



ISCTBL 2020

INTERNATIONAL SCIENTIFIC CONFERENCE

Универзитет „Гоце Делчев“ –
Штип

Goce Delchev University
Shtip

Факултет за туризам и бизнис
логистика

Faculty of Tourism and
Business Logistics

**Трета Меѓународна Научна Конференција
Third International Scientific Conference**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС
ЛОГИСТИКАТА ВО 21 ВЕК**

**CHALLENGES OF TOURISM AND BUSINESS
LOGISTICS IN THE 21ST CENTURY**

**ЗБОРНИК НА ТРУДОВИ
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13 ноември 2020 г / November 13, 2020

Издавач:

Факултет за туризам и бизнис логистика
Универзитет „Гоце Делчев“ – Штип
Крсте Мисирков, 10-А, 201, 2000, Штип, РС Македонија
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www.ftbl.ugd.edu.mk
www.ugd.edu.mk

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Факултет за туризам и бизнис логистика

Publisher:

Faculty of Tourism and Business Logistics
Goce Delchev University of Shtip
“Krste Misirkov” no.10-A P.O. Box 201 Shtip 2000, North Macedonia
Tel: +389 32 550 350
www.ftbl.ugd.edu.mk
www.ugd.edu.mk

For the Publisher:

Tatjana Boshkov, Ph.D. – Dean

Conference Organizer:

Faculty of Tourism and Business Logistics

CIP - Каталогизација во публикација
Национална и универзитетска библиотека "Св. Климент Охридски", Скопје

338.48(497.7)(062)

INTERNATIONAL scientific conference Challenges of tourism and business
logistics in the 21st century (3 ; 2020 ; Stip)

Challenges of tourism and business logistics in the 21st century
[Електронски извор] / The 3th international scientific conference,
September 13 th , 2020, Republic of North Macedonia. - Stip : Goce
Delcev University of Stip, Faculty of tourism and business logistics,
2020

Начин на пристапување (URL): <https://e-lib.ugd.edu.mk/zbornici.html>. -
Текст во PDF формат, содржи 435 стр., илустр. - Наслов преземен од
екранот. - Опис на изворот на ден 22.11.2020. - Фусноти кон текстот. -
Библиографија кон трудовите

ISBN 978-608-244-779-7

а) Туризам -- Економски прилики -- Македонија -- Собири

COBISS.MK-ID 52738053

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Prof. Gligor Bishev, University Professor and Chairman of the Board, Sparkasse Bank-Skopje – “*The impact of the pandemic on economic developments*”

Peter Tabak, Executive Director, Leading Regional Economist for Economics, Policy and Governance in the Western Balkans Vice-President for Policy and Partnerships, European Bank for Reconstruction and Development - “*Economic outlook for the Western Balkans during and after the epidemic*”

Milan Zdravkovic, Executive Director of the Distribution System Operator in J.P Srbijagas, Belgrade, Serbia – “*Supply of natural gas in COVID-19 conditions - experience and expectations*”

Prof. Misko Dzidrov, University Professor and Vice-rector for Teaching and Students, Goce Delcev University of Stip – “*UGD in a time of pandemic*”

Prof. Tatjana Boskov, University Professor and Dean of the Faculty of Tourism and Business Logistics, Goce Delcev University of Stip – “*The impact of coronavirus on global growth and global supply chain shifts*”

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УНИВЕРЗИТЕТ „ГОЦЕ ДЕЛЧЕВ“ - ШТИП
GOCE DELCEV UNIVERSITY OF STIP

ФАКУЛТЕТ ЗА ТУРИЗАМ И БИЗНИС ЛОГИСТИКА
FACULTY OF TOURISM AND BUSINESS LOGISTICS

ТРЕТА МЕЃУНАРОДНА НАУЧНА
КОНФЕРЕНЦИЈА

THIRD INTERNATIONAL
SCIENTIFIC CONFERENCE

ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС
ЛОГИСТИКАТА ВО 21 ВЕК

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS
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ЗБОРНИК НА ТРУДОВИ
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13 ноември, 2020, Штип / Shtip, November 13th, 2020

