



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

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Hospitality, Tourism and Events Management
August, 2018

N. P. Ganewatte
UWU/EX/14/0297
Public Administration Department

ABSTRACT

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 all the industries including the travel and tourism industry have attempted to adopt various new concepts. Context aware mobile tour guide application is one of the latest and greatest 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. Researcher used thematic analysis method to analyze qualitative data using Microsoft Excel 2010. According to the findings of this study, the researcher presents 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: *Tour Guide, Infirmities of Tour Guides, Mobile Tour Guide, Context Aware Mobile Tour Guide Application*