

TRAVEL PLANNING



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1 INTRODUCTION

Field research shows us how many people are using apps for traveling and which apps are most commonly used in different countries. The purpose of the paper is to examine the theoretical part of the definition of concepts such as traveling with the help of different apps in different countries.

The objectives of the research are to analyze:

- How many people are using apps while planning a trip.
- Which apps are most commonly used in different countries.
- How many people are still not using apps for travel planning.

We have seven research questions:

1. Which social networks are most commonly used in Croatia, Serbia, Macedonia, Slovenia and Russia?
2. What are the main reasons in Croatia, Serbia, Macedonia, Slovenia and Russia to go on a tourist trip?
3. Which mobile app is most commonly used to book an accommodation for a trip in Croatia, Serbia, Macedonia, Slovenia and Russia?
4. Which mobile app is most commonly used for navigation or route planning in Croatia, Serbia, Macedonia, Slovenia and Russia?
5. Which mobile app is most commonly used to buy plane tickets in Croatia, Serbia, Macedonia, Slovenia and Russia?
6. Which mobile app is most commonly used to translate texts or words in Croatia, Serbia, Macedonia, Slovenia and Russia?
7. Which mobile app is most commonly used for conversations or communication in Croatia, Serbia, Macedonia, Slovenia and Russia?

We used online questionnaire in five different languages and the research was held from **17.4.2018 to 4.5.2018.**

In the theoretical part, we used secondary sources from data collection, such as google.com, google scholar and the "online" library. In the research part, we used the questionnaire, which was analyzed by using the SPSS program and Excel.

We were limited with the research in five countries (Croatia, Serbia, Macedonia, Russia and Slovenia). The respondents are from 12 to 38 years old.

2 LITERATURE REVIEW

There are many papers that deal with use of mobile application for tourist needs. In the paper (Anacleto, Figueiredo, Almeida, & Novais, 2014) authors focused on tourism mobile applications with special emphasis on P*SiS* Mobile. They explained how it works and how it helps tourists with their recommendation and planning of their trip. Also it can be adopted to their interest and can be used as a journey dairy. Different interfaces and algorithms used for mobile applications are presented at (Borràs, Moreno, & Valls, 2014). Authors have the main focus on application in tourism but they also provide some guidelines for the construction of tourism recommenders. We can find an analysis of the best free application out of 26 for tourists based on four cities at (Constantino da Silva & Vieira da Rocha, 2012). They were analyzing the data collected in study cases which was important for tourists and also problems that applications have.

In the paper (Kennedy & Gretzel, 2012) authors take a look at mobile applications from two aspects. They looked for a taxonomy based on the level of customization the user has with the mobile application and a taxonomy on what services travel-related applications provide to the user.

In the paper (Siuhi & Mwakalonge, 2016) authors concluded that significant usage of smart mobile applications can be potentially very beneficial, particularly in automobile travel mode to reduce travel time, cost and vehicle emissions.

In the paper (Smirnov, Kashevnik, Shilov, Teslya, & Shabaev, 2014) authors found out that the most interesting category of tourist applications is "Travel Guides" that combines "Information Resources" and "Location-Based Services" category. They also propose "Tourist assistant - TAIS" as the best application for this category.

The article "The Best Travel Apps In 2018 - Tips From a Travel Writer" is written by a travel writer in which they recommend what is in their opinion the best travel apps. They list the apps: TripCase, FlightAware, DarkSky, Mobile Passport, HotelTonight, Hotels.com, Trivago, Uber and Currency Calculator.

The article "10 of the best travel apps ... that you'll actually use" states the 10 best travel apps to use. Those apps are Citymapper, Duolingo, XE Currency, Tripit, Splittr, App in the Air, Google Translate, LiveTrekker, Wolfram Sun Exposure and Time Out.

The article "10 of the best travel apps ... that you'll actually use: part two" is the continuation of the previous article "10 of the best travel apps... that you'll actually use" and it states another 10 of the best travel apps. The apps are Rebtel: for phone calls, Waze: for traffic, Google Trips: for itineraries, Tunnel Bear: for security, Hopper: for flight booking, Packpoint: for packing, Rome2Rio: for transit connections, Tinder: for meeting people, Circa: for time zones and Accuweather.