ПРЕДГОВОР

Факултетот за туризам и бизнис логистика при Универзитетот „Гоце Делчев“ во Штип, беше организатор на Третата меѓународна научна конференција „Предизвици на туризмот и бизнис логистика во 21 век“. Конференцијата се одржа на 13 ноември 2020 година на платформата Microsoft Teams, со повеќе од 90 учесници од матичната земја и странство. Оваа година Меѓународниот научен комитет брои еминентни професори од нашата земја и над 15 странски земји како Израел, Шпанија, Франција, Молдавија, Италија, Грција, Египет, Полска, Турција, Романија, Бугарија, Србија, Хрватска, Босна и Херцеговина и Словенија.

Целта на оваа конференција е да промовира поголемо разбирање на бизнис администрација, логистиката, туризмот и угостителство во однос на управувањето, економијата, образованието и претприемништвото. Ова подразбира дека фокусот на учесниците го насочивме кон најновите трендови и предизвици во врска со развојот на туризмот, менаџирањето со компаниите, пазарот на труд, можностите за придобивки и профит, изгледите за подобра конкурентност на меѓународниот пазар, што пак е императив за финансиската стабилност на нашата земја во целина.

Имено, со пристигнатите трудови и авторските истражувања се оствари целта на конференцијата - а тоа е оценувањето на тековната состојба и идните изгледи за развој на микро план што се однесува на домашниот пазар, како и движењата на глобалната економија, подготвувајќи ја бизнис заедницата за предизвиците со кои ќе се соочуваат при остварувањето на нивните цели, што де факто влијае врз одржувањето на финансиите особено во времето кое го живееме под притисокот на пандемијата.

Препораките кои се пренесоа се однесуваат како да се зајакнува капацитетот на компаниите како и промените во регулативите кои го диктираат нашиот пат кон ЕУ. Дискусиите во текот на конференцијата беа одговор на тоа како реагираа и се позиционираа менаџерите на финансиски средства во услови на голем пазарен ризик, пазарни шокови и турбуленции и како треба да се подготвуваат инвеститорите во поедини сектори. Трудовите прикажаа изгледи и кон идната интеграција на земјите од Западен Балкан, со осврт на досегашните постигнувања и идните предизвици пред овие економии како и размена на искуства на сите учесници кои сме денес присутни од повеќе земји.

Токму овие препораки треба да бидат двигател на процесите на реформата во насока на подигање на квалитетот на образованието заради поголема продуктивност на трудот, конкурентност на економијата и намалување на неусогласеноста на понудата на вештини и компетенции како и побарувачката на пазарот на труд.

Постигнувањето на овие цели е заедничка задача на сите оние што се во позиција да го дадат својот придонес за имплементација на реформите во општеството. Токму тие реформи, тие промени во начинот на пристап, методологија на работа и организација, не треба да ги правиме само за да станеме дел од економскиот блок, туку да бидат во насока да постигнеме нешто друго, многу позначајно, односно сите напори што ги правиме да бидат за остварување на повисок степен на благосостојбата на нашите граѓани, за создавање на достоинствени услови за живот и работа.

Во регионот, меѓутоа и пошироко, во Европа, искуствата се најразлични. Наидуваме на успешни, и на не толку успешни модели. Токму ваквите научните конференции, дебатите што се развиваат тука, се најдобриот начин за размена на искуства, за идентификација на предизвиците и перспективите, за споредување на моделите и третирањето на нивните недостатоци или предности, меѓутоа и презентирање

на можните нови комбинирани модели. Едукацијата на новите генерации кои ќе бидат подготвени да се соочат со предизвиците што ги носи глобализацијата, е заеднички предизвик на Универзитетите, на бизнис заедницата, но и на централната и локалната власт.

