enhance their experiences. These applications help travellers with booking accommodations, planning itineraries, navigating new destinations, and finding recommendations for food and travel activities. However, the extent of knowledge, usage, and challenges experienced by youth regarding these applications varies significantly based on their exposure, digital literacy, and travel habits. While some young travellers are well-versed in using multiple tour applications effectively, others may have limited awareness of the full range of features available.

The level of knowledge among youth about tour applications depends on factors such as education, access to technology, and prior travel experience. Many young individuals learn about these applications through social media, advertisements, or recommendations from friends and family. Those who frequently engage with travel-related content tend to have a better understanding of app functionalities, such as itinerary customization, real-time navigation, and user-generated reviews. However, some may only be familiar with basic features like hotel and flight booking, missing out on advanced tools such as virtual tours, AI-based recommendations, and language translation services.

The frequency and purpose of using tour applications also differ among youth. Some travellers rely on these apps extensively for trip planning, while others use them occasionally for specific needs, such as booking accommodations or checking travel routes. Popular applications like Google Travel, TripAdvisor, Airbnb, and Booking.com attract users due to their convenience and reliability. The choice of an application is often influenced by factors such as ease of use, credibility of information, availability of discounts, and the ability to personalize travel plans. Social media and peer influence also play a significant role in app adoption, as recommendations from influencers and friends shape travel decisions.

Despite the benefits of tour applications, many young travellers face various challenges when using them. Technical issues such as slow loading times, app crashes, and GPS inaccuracies can disrupt travel plans. Some applications have complex interfaces that

make navigation difficult, especially for first-time users. Privacy and security concerns are also prevalent, as users often hesitate to share personal and financial information on digital platforms. Additionally, inaccurate or outdated information, misleading reviews, and high service fees can lead to dissatisfaction. Connectivity issues in remote areas further limit the effectiveness of these applications, making them unreliable in certain travel situations.

During the review of the literature, it was found that research conducted outside India mostly focused on areas related to the adoption and effectiveness of tour applications, user preferences, and the impact of digital travel tools on tourism experiences. Studies have explored how mobile applications enhance trip planning, improve user convenience, and influence travel decisions through features like AI-driven recommendations, real-time navigation, and personalized itineraries. Additionally, research has examined user satisfaction, security concerns, and the role of online reviews in shaping travel choices. Other key areas of focus include technological advancements in tourism, such as augmented reality (AR) and virtual reality (VR), and the challenges faced by travellers in using tour applications, including digital literacy gaps, privacy risks, and connectivity issues in remote locations.

The Department of Family and Community Resource Management, The Maharaja Sayajirao University of Vadodara offers specialization in Hospitality Management under which courses related to Travel and Tourism are included at both Under-graduate and post-graduate levels. The present collected data regarding features of Tour application will be useful for the students as reference material, and will add to the existing database and also be helpful for the department to strengthen the curriculum. The findings regarding use of features of tour applications will also be advantageous for young travellers' individuals who are tech-savvy and value convenience. moreover, the data of the present study will also help tourism industry professionals to provides valuable insights in evolving travel trends and preferences. This information can help young travellers to have knowledge which would help in convenient trip planning, booking, discovery of attractions, and social connectivity, allowing personalized travel experiences for tech-savvy youth. the current research will also enable educators and researchers offering insights into consumer behaviour, technology adoption, and travel trends for academic study and future development. This research also has implications for the travel industry by promoting more inclusive and supportive travel services, especially in ensuring the safety and comfort of travellers.

STATEMENT OF PROBLEM

The present study aims to find the extent of knowledge, use and problems experienced amongst youth with regards to features of tour applications.

OBJECTIVES OF THE STUDY

1. To explore the extent of knowledge with regards to features of tour applications by youth.
2. To study the frequency of use regarding features of tour applications among youth.
3. To identify the problems experienced with regards to features of tour applications by youth.
4. To develop need base informative literature to give solutions regarding problem faced while using features of tour application among the youth.

DELIMITATION OF THE STUDY

1. This study is limited to those features of tour application which are functional for both iOS and android devices.
2. This study is limited to youth who fall in the age group between 15 to 29 years.
3. The study will be limited to only those youth who commute outside Vadodara city for more than 2 days.
4. The study will be limited to only those youth who have travelled atleast minimum 3 times in past 2 years.

HYPOTHESES OF THE STUDY

1. There exists a variation between extent of knowledge with regards to features of tour applications by youth with their selected personal variables like age (in years), gender, educational qualification and occupation and situational variables like regularity of using features of tour applications.
2. There exists a variation between the frequency of use regarding features of tour applications among youth with their selected personal variables age (in years), gender, educational qualification, and occupation, the family variables of the respondents included type of family, number of family members, family income per month and situational variable like regularity of using features of tour applications.