3 RESEARCH AND DISCUSSION

3.1 THE PURPOSE AND OBJECTIVES OF THE STUDY

The purpose of the research is to explore travel planning in five different countries (Slovenia, Serbia, Croatia, Macedonia and Russia). While at the camp we have decided to examine two very interesting issues - how people plan their trips abroad and which mobile applications they use while they travel abroad. Previously we have studied the theoretical resources of different scientists which have professional pieces of work on this problem. The special questionnaire was made by ourselves before the camp started. We explored the differences of travel planning in the five mentioned countries.

3.2 THE SAMPLE

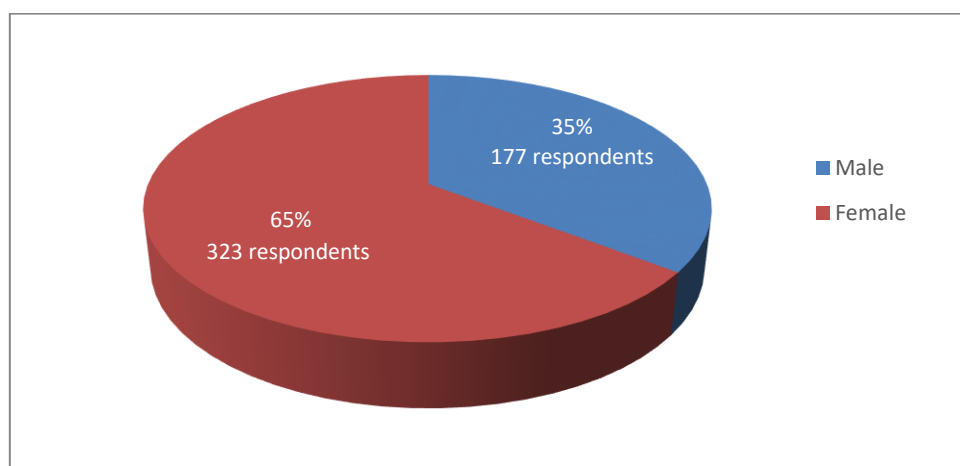


Figure 1. Gender of respondents (total)

This research contains a total number of 500 (100%) respondents, 35.40% are man (177) and 64.60% are women (323).

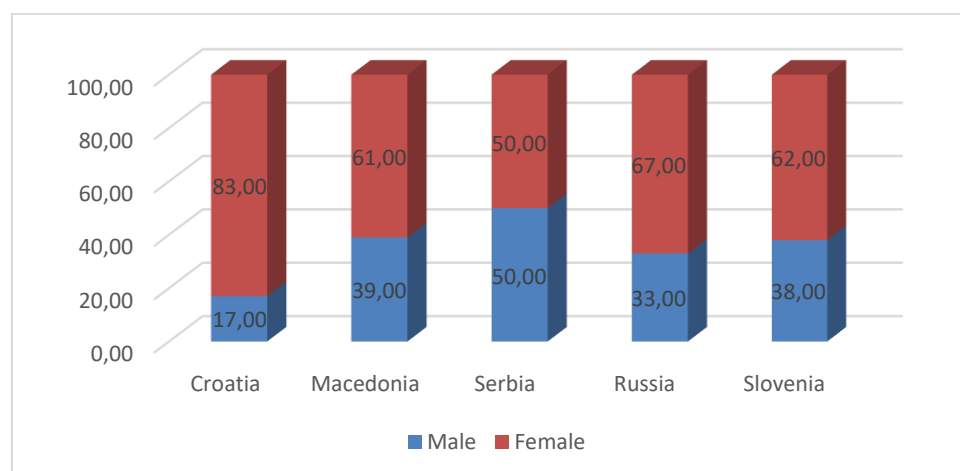


Figure 2. Gender of respondents by countries, %

According to the statistics, the largest number of female respondents come from Croatia (83.00%), while the largest number of male respondents are from Serbia (50%). There were more female respondents in all of the countries, except Serbia (50% male and 50% female). We suppose it is because men have less desire to share their opinion to other people.