Штип,
13 Ноември 2020

Главен уредник
Проф. д-р Татјана Бошков, *Декан*

PREFACE

The Faculty of Tourism and Business Logistics in Gevgelia, part of the University Goce Delchev from Shtip, hosted the Third International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century". The conference was held on 13th of November 2020 on the platform Microsoft Teams, with more than 90 participants from the country and abroad. This year the International scientific committee included eminent professors from our country and more than 15 from foreign countries, such as Israel, Spain, France, Moldova, Italy, Greece, Egypt, Poland, Turkey, Romania, Bulgaria, Serbia, Croatia, Bosnia and Herzegovina and Slovenia.

The aim of this conference is promoting a greater understanding of the business administration, logistics, tourism and hospitality in terms of management, economics, education and entrepreneurship. In that context, the focus of our participants was on the latest trends and challenges related to tourism development, company management, labour market, opportunities for gain and profit, opportunities for better competitiveness in the international market, which is imperative for the financial stability of our country entirely.

Furthermore, the conference papers and authors' researches fulfilled the aim of the conference, the assessment of the current situation and future prospects for the development of the micro plan in terms of the domestic market, as well as the global economy changes, prepared the business community for the challenges that will they face during their goal achievement, which de facto affects the maintenance of finances especially in the time we live under the pandemic pressure.

The detection of the conditions that have been presented is a real mirror of where we are, where we have been, and what is even more difficult, to answer the question what next? Achieving these goals is a common task of all those who are in a position to contribute to the implementation of reforms in society. Exactly those reforms, those changes in the way of approach, methodology of work and organization, we should not make only to become part of the economic block, but to be in the direction of achieving something else, something much more significant - efforts for achieving a higher degree of well-being of our citizens, for creating dignified living and working conditions.

In the region, but also beyond, in Europe, the experiences are diverse. We come across successful and not so successful models. Exactly such scientific conferences, debates that develop here, are the best way to exchange experiences, to identify challenges and perspectives, to compare models and how to treat their disadvantages or advantages, but also to present possible new combined models. The education of the new generations that will be ready to face the challenges posed by globalization is a common challenge of the Universities, the business community, but also of the central and local government.

Shtip,
November, 13th, 2020

Editor
Tatjana Boshkov, Ph.D. *Dean*

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DIGITAL TOURISM

Dragan Vojinović[1]; Boris Brezo[2];

Abstract

Tourism, as one of the most important and fastest-growing branches of economy, communication in the environment is for the most part based on electronic platforms. New technologies provided faster, simpler, cheaper, time, and space unlimited transfer of information of the tourism sector. Authors in work analyses the influence of implementation of the electronic business in the tourism industry and the implementation of innovative technical solutions that were revolutionary changed the ways of creating relationships between offer and search. A fundamental advantage of the implementation of modern technologies is that a tourist offer is available for the interest ones when they want it. The goal of operating is to point out the fundamental comparative advantages which electronic business provides, but in the same way, possible risks were analyzed that can make malicious usage of digital communications tools.

Keywords: Electronic tourism, digital economy, internet, smartphone, social networks.

JEL classification: O33, Z32

Introduction

The Internet has become the main channel of sales not only in tourism but in other activities. Communication using internet is fast, massive, and cheap. On a field of tourism operates suppliers, agents, consumers-tourist, visitors, and passers-by. An increase in competition between the already existing sides occurs because the internet lowers the differences between them. Business transparency was increased and they can supervise each other, mimic observe innovations, and adjust the prices. The competition encouraged the possibility of a global display of offer by creating a partnership, direct access to the market, lower the total expenses, and the possibility that small and middle tourism companies advertise on their own. Tourism companies have to be innovative, follow the progress and implementation of technology, create a strong brand identity, and on a long-term plan keep the loyalty of their clients. Tourists, by using multimedia content via the internet can directly get to know the destination, hotel, services, activities and they can share their experience and give their impressions about the trip with other tourists. Tourist habits are changing quickly and tourism companies have to adjust their strategies and tactics along giving adequate support to the market requests. Electronic business, in all the aspects, has changed the ways of business and creating a relationship between bidders and consumers. The decision about introducing e-business depends on planned business strategies, characteristics of the targeted market, technical equipment, but as well as from the personal characteristics of a manager. It depends on preparedness to innovate business conception and change strategy which goal is to reduce or eliminate the risk. In countries with developed markets and strong competition relationships, managers in companies of the tourism economy by introducing technology do not observe it like an expense, but like an investment,

who is going to be paid off through more efficient and effective business with a smaller probability of an error, by saving time and expenses as well as gaining bigger profit. Errors in business are decreasing because operations become automatized. It is possible in a very short period to exchange information and documents between all the companies' sectors and offices which are located in other cities, even in foreign countries.

Digital economy

The digital economy leads to the capability of the faster reorganization of company resources and the creation of new values and business models, which fit the need of the more and more needy consumers. The appearance of the digital economy led to that most business operations transfer on the electronic platform, and with that said number of companies would transfer on the electronic communication with their partners and consumers. Electronic revolution acts on all the economic activities, covering intern processes and the totality of business at the same time, consumers' preferences, and surroundings. (Vasiljev & Vojinović, 2016). The digital economy represents an economy based on digital technologies and primarily the usage of the information of hardware technologies, software, applications, and telecommunications in all the areas of the economy, including intern activities of the organizations, then the external activities between organizations themselves and individuals, as the individuals mutually (individuals as consumers and as if citizens). Digital marketing is the process of making an offer, determination of prices, distribution, and promotion with the goal of profitable pleasuring the needs of a buyer specifically on the electronic market (Ružić et al., 2014). The two key advantages in business with the help of electronic platforms are: reducing expenses and availability of information. Communication as a primary human need experienced the change in roots on the personal, business, individual, and organization plan. The way of communication, tools, and speed of transferring information, space, and time limit become the fundamental features of this process. Progress of informative technology led to the increased online social networking of individuals and the exchange of information (Kaplan & Haenlein, 2010), and electronic media enabled interactive connection with the consumers to the tourism industry (Holloway, 2004). Internet, as a concept of business and the network of all the networks, is one of the most complex things ever made. It raises human organization on a higher level. The Internet had launched the transformation of a lot of aspects of global marketing- from the behavior of consumers, to the new business models. Business intelligence and social networks support this change, which is maintained in developed countries and countries in development. In the world of economy, the connections were made between economy, informatics, communication, computer science, and the digital economy. In years ahead of us the important progress in robotics and automation will encourage productivity and effectiveness, which will lead to economic profit for the manufacturers (Roubini 2015). The digital economy was based on electronic goods and the services that the electronic business is producing. In years ahead of us, the important progress of growing mobility of population and resources, the digital economy is not only limited on a trading business and services but it affects every aspect of the life of an individual person or organization. Despite the fast growth in the past years, the appearance of e-trading is considering an important trend which is just a part of the general variable economic structure encouraged with a dramatic change in information technologies. The tourism industry experienced true changes concerning the offer and on the side of request, especially in the process of communication and support to the tourist before, after, and in time of providing services.

Electronic tourism

The electronic business represents electronic transfer and exchange of business documents or information between computer systems, resources of standard electronic messages via special communication networks. Tourism follows every step in the development of technology. Digitalization in the world is stronger every day by creating new information-communication technologies. The main role of new technologies as promoters of tourism in the purpose of developing destinations is promoting tourism offer and products which are represented to the user on the modern and more available way. That way of presentation makes a tourist destination more attractive, respectively contributes to a bigger attraction and competition on the market. Today technology follows tourists in all phases of the cycle of sales and consumption of tourist products: through informing and choosing a destination, making decisions, and preparing for a trip, in time for the consumption of tourist products after a spent trip. With the help of new technologies, it is important to position tourism offer and products on the market, and present it on the most innovative way to the final user- tourist so that he could choose a destination for a vacation. E-product represents the sum of benefits that satisfy the needs of organizations or final users, which are ready to pay. (Ružić et al., 2014). Habits and wishes of tourists were change, the new influence that rules the world is the influence of smart technologies and digitalization. That phenomenon in tourism feels nice because tourist advertises destination by sharing photos to the applications available to them and social networks via mobile phones. With the development of smart technologies, it allows easier interaction between people, because it makes selling tourism products much easier and services to the workers as well, and allows communication on foreign area, and much easier managing in an unknown location. Caterers, apartment owners, owners of tourism objects, and other tourism workers used the smart technology very well for the business in a way of modernization of digital devices in their objects which enables guest piece, safety, and modern ambient and good atmosphere, and better organization and cooperation between the employees, as well as better results in business. The main factor of informative technology in tourism is the internet. A positive and negative characteristic of mobile technologies in the area of tourism are:

- Omnipresent- services and applications, via wireless internet, will be available anywhere and anytime.
- The consciousness of localization-Tourist can get their physical location in anytime via mobile operator.
- Immediacy- tourist was given an ability to react in critical time situation, this possibility enables them to make decisions spontaneously.
- Adjustment- tourist can get personalized services.
- Communication- mobile technologies enable the efficient spread of information where tourists can use these functions for the exchange of information.
- Expenses reduction- increase efficiency in intern operations and the process of purchasing.
- Increases user services- increases services and keeps the buyer through the promotions.
- Users wish to make transactions face to face.
- Inequality- it comes to an exclusion of a user and companies which do not own necessary technology.

Figure 1: *Online sales of trips on a global level.*

Source: *Euromonitor International (2019), The new online travel consumer, page 4*

Internet marketing in tourism

Internet marketing implements and connected digital technology in combination with traditional communication channels, so that set up marketing goals, could be accomplished. The number of internet users all over the world increases significantly. Tourism subjects such as hotels, hostels, tourism agencies, and other providers of tourism services have a wide area of possibilities of representing their services on the internet. The tourism industry in their basis consist hospitality, catering, and traffic. Providers of accommodation services mostly present their objects through tourist agencies on the internet, such as Booking, Expedia, etc., and via their own websites. Good traffic infrastructure is the key to the development of tourism. The fast implementation of technology will improve the current position in navigation and safety. Just because of the above-mentioned characteristics, it is the even bigger role of the internet in tourism, but of course in the economy as well. The Digital era created only technological requirements, and the internet as media opened space for practical operation of the interactive type which was directed on consumers, not like a group of similar individuals but like consumers as individuals (Vasiljev & Vojinović, 2016). The Most common forms of internet marketing today are marketing via websites, via social networks, and mobile applications (Kotler, 2010).

Figure 2: *The number of internet users in 2020.*

Source: Author, based on: www.internetworldstats.com

Advantages of using the internet in the purpose of tourism marketing are: lower expenses of promotional activities, more efficient segmentation of a market, global range of business and marketing companies, non-limited availability for a buyer, the current adjustment and changing the website content, fast comprehension of concrete results, personalization and interactivity of communication, bigger efficiency of electronic media.

Influence of websites on tourism

The website represents an online window of the tourist offer which is available to the people that search when they wish to. The main goal of the website is the insurance of the searched information of a user. It should be informative, interesting, illustrative, and user's experience on the website should be simple, fun, and efficient. The most important rule is that website enables users to efficiently make things done because that's why the user visited the website in the first place. While making a website it would be desirable to keep an eye on the manufacturing technique, design, emphasizing important items and characteristics which know to be crucial with simple and efficient usage. Because a lot of people use mobile phones for browsing, it is important that the website has implemented a mobile display so that visitors, no matter what kind of device they are connecting with, have an uninterrupted review.

Influence of social networks on tourism

A social network is a type of internet service or an internet platform that serves for the mutual connection of users who share similar personal interests (Šarić, 2017). Today, they become the main place for exchanging adventures, experiences, thoughts, photographs, and comments. People use social networks in private and business purposes, and information is easily sharing with the rest of the world and gathering as well. This type of functioning is an interesting aspect in tourist business because it enables tourists to a detailed search of information about desirable destinations, and to bidders of tourist products and services a good promotion. Promoting offers via social networks gives positive results because that's where people make final decisions by accepting experience, comments, and perceptions of other tourists. Influence on making a decision has 'sales improvement' and promotional activities that tourism offers through this channel of marketing communication, inducing users to connect their post with their user profile, to share it with others, and to participate in the advertisement. Catering objects use social networks for the improvement and personalizing of their services by anticipating the desires and needs of potential tourists. The most famous social networks are Facebook, Twitter, and Instagram, and each of them has its own purpose.

Figure 3: *Use of social networks in the world*

Source: Author, based on: www.statista.com

Facebook

The biggest influence of the Facebook business model we can single out sales of advertising space, which relates on direct advertising to users which they post on Facebook news. Facebook as well, through their applications offers a number of tools which influence directly on business, i.e. increase of sales. As one of the most famous tools which Facebook use is for sure the so-called Facebook coupons, that are coupons which enable spenders all sorts of discounts, free products and etc. Companies through Facebook can improve their production and business, in a way that they gather all sorts of spenders who prefer particular products and services. The measure of success represents Facebook 'likes', or the number of spenders who like the particular post on Facebook. From the example of the social network Facebook we can conclude how marketing experts of particular companies, in an extremely clever way, use the database and information which they get from their users (Kovač & Protrka, 2019). When you share photographs, users will choose the most attractive photographs that will show their vacation in the best light and which will trigger the most interest among their friends. Photographs, videos, and comments that represent some destination or adventure triggers numerous reactions among other users, that comment, distribute and share that exact contents. All of that represents a perfect stimulant to the other users so that they can alone think about a vacation or adventure they can personally experience.

Twitter

Twitter represents one of the fastest ways of sharing interesting information or news in communication with users. Depend on the context of the message, users can share these posts with their subscribers, so companies often rely on that type of sharing messages during the acquisition of a big number of users, which requires small, or insignificant expenses. The practice of companies that advertise on Twitter is to hire a person who signs up with their name

and surname and communicate with users, and with every response on a post and further share subscribers of that user get a display of a way of company communication.

Instagram

Instagram in past years has grown into one of the biggest social networks. The uniqueness of Instagram is that it focuses on the photographs only. It is a word about a mobile application that enables you to create and edit photographs, and after that, you can share photos with your followers. Right now it is under the umbrella of Facebook, which gives him an extra swing, nonetheless, the other networks start to catch up. Advertising on Instagram is taking place with the help of Facebook advertisements, but Instagram is checked under the place where the advertisement is going to show up. A huge number of travel agencies are already using Instagram for the promotion of their services, amongst them is a lot of private accommodations. For the successful use of Instagram for business purposes, you have to be professional. The main goal is to create contact with spenders. Guests who feel that someone takes care of their needs will become an ambassador of our destination and it will transfer positive messages to their network of friends.

Smartphones as help for tourists

Smart phones represent a huge help to tourists in tourist travels. Whether they want to get an unknown location or they are interested in information about a destination or they want to use it for communication, anyway modern smartphones always have a solution. Many applications are available that makes the tourist enjoy in their new destination and because of that tourist object must offer free Wi-Fi to the tourist so that they can use applications without any interruption. The internet represents the most modern system of transferring information, but it has come to the use of communicative technologies like mobile phones and digital television (Kavoura, Katsoni, Vassiliadis, Vlachopoulou, 2013). Let us take a just one example, it is perfectly possible that soon, at the moment when you walk in the restaurant, your smartphone will show you a menu, suggest meals that will most likely satisfy you, depends on the time you have for a meal, on your budget, on your food limits, etc. (Babinet 2015.: 55). It is an especially important development of world wide web technology that enables a big number of participants on the tourist market do give lots of information about their offer (hotels, carriers, cruise companies, tour operators and tourist agencies, fun theme parks), including virtual tours. Nacional tourist agencies form websites as well with a lot of information about individual destinations, and innovative technologies that use for example Google Maps or Google Earth enables users to visually browse the desire destination. The exchange of information participants of travel is done via tourist forums that have a significant role in forming the attitudes of spenders concerning a particular destination, and tourist guides in electronic form are used more and more. Mobile applications are meant for tourist on the destinations that have detailed maps of the area and complete information which makes sightseeing of certain destinations easier (Spasić & Pavlović, 2018). Mobile applications intended to tourists, with the criteria of the type of service, are divided into (Maras, 2016): applications that give tourists useful information about a destination, applications for culture provides information about cultural events, cultural institutions and landmarks have the role of a virtual tourist guide, applications for a transport- serve for a reservation of tickets and information about transport, specialized apps created for a particular company, interactive electronic guide- represents guide through destination and exchange possibility of adventures with other tourists, applications for

satellite navigation- providing services of navigation, applications for booking accommodation- providing information about accommodation objects, social networks based on locations- networks that provide locations of landmarks and services of a particular town, applications based on the information of events- share information about current events and activities, at the same time providing possibilities of sending messages to the other tourists, applications for planning a trip- help with a planning a trip.

The best travel mobile applications

1. GOOGLE

MAPS

Google Maps application is popular in between a big population of people, and it is primarily intended for the display of searched locations and the belonging of interesting facts. Google Maps is simple for navigation, and some of the basic characteristics of the applications are multilanguage, integration in already existing web content, simple implementation of content and adjustment to the user, and the support of the application in all browsers. Every guest wants to know where the hotel is located, how far is from the airport or railway station, where is located concerning the tourist attractions and suggested restaurants, but to make a comparison of hotel offer through a simple interactive map. One of the new features of Google Maps is the Street View. That option enables us to see and walk the streets of the city that are in our interest. Thereby it is not the only couple of pictures of that city or that street is shown, but you truly have the possibility to virtually walk the streets, look around, make a turn in some other street, walk in the park or some city squares.

2. TRIPADVISOR

Tripadvisor is the tourist internet portal that offers advice for the users who plan their vacation. On the website, there are more than 1.8 million shops, 4.2 million restaurants, and 1.1 million hotels. There are forums where a traveler can ask everything he wants to know. Forums are websites for the internet discussion where visitors talk in the form of a sent message. Restaurants can be explored by prices, types of food they offer, and best reviews and rates. For a traveler, to find the best hotel, there are specially listed the ones that won a reward 'The traveler choice'. Users can write his review and a photograph from their trip. The application helps to find fun content in a destination. There are two key aspects of the influence of Tripadvisor on the behavior of the hotel. The first aspect effect the motivation of caterers to fix the quality of their services to prevent the appearance of negative comments that can get to a large number of potential tourists. The second aspect is the recognition of the things they need to change in business to fix the quality of their services. It becomes important for hotels to understand Tripadvisor as a place where marketing activities take place and to find ways to use advantages completely and to control bad sides.

3. BOOKING.COM

Whether they travel for business or private, users can reserve simple and fast their ideal accommodation through Booking.com, without reservation costs. Booking offers 28 982 858 accommodation units, on 153 519 destinations in 227 states. The main function of the application is to offer maps and personalized guides. Booking has international business- available on more than 40 languages. There is no need for an interaction between an owner and a guest before the reservation. Booking allows the only guest to review an owner and his accommodation, whereas the owner can't review a guest. Booking does not charge a commission from reservation automatically, but at the end of the month sends a receipt for that month which they are obliged to pay. Booking has a 'Genius' program that offers certain discounts to business people.

4. AIRBNB

The mobile application Airbnb enables a view of accommodation, and reservation directly from the application. There are more than 2 million offer and a total of 34 000 cities. It is free and easy to use. The application offers detailed instructions on how to arrive at the selected accommodation. Users can search for accommodation by a couple of categories, by prices, location, content, and the date when it is available. The applications have 'Catering Standards' so that bidders know roughly what guests can expect from them. Airbnb offers explicitly private accommodation in the house, apartment, room, but in some unusual places like hills, tree houses, etc. His goal is to create a base of accommodation where the guest can feel like he is at home, but offers a local experience as well. This is achieved when guests connect with people who have been on a certain location already, to find out from firsthand how was the accommodation, and where are the closest coffee shops, restaurants, what to visit, and etc. The advantage of Airbnb regarding the Booking is that the owner can review a guest, which offers other bidders safety.

- *EXPEDIA*

The mobile applications Expedia offers possibilities of reserving a hotel, flights, renting cars, and other activities. The application is free to use. Expedia helps the user to put together their trip, from planning to the reservation. In their offer, there are more than 590 000 accommodation units, offers flights with 550 different airlines, co-operates with 150 rent-a-car companies, in 33 countries from all over the world. Offers multiple savings on hotel rooms, by giving a 40% discount when you make a reservation with an application. Users can read reviews of the earlier users of certain accommodations, search for hotels by different categories: prices, discounts, or reviews. When it comes to flights, using is very simple, everything you need to do is to choose a date and destination. Flights are listed by prices, flight duration, time of departure, and time of arrival. When it comes to cars, in offer there are different categories, from the most luxurious to the modest ones. When caterer decides to advertise their hotel or their apartments on the Expedia website, he needs to know that process is going to be a little bit

slower than with the other websites and that they will automatically advertise on all of their websites.

Figure 4: *An average monthly number of visitors on mobile applications*

Source: Author, based on: www.similarweb.com

Conclusion

With the appearance of technology, the life of all the people that are using it is much easier because seemingly small things, such as turning the lights down on sensors or ordering food by a touch screen, people save their precious time which we always lack in today's fast lifestyle. From all the advantages that e-business offers in tourism, the most important is the offer of current and always open access of the information in the whole world. The most favorite invention to humans is the smart, modern mobile phones that many can't imagine their life without it. Technology made so much progress in question of communication resources so that became a replacement for the many other technological discoveries. The development of informative-communicative technologies is especially important for the area of tourism. One of the ways where tourism makes a profit from the modernization of informative technologies inside the tourist business subjects it that creating smart systems to make every day of the employees fun, and equally efficient, in according to the standards of companies, which leads to the increase of income of subject in tourism because saving on labor force and spend time on certain business. More than anything, tourists appreciate the effort. In a time of travel, they want to feel the safety and support of tourist workers for the time they stay in the destination, because of that technology invention and labor force play the key role in the communication with the guests. Expect informative technology, caterers, especially those who can brag with the four or more start hotels, use all sorts of advantages of smart technology by displaying their power, as its own advantage. The advantage of technology is in the sense of power, luxury, and glamor which with self brings that the smart devices perform actions for the visitors by their desires and instructions. The Internet has a strong influence on a marketing combination, especially in the context of interaction and communication possibilities. Caterers recognized the possibility that online technology offers and they implement it for the need of multimedia presentation of their products/services, for the communication with consumers, but for the sale of their products via websites or online reservations of accommodation through their own website as well. Just like in the past it was not possible to predict to which level will today's smart technology arise, so today it is not possible to predict the situation in the far future. In the end, we come to the conclusion that technology marks their growth constantly and that the robots will replace the labor force, and computers will replace the drivers of transport in the future.

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