

Need Analysis of a Context Aware Mobile Tour Guide Application to Uphold Sri Lankan Tourism Industry

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Tour guides are front line employees who are very accountable for the complete impression and satisfaction with the tour services provided by a destination. But with the development with new technology, travel and tourism industry have attempted to adopt various new concepts. Context aware mobile tour guide application is one of the latest concepts that the software developers have come up with. This study was conducted to identify the need of the context aware mobile tour guide application to uphold Sri Lankan tourism industry. The study used thematic analysis method to analyze qualitative data using Microsoft Excel. According to the findings of this study, there were 6 main reasons for rejection of tour guide services and states that there are infirmities of human tour guides in tourists' and tour operators' perspective. Finally this investigates the need of the context aware mobile tour guide application to the industry and present some suggestion and directions to the future research.

Keywords: Infirmities of tour guides, Mobile tour guide, Context aware mobile tour guide application