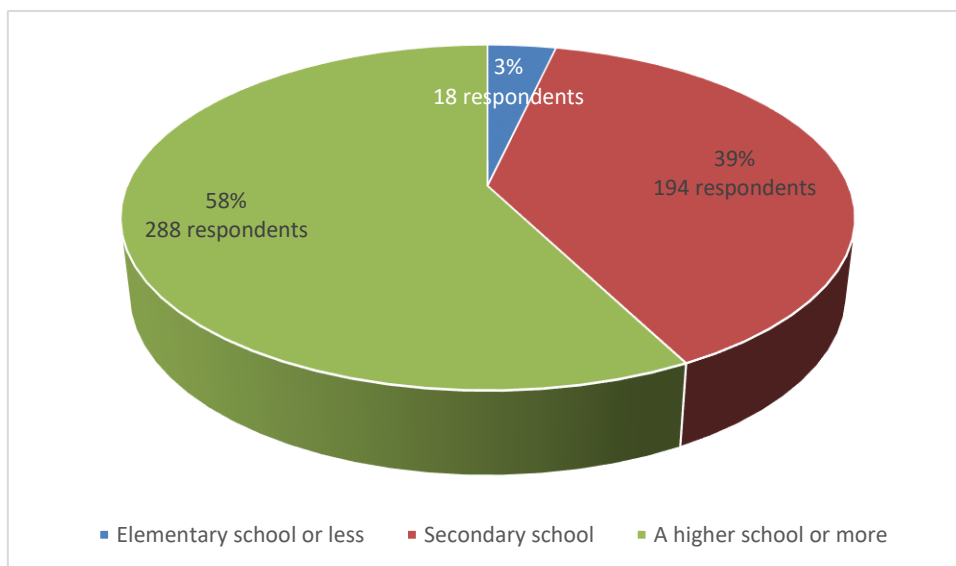


Figure 3. Level of education

In the sample of total respondents, the amount of respondents with a higher education is 288 (57,6%), followed by the respondents with a secondary school 194 (38,8%) and the last, 18 (3,6%) with elementary school or less.

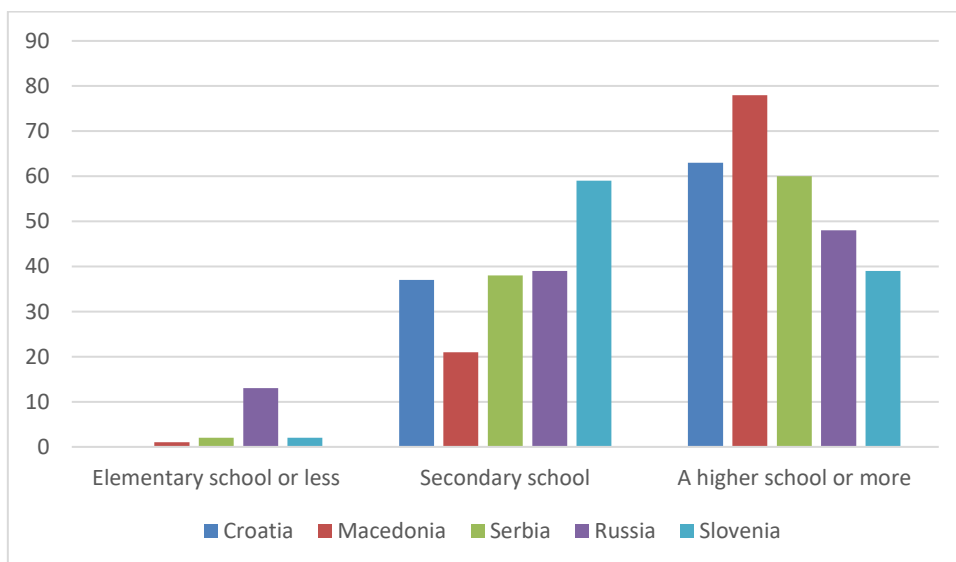


Figure 3. Level of education by country, number of respondents

Most of the respondents have a higher school or more (from 48% till 78%). 78% of Macedonian respondents answered that they have a high school education or more. The lowest percentage of respondents have a higher school or more is Slovenia (39% from total respondents from Slovenia). Most Slovenian respondents have secondary school (59% from

total respondents from Slovenia). The lowest number of respondents have an elementary school or less education (from 0% to 13%).