3. There exists a relationship between problems experienced with regards to features of tour applications by youth with their selected personal variables age (in years), gender, educational qualification of the respondent, marital status, occupation, the family variables of the respondents like type of family, number of family members, family income per month and situational variables like frequency of using features of tour applications.
4. There exists a relationship between frequency of use regarding features of tour applications among youth and problems experienced with regards to features of tour applications by youth.

METHODOLOGY

A descriptive research design was adopted for the present research. The locale for the present study was Vadodara City, Gujarat, India. The unit of inquiry was 180 youth who commute outside Vadodara City. A purposive sampling technique was used for the present study. Consent was taken from the respondents, and they were asked to cooperate in providing the necessary information for the study. Based on the objectives set for the current research, tools were developed. The data collection tool for the present study was questionnaire prepared and data was unruffled online via google form. Apart from background information, questionnaire comprised three sections viz. "Extent of knowledge regarding features of tour applications", "Frequency of use regarding features of tour applications" and "Problems experienced while using features of tour applications".

The knowledge scale was a summated Likert-type scale measuring the extent of knowledge among youth regarding features of tour applications. The scale consisted of 20 statements covering various aspects of tour applications. It was a 3-point continuum scale with response options of "To High Extent," "To Moderate Extent," and "To Low Extent," which were scored 3 through 1, respectively. Higher scores reflected a greater extent of knowledge among youth regarding tour application features and vice – versa.

The frequency of use scale consisted of 20 statements assessing how often youth utilized different features of tour applications. It followed a 3-point continuum scale with response options of "Always," "Sometimes," and "Never," which were scored 3

through 1, respectively. Higher scores indicated more frequent use of tour application features and vice – versa.

The problems experienced scale included 15 statements evaluating the challenges faced by youth while using tour applications. It was a 3-point continuum scale with response options of "To High Extent," "To Moderate Extent," and "To Low Extent," which were scored 3 through 1, respectively. Higher scores reflected a greater extent of problems experienced by youth while using tour application features and vice – versa.

The content validity was established for the scales prepared by the researcher to test validity. It was given to a panel of 11 judges, from the Department of Family and Community Resource Management, Faculty of Family and Community Sciences. The Maharaja Sayajirao University of Baroda, Vadodara. They were requested to check the clarity and relevance of the content for each scale. They were also requested to state whether each statement fell in the category under which it was listed. The opinion of Judges' opinions was taken into consideration and all grammatical changes were incorporated into the tool. The reliability of the scales was established through the split-half method. For the split-half method, the scales were divided in two using odd and even method. The coefficient of correlation was found between the two halves. The spearman-Brown correction formula was applied to estimate the reliability coefficient for the entire scale. The reliability values were found to be high for all the scales as reported here. The reliability values of extent of knowledge with regards to features of tour applications by youth, frequency of use regarding features of tour applications among youth, and problems experienced with regards to features of tour applications by youth were found to be 0.85, 0.92, and 0.89, respectively. The data were analysed using descriptive statistics (Frequency, Percentage, and Mean) and relational statistics, i.e., Analysis of Variance (ANOVA), Scheffes test, t-test, and correlation coefficient, applied accordingly to the nature of the variables.

MAJOR FINDINGS

The major findings of the study were as follows:

Section I Background Information:

The respondents had a mean age of 21.97 years, with the largest proportion falling in the 20-24 years category, accounting for 40.56 per cent. The majority were female, making up 66.11 per cent of the sample. In terms of educational qualification, the highest percentage were graduates, representing 27.77 per cent of the respondents. Regarding occupation, most respondents were students, comprising 62.77 per cent of the total. The majority, 88.33 per cent, were unmarried.

In terms of family structure, 77.78 per cent of respondents belonged to nuclear families, and the most common family size was between 2 to 4 members, making up 69.45 per cent of the sample. The mean family size was 4.31. The highest proportion of respondents, 67.77 per cent, had a total monthly family income ranging between ₹40,001 and ₹60,000, with a mean income of ₹51,905.56.

Regarding the use of tour applications, most respondents, 68.33 per cent, used tour application features one to two times. The majority, 48.88 per cent, used them for traveling outside Gujarat. When it came to travel companions, over half, 55.55 per cent, preferred to travel with family.

Section-II Extent of Knowledge among youth with regards to features of tour applications: The findings reflected that 66.67 per cent of the respondents had high extent of knowledge on "Access to reviews and ratings from other travellers for making informed decisions about tour applications". It was also found that 61.11 per cent of the respondents also had high extent of knowledge with regards to social sharing feature to enable users to inspire friends and family to join them on future tours.

Section-III Frequency of use regarding features of tour applications among youth: The findings revealed that the feature for real-time tracking of travel routes had the highest extent of use, with 56.66 per cent of respondents always utilizing it with a weighted mean score of 2.21. The second highest extent of use was observed for the feature that assists in finding nearby dining options, with 42.77 per cent of respondents sometimes using it, resulting in a weighted mean score of 2.35.

Section-IV Extent of Problems experienced among the youth with regards to features of tour applications: The findings revealed that 46.66 per cent of respondents experienced problem with the real-time tracking feature during trips to high extent. Moreover 38.88 per cent of respondent also faced difficulties accessing local emergency contacts and services through the application to high extent

TESTING OF HYPOTHESIS

1. The results of ANOVA (f) were found to be significant between the extent of knowledge with regards to features of tour applications among youth and their occupation. The results of Scheffe's test revealed that the extent of knowledge with regards to features of tour applications among youth was more among respondents who were students.
2. The results of ANOVA (f) were found to be significant between frequency of use regarding features of tour applications among youth and occupation. The results of Scheffe's test revealed that the frequency of use regarding features of tour applications among youth was more among respondents who were students.
3. The results of ANOVA (f) were found to be significant between frequency of use regarding features of tour applications among youth and Family Income per Month. The results of Scheffe's test revealed that the frequency of use regarding features of tour applications among youth was more among respondents who were earning between ₹30,001 - ₹60,000.
4. The results of correlation coefficient (r) were found to be significant between frequency of use regarding features of tour applications among youth and problem faced by youth while using features of tour application.

DEVELOPMENT OF AN EDUCATIONAL BOOKLET

One of the objectives of the study was to develop Educational Booklet**.** Booklet explores the essential functionalities that enhance convenience, engagement, and personalization for young travelers. It also focuses on the different challenges with their solutions given while using different features of tour applications. It aims to provide valuable insights for researchers, travel enthusiasts, and developers interested in understanding the evolving role of digital tools in tourism.

CONCLUSION

The study, titled “Extent of Knowledge, Use, and Problems Experienced Among Youth Regarding Features of Tour Applications,” focused on individuals aged 15 to 29 years. Its primary objective was to examine youth's knowledge, usage patterns, and challenges encountered while using tour application features.

The major findings of the study revealed that the majority of respondents, 66.11 per cent, were young female students, primarily from nuclear families, accounting for 77.78 per cent. Most belonged to a moderate-income range of ₹40,001 to ₹60,000, comprising 67.77 per cent of the sample. A significant proportion, 68.33 per cent, used tour applications one to two times, mainly for travel outside Gujarat, which was reported by 48.88 per cent. More than one half, 55.55 per cent, preferred traveling with family.

Regarding knowledge of tour application features, 66.67 per cent of respondents had a high extent of knowledge about reviews and ratings, while 61.11 per cent were knowledgeable about social sharing features. The most frequently used feature was real-time tracking, reported by 56.66 per cent of respondents, followed by dining recommendations, used by 42.77 per cent.

The most common problems faced while using tour applications included issues with real-time tracking, affecting 46.66 per cent of respondents, and difficulties in accessing emergency contacts, reported by 38.88 per cent. Statistical analysis confirmed a significant relationship between the extent of knowledge and occupation at the 0.05 level of significance for students. Additionally, frequency of use showed a significant relationship with occupation and monthly income at the 0.05 level of significance, with usage frequency being higher among respondents with a monthly income of ₹30,001

to ₹60,000. A significant correlation was also found between the frequency of use and the problems faced while using tour applications.

IMPLICATIONS OF THE STUDY

The findings of the present study had the following implications:

For the Department of Family and Community Resource Management

The Department of Family and Community Resource Management, Faculty of Family and Community Sciences, Maharaja Sayajirao University of Baroda, offers specialization in Hospitality Management, which includes courses related to Travel and Tourism at both undergraduate and postgraduate levels. The information gathered through this research contributes to a broader database, enhancing the curriculum by providing insights into preferences, challenges, and usage patterns of youth in tour applications, helping educators refine course content to align with tourism industry trends. These insights can also assist in curriculum development, skill enhancement, and practical training, ensuring that students are well-prepared for careers in hospitality, travel, and tourism management.

For Tour Application Developers

For the tourist, tour application developers can focus on including features like enhancing user-friendly navigation, real-time tracking accuracy, and reliable emergency contact access. Simplifying the interface, offering multilingual support, and providing personalized travel recommendations can improve accessibility. Integrating offline features, secure payment options, and AI-driven assistance will enhance convenience and safety. Ensuring affordability and seamless cross-device compatibility can further increase adoption and usability.

For Travel and Tourism Industry Professionals

Travel and tourism industry professionals can enhance the tourist experience by providing accurate information, personalized recommendations, and seamless booking services. They can collaborate with tour application developers to integrate real-time assistance, local guides, and emergency support. Ensuring high service quality, offering cultural insights, and promoting sustainable tourism practices can improve customer

satisfaction. Additionally, leveraging technology for virtual tours, AI-based customer support, and multilingual assistance can make travel more convenient and enjoyable for tourists.

For Youth

The study empowers young travellers by increasing their awareness of the features and benefits of tour applications, enabling them to make more informed travel decisions. By understanding the functionalities of different applications, youth can optimize their travel experiences through efficient itinerary planning, cost-effective booking, and real-time updates. The findings also highlight common challenges such as technical issues, security concerns, and lack of personalization, encouraging youth to choose applications that best suit their preferences. Moreover, as digital-native travellers, youth can contribute to app improvements by providing feedback and engaging with tourism service providers, ultimately enhancing their overall travel experiences.

RECOMMENDATIONS FOR THE FUTURE STUDIES

1. A similar study can be undertaken in other cities of Gujarat or different states in India to assess the effectiveness of tour applications in enhancing travel experiences among youth.
2. Further investigation can be undertaken to conduct a comparative study of user preferences for free vs. paid tour applications.
3. Research can be conducted on the role of artificial intelligence in providing personalized tour recommendations for young travellers.
4. A study on analysis of the impact of augmented reality (AR) and virtual reality (VR) in tour applications can be undertaken.
5. An investigation into the challenges faced by youth in using tour applications for solo and group travel can be conducted.
6. A study can be conducted on security and privacy concerns in tour applications, focusing on awareness and perceptions among young travellers.
7. Further research can explore the influence of social media integration in tour applications on the travel decisions of youth.
8. An evaluation of the role of gamification in increasing user engagement with tour applications can be undertaken.

9. A study can be conducted to analyze the effectiveness of tour application features in promoting sustainable and eco-friendly travel.
10. A comparative analysis of tour applications across different countries and their adoption among youth can be undertaken.
11. Research can be conducted to assess the impact of real-time navigation and AI chatbots in tour applications on travel planning.
12. An investigation into the barriers to the adoption of tour applications among less tech-savvy youth can be undertaken.
13. A study can be conducted to assess the reliability and accuracy of information provided by tour applications among tourists.
14. Further exploration can be undertaken to analyze the role of tour applications in promoting cultural and heritage tourism among young travellers.
15. Research can be conducted on user satisfaction and future expectations from tour applications among Gen Z travellers.

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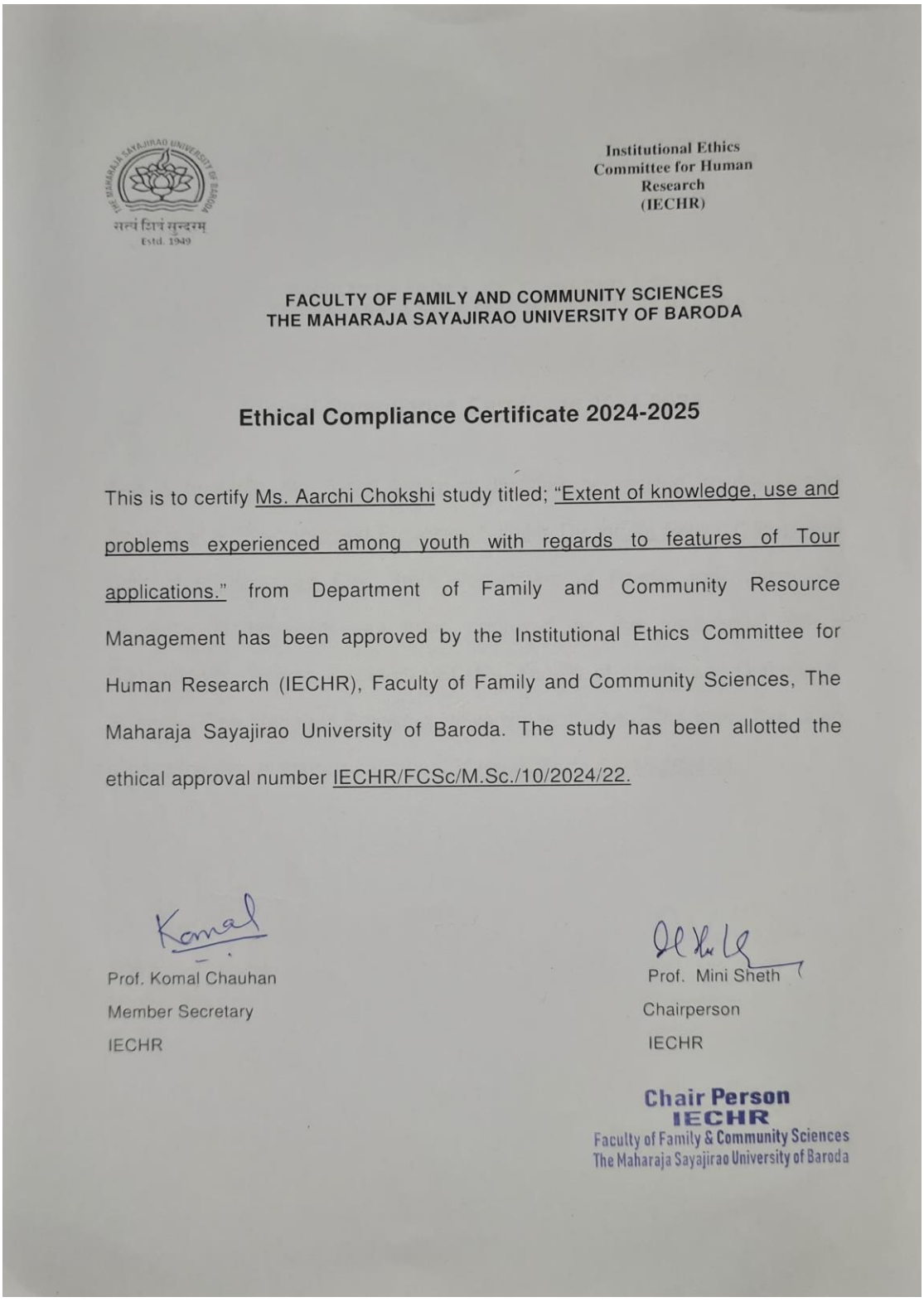
APPENDICES

APPENDIX – I

Ethical Compliance Certificate



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Estd. 1949

Institutional Ethics
Committee for Human
Research
(IECHR)

FACULTY OF FAMILY AND COMMUNITY SCIENCES
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

Ethical Compliance Certificate 2024-2025

This is to certify Ms. Aarchi Chokshi study titled; "Extent of knowledge, use and problems experienced among youth with regards to features of Tour applications." from Department of Family and Community Resource Management has been approved by the Institutional Ethics Committee for Human Research (IECHR), Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda. The study has been allotted the ethical approval number IECHR/FCSc/M.Sc./10/2024/22.

Komal

Prof. Komal Chauhan
Member Secretary
IECHR

Prof. Mini Sheth
Chairperson
IECHR

Chair Person
IECHR
Faculty of Family & Community Sciences
The Maharaja Sayajirao University of Baroda

APPENDIX – II

Questionnaire

Section-1: Background Information

(A) Personal Information

1. Name of respondent: _____

2. Age (in years): _____

3. Gender: Male _____ Female_____ Others_____

4. Educational qualification of the respondent:

- 10th pass _____
- 12th pass _____
- Diploma _____
- Graduate _____
- Post-graduate _____
- Doctorate _____

5. Marital status

Unmarried _____

Married _____

Divorced _____

Widowed _____

6. what is your occupation?

- Honorary voluntary service _____
- Freelancer _____
- Part time job _____
- Service in Private sector (Corporate) _____
- Service in government sector _____
- Self employed _____
- Business _____
- Unemployed_____

(B) Family Information

1. Type of family

- Joint _____
- Nuclear _____

2. Number of family members

- 2-4 _____
- 5-7 _____
- 8 or more _____

3. Approximately family income per month _____

(C) Situational Information

1. How regularly are you using features of tour applications during your tour in past 2 years?

- 1-2 times _____
- 3-5 times _____
- More than 5 times _____

2. Since past 2 years which destination have you travelled?

- Within Gujarat _____
- Out of Gujarat _____
- Out of India _____

3. With whom have you travelled in past 2 years?

- Alone_____
- Family _____
- Friends _____
- Colleagues _____
- Neighbours _____
- Others _____

Section 2: Extent of knowledge among youth with regards to features of tour applications.

Given below are the statements on knowledge among youth with regards to features of tour applications. Read each statement listed here and tick mark (✓) on the appropriate option.

Sr No.	Statements	To High Extent	To Moderate Extent	To Low Extent
1	Access to reviews and ratings from other travellers is crucial for making informed decisions about tour applications.			
2	Voice-guided tours provided by the application offer an immersive experience for exploring new destinations.			
3	Integration with budgeting and expense tracking tools enhances the functionality of tour applications.			
4	Availability of detailed information on local dining options is an important feature in tour applications.			
5	The ability to sync travel plans across multiple devices ensures seamless access to itineraries.			
6	Tour applications that provide personalized travel suggestions based on user preferences are highly valued.			
7	Real-time customer support is important.			
8	Tour applications that offer multi-language			

9	The ability to compare different travel options and services within a tour application is highly appreciated.			
10	Detailed and accurate maps are essential for effective navigation during travel.			
11	Interactive and engaging user interfaces contribute to a positive experience with tour applications.			
12	Tour applications with seamless integration with transportation and accommodation services are preferred.			
13	Customizable travel itineraries are a feature that significantly improves the user experience in tour applications.			
14	Tour applications that provide user-generated content, such as photos and travel tips, enhance the travel planning process.			
15	The availability of offline access to tour application features is beneficial for travellers.			
16	Customizable tour packages and itineraries allow users to tailor their experiences to their specific interests and needs.			
17	Multi-currency support simplifies the booking process for users from different countries.			
18	Providing safety tips and guidelines helps users prepare for potential challenges during their travels.			

19	Emergency contact information and safety guidelines ensure users feel secure while on their tours.			
20	Social sharing features also enable users to inspire friends and family to join them on future tours.			

Section 3: Frequency of use regarding features of tour applications among youth.

Given below are the uses experienced among the youth with regards to features of tour applications. Read each statement listed here and tick mark (✓) on the appropriate option.

Sr No.	Statements	Always	Sometimes	Never
1	The feature for real-time tracking of travel routes is essential during trips.			
2	Notifications about local events and promotions in tour applications are actively engaged with.			
3	The function for saving and organizing travel plans and bookings is a commonly accessed tool.			
4	The ability to customize travel recommendations based on personal interests is a highly valued feature.			
5	Tour applications assist in finding nearby dining options with ease.			
6	The search feature for local transportation options within tour applications is a go-to resource.			
7	The feature that provides access to user-generated travel guides and itineraries is widely engaged for planning and inspiration.			
8	Interactive itineraries and schedules play a crucial role in planning and managing trips.			
9	The feature for reviewing and rating tourist attractions is regularly used to shared.			
10	Booking local tours and activities through the application has become standard practice.			

11	The option to set reminders for upcoming travel plans and activities is relied upon for organization.			
12	The feature for comparing accommodation options within the tour application proves highly useful.			
13	Access to local emergency contacts and services is a vital feature of tour applications.			
14	Detailed descriptions and photos of local attractions are integral to travel experience.			
15	Travel plans are seamlessly integrated with personal calendars through the application.			
16	Real-time tracking of travel routes is indispensable for navigating unfamiliar areas.			
17	Allows to store and access digital tickets, passes, or entry vouchers for attractions and events.			
18	Delivers critical health and safety information specific to the travel destination, including vaccination requirements or alerts.			
19	Includes self-guided audio tours for various attractions, allowing users to explore at their own pace.			
20	Allows users to share their itineraries with friends, family, or fellow travellers to coordinate plans.			

Section 4: Problems experienced among the youth with regards to features of tour applications among the youth.

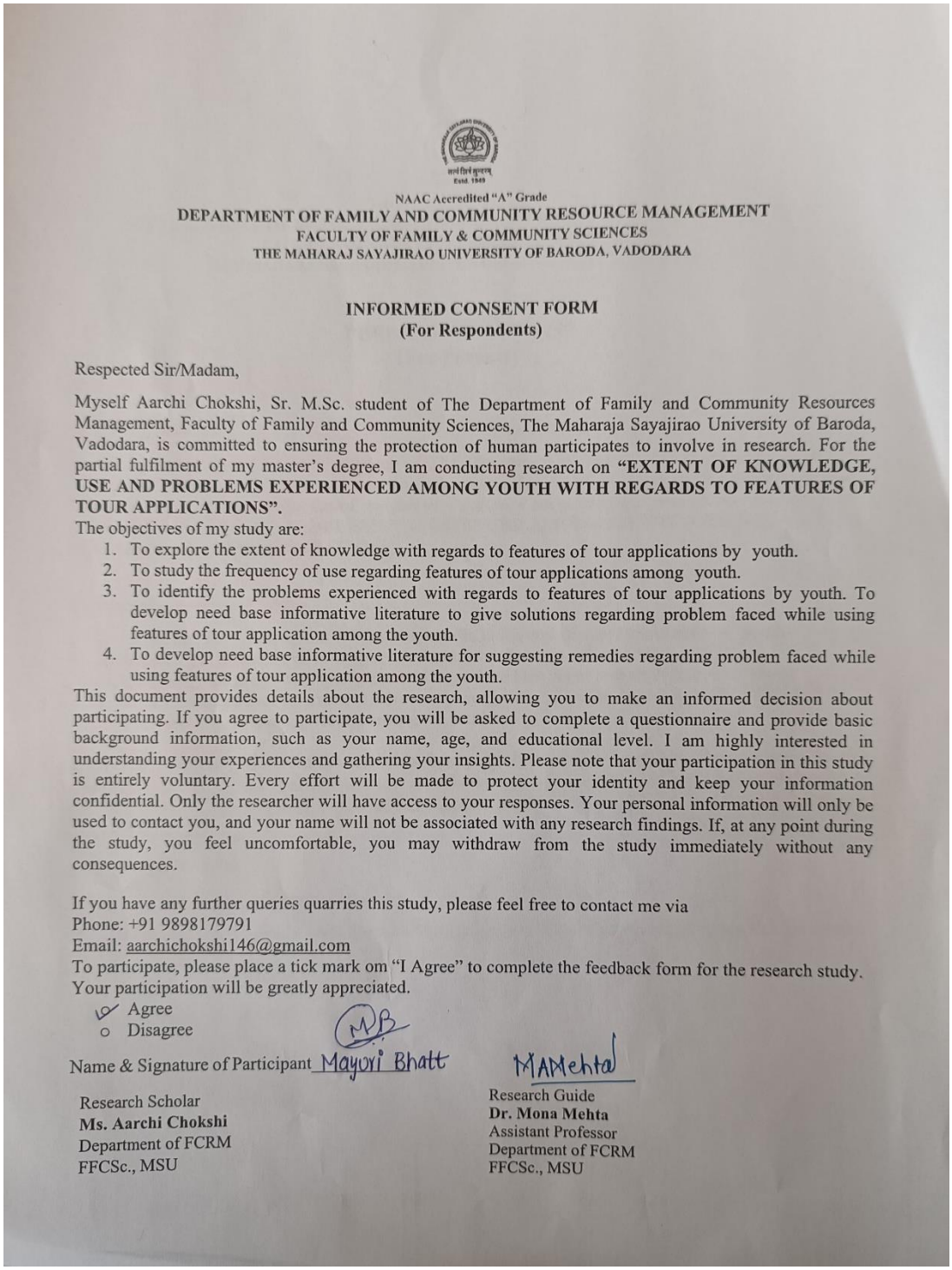
Given below are the Problems experienced among the youth with regards to features of tour applications. Read each statement listed here and tick mark (✓) on the appropriate option.

Sr No.	Statements	To High Extent	To Moderate Extent	To Low Extent
1	Frequently encounter issues with the real-time tracking feature during trips.			
2	Often face problems receiving timely notifications about local events and promotions.			
3	Experience technical glitches with saving and organizing travel plans.			
4	Frequently have difficulties sharing travel itineraries with friends or family.			
5	Find customizing travel recommendations based on personal interests leads to unsatisfactory results.			
6	Commonly face issues finding nearby dining options.			
7	Often find the translation feature for foreign languages fails to provide accurate translations.			
8	Encounter technical problems when accessing user-generated travel guides and itineraries.			
9	Frequently struggle with usability issues in interactive itineraries and schedules.			

10	Often experience errors or delays when reviewing and rating tourist attractions.			
11	Frequently encounter issues when booking local tours and activities through the application.			
12	Find setting reminders for upcoming travel plans and activities often fails to work as intended.			
13	Often face inaccuracies when comparing accommodation options within the tour application.			
14	Frequently have problems accessing local emergency contacts and services through the application.			
15	Encounter difficulties when creating and sharing travel journals or blogs within the application.			

APPENDIX – III

INFORMED CONSENT FORM



NAAC Accredited "A" Grade
DEPARTMENT OF FAMILY AND COMMUNITY RESOURCE MANAGEMENT
FACULTY OF FAMILY & COMMUNITY SCIENCES
THE MAHARAJ SAYAJIRAO UNIVERSITY OF BARODA, VADODARA

INFORMED CONSENT FORM
(For Respondents)

Respected Sir/Madam,

Myself Aarchi Chokshi, Sr. M.Sc. student of The Department of Family and Community Resources Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara, is committed to ensuring the protection of human participates to involve in research. For the partial fulfilment of my master's degree, I am conducting research on **"EXTENT OF KNOWLEDGE, USE AND PROBLEMS EXPERIENCED AMONG YOUTH WITH REGARDS TO FEATURES OF TOUR APPLICATIONS".**

The objectives of my study are:

1. To explore the extent of knowledge with regards to features of tour applications by youth.
2. To study the frequency of use regarding features of tour applications among youth.
3. To identify the problems experienced with regards to features of tour applications by youth. To develop need base informative literature to give solutions regarding problem faced while using features of tour application among the youth.
4. To develop need base informative literature for suggesting remedies regarding problem faced while using features of tour application among the youth.

This document provides details about the research, allowing you to make an informed decision about participating. If you agree to participate, you will be asked to complete a questionnaire and provide basic background information, such as your name, age, and educational level. I am highly interested in understanding your experiences and gathering your insights. Please note that your participation in this study is entirely voluntary. Every effort will be made to protect your identity and keep your information confidential. Only the researcher will have access to your responses. Your personal information will only be used to contact you, and your name will not be associated with any research findings. If, at any point during the study, you feel uncomfortable, you may withdraw from the study immediately without any consequences.

If you have any further queries quarries this study, please feel free to contact me via
Phone: +91 9898179791
Email: aarchichokshi146@gmail.com
To participate, please place a tick mark om "I Agree" to complete the feedback form for the research study. Your participation will be greatly appreciated.

- ✓ Agree
- o Disagree

Name & Signature of Participant Mayuri Bhatt

Research Scholar
Ms. Aarchi Chokshi
Department of FCRM
FFCSc., MSU

MAMehta

Research Guide
Dr. Mona Mehta
Assistant Professor
Department of FCRM
FFCSc., MSU

APPENDIX – IV

PERMISSION LETTER

NAAC Accredited "A" Grade

DEPARTMENT OF FAMILY AND COMMUNITY RESOURCE MANAGEMENT

FACULTY OF FAMILY & COMMUNITY SCIENCES

THE MAHARAJ SAYAJIRAO UNIVERSITY OF BARODA, VADODARA

PERMISSION LETTER
(For Parents)

Respected Sir/Madam,

Myself Aarchi Chokshi, Sr. M.Sc. student of The Department of Family and Community Resources Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara. For the partial fulfilment of my master's degree, I am conducting research on **"EXTENT OF KNOWLEDGE, USE AND PROBLEMS EXPERIENCED AMONG YOUTH WITH REGARDS TO FEATURES OF TOUR APPLICATIONS".**

The objectives of my study are:

1. To explore the extent of knowledge with regards to features of tour applications by youth.
2. To study the frequency of use regarding features of tour applications among youth.
3. To identify the problems experienced with regards to features of tour applications by youth.
4. To develop need base informative literature for suggesting remedies regarding problem faced while using features of tour application among the youth.

In order to collect data, we need the responses from your child. Hence, I request you to allow me to take responses from your ward. I assure you that all efforts to protect your identity and keep the information confidential will be taken care of. If you have any further questions concerning this study, please feel free to contact me through

Phone no: 9898179791

Email id: aarchichokshi146@gmail.com.

Your permission will be greatly appreciated and the responses will be strictly used for research purpose only.

Name & Signature of parents Sangita Jani

Research Scholar
Ms. Aarchi Chokshi
Department of FCRM
FFCSc., MSU

Research Guide
Dr. Mona Mehta
Assistant Professor
Department of FCRM
FFCSc., MSU

ABSTRACT

ABSTRACT

Tour applications have transformed the way individuals plan and experience travel by offering a variety of features designed to enhance convenience, safety, and engagement. Youth travellers, in particular, depend on these applications for navigation, accommodation bookings, itinerary planning, and social sharing. However, their awareness, usage frequency, and the challenges they face play a crucial role in determining the overall effectiveness of tour application features. The present study aims to evaluate the knowledge, usage patterns, and difficulties encountered by young individuals when utilizing various features of tour applications. Gaining insights into these aspects can help improve the accessibility and functionality of tour application features, making them more efficient and user-friendly for young travellers. Data for the study were collected from 180 youth, aged between 15 and 29 at the time of data collection, who travelled outside Vadodara city for more than two days. Participants were selected using a purposive sampling technique. An online questionnaire, administered via Google Forms, was used as the primary data collection tool. The questionnaire comprised four sections: background information, extent of knowledge regarding features of tour applications, frequency of use of these features, and challenges experienced by youth in using them.

The findings divulged that knowledge of tour application features, 66.67 per cent of respondents had a high extent of knowledge about reviews and ratings, while 61.11 per cent were knowledgeable about social sharing features. The most frequently used feature was real-time tracking, reported by 56.66 per cent of respondents, followed by dining recommendations, used by 42.77 per cent. The most common problems faced while using tour applications included issues with real-time tracking, affecting 46.66 per cent of respondents, and difficulties in accessing emergency contacts, reported by 38.88 per cent. The results of ANOVA (f) were found to be significant between the extent of knowledge with regards to features of tour applications among youth and their occupation. The results of Scheffe's test revealed that the extent of knowledge with regards to features of tour applications among youth was more among respondents who were students. The results of ANOVA (f) were found to be significant between frequency of use regarding features of tour applications among youth and occupation. The results of Scheffe's test revealed that the frequency of use regarding features of

tour applications among youth was more among respondents who were students. The results of ANOVA (f) were found to be significant between frequency of use regarding features of tour applications among youth and Family Income per Month. The results of Scheffe's test revealed that the frequency of use regarding features of tour applications among youth was more among respondents who were earning between ₹30,001 - ₹60,000. The results of correlation coefficient (r) were found to be significant between frequency of use regarding features of tour applications among youth and problem faced by youth while using features of tour application. Hence, it can be concluded that understanding and improving the knowledge, usage, and functionality of tour application features among youth travellers are essential for enhancing their overall travel experience. A higher level of knowledge and effective usage of these features can lead to more convenient, safe, and engaging trips. Addressing the challenges associated with real-time tracking, emergency contacts, and accessibility can significantly improve user satisfaction. By optimizing these applications to better meet the needs of young travellers, developers can contribute to a seamless and efficient digital tour experience. Furthermore, initiatives aimed at educating users and enhancing the functionality of tour applications can play a crucial role in ensuring a more informed and hassle-free journey for youth travellers.