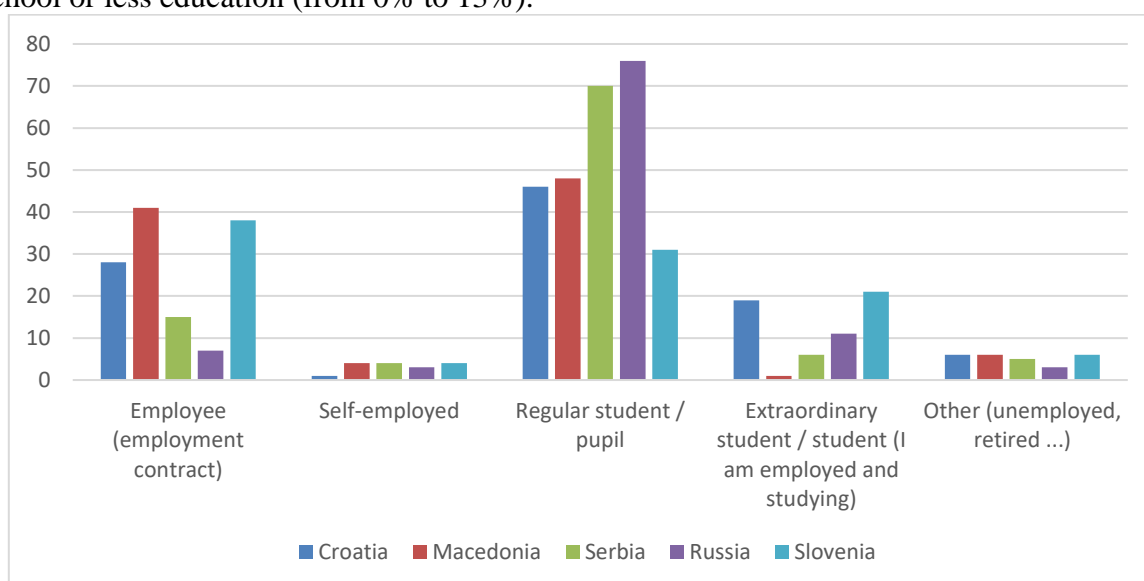


Figure 4. Employment status of respondents by country, number of respondents
 The highest number of respondents are students or pupils (from 31% to 76%). The highest number of students are from Russia (76 respondents). The next group is employees (employment by contract) (from 7% to 41% or 129 respondents). The highest number of employees are from Macedonia (41 respondents). Extraordinary students, self-employed and other are from 1% to 21%. These groups have the least number of respondents. The highest number of extraordinary students are from Slovenia.

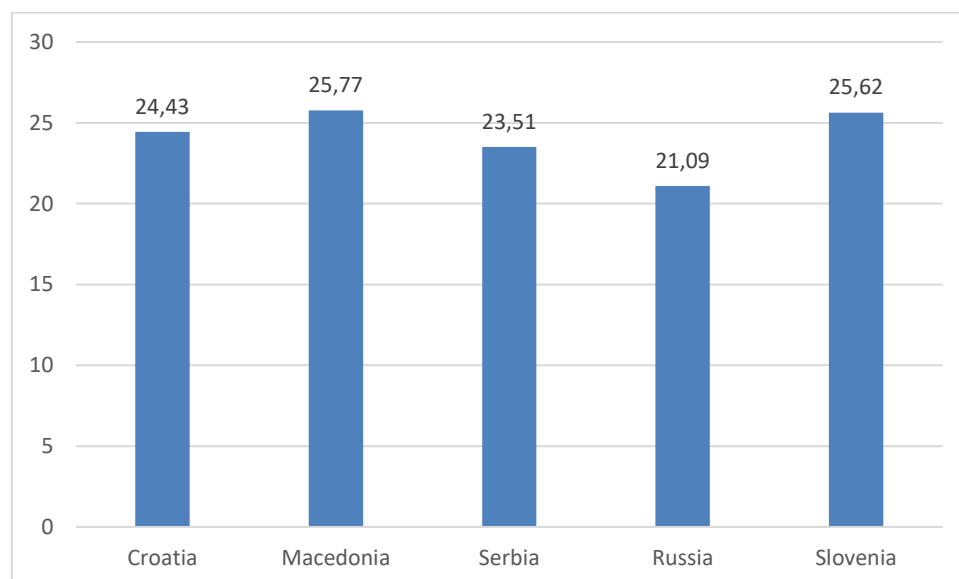


Figure 5. Mean-age of respondents, years old

The average age of the respondents is 24. The average age in Macedonia and Slovenia is 25, while in Croatia it is 24, in Serbia it is 23 and in Russia it is 21.

3.3 METHODOLOGY AND QUESTIONNAIRE

The questionnaire was made by researchers. The investigation started on the 17th of April, and finished on the 4th of May 2018. At first, Professor Anton Vorina sent an English

questionnaire to researchers from Macedonia, Slovenia, Serbia, Croatia and Russia. It was translated into five different languages: Macedonian, Slovenian, Serbian, Croatian and Russian. We used Google forms to ask respondents online. The questionnaire was anonymous and it took less than two minutes. The questionnaire consisted of 15 questions, 5 questions are about the demography data (gender, age, education, employment, place of residence), 5 questions are about the mobile applications which they use while they travel abroad, and the other questions are about their brands of smartphones, social networks and causes of travelling. The questions about the mobile applications show us which application is the most popular and useful to travel abroad.

In camp researchers have met each other and discussed final results of the questionnaire using English as an official language. They used Excel and SPSS (version 21) program to analyze all data about respondents and wrote the final conclusion.

3.4 DISCUSSION- ANSWER THE RESEARCH QUESTIONS

1. Which social networks are most commonly used in Croatia, Serbia, Macedonia, Slovenia and Russia?

	Country					Total
	Croatia	Macedonia	Serbia	Russia	Slovenia	
FB	98	95	71	17	92	373
Twitter	11	15	12	21	8	67
Instagram	71	77	72	80	65	365
Snapchat	15	14	11	12	55	107
Periscope	2	1	3	0	0	
Linkedin	22	14	18	4	11	69
Other	13	9	10	75	13	120
Total	232	225	197	209	244	1101

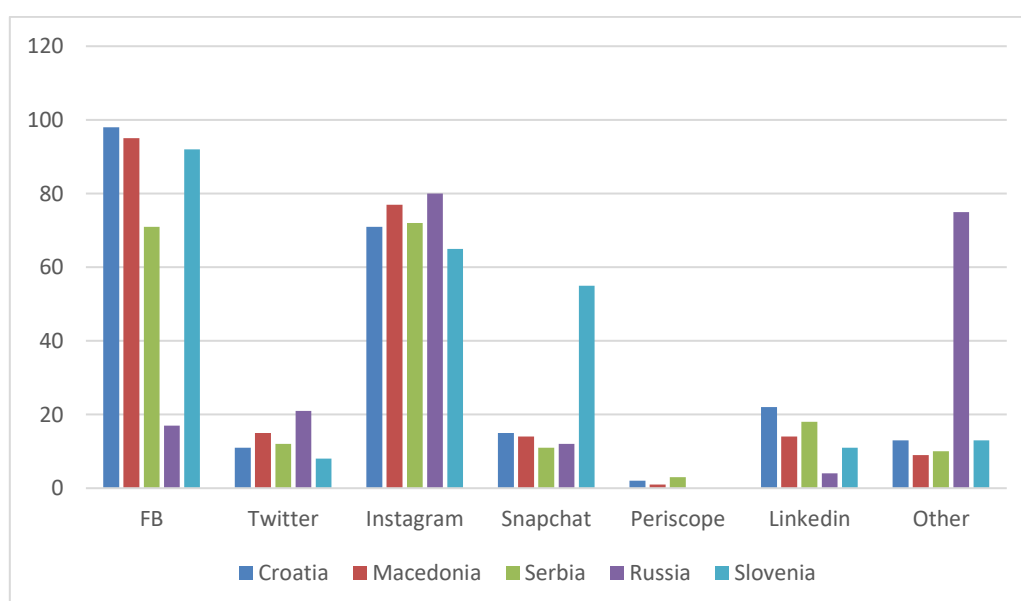


Figure 5. Social networks by countries

As it is shown on the graph, 373 (74,6%) of correspondents use Facebook. In Croatia and Macedonia 95 and 98 (42,2%) of correspondents use Facebook while in Serbia that percentage is 36% or 71 respondents and in Slovenia is 92 (36%) respondents. On the other hand, it is interesting that only 17 (8,1%) of Russian respondents use this app. The second most popular social network is Instagram which is used by 365 (73%) of correspondents from all of the countries, but it is the most represented in Russia with 80 (38,3%) where it is the most popular social media. In other countries, for example, in Croatia, Serbia and Macedonia approximately 72 (30%) of respondents and in Slovenia 65 (26%) of participants use Instagram.

On the opposite, results show that Periscope is the most unpopular social network because only 5 (1%) use it, while in Russia and in Slovenia none of the respondents chose this network.

2. What are the main reasons in Croatia, Serbia, Macedonia, Slovenia and Russia to go on a tourist trip?

	Country					Total
	Croatia	Macedonia	Serbia	Russia	Slovenia	
Rest and relaxation	93	82	73	83	91	422
Visits relatives and friends	43	23	33	38	27	164
Business	15	11	9	3	8	46
Conference, congress, seminar, other forms of education	28	14	22	8	8	80
Health	3	1	12	11	6	33
Religious reasons	4	2	4	2	12	
The desire for research	56	15	25	56	54	206
Family	16	7	14	23	33	93
Other	8	5	5	6	8	32
Total	266	160	197	230	247	1076

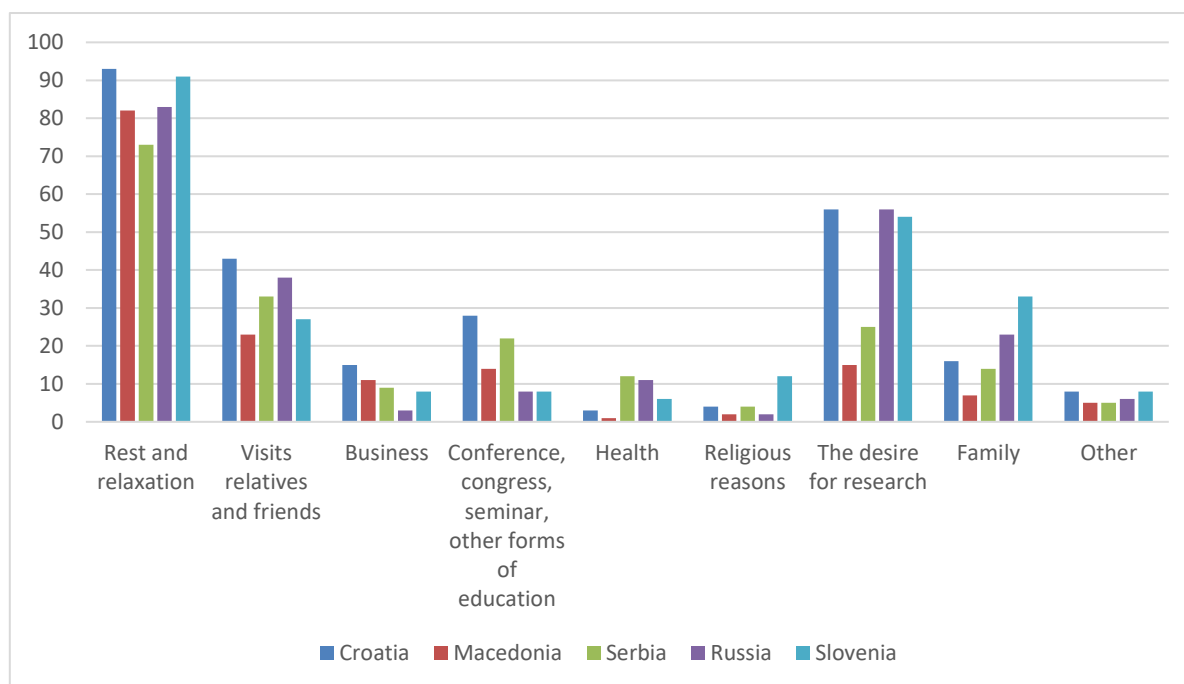


Figure 6. Reasons for travelling by countries

The data from the graph shows that 422 (84,4%) of the respondents go on a tourist trip for rest and relaxation, 206 (40%) because of the desire for research and 164 (33%) of respondents for visiting relatives and friends.

In Croatia 93 (35%), in Macedonia 82 (51%), in Serbia 73 (37%), in Russia 83 (36%) and in Slovenia 91 (37%) of respondents prefer travelling to rest and relax. On the opposite, business, health and religious reasons have not a lot of influence on touristic movement.

3. Which mobile app is most commonly used to book an accommodation for a trip in Croatia, Serbia, Macedonia, Slovenia and Russia?

Which app (mobile application) on your mobile phone is most commonly used to book accommodation for your trip? (only one answer is possible) * Country Crosstabulation						
	Country					Total
	Croatia	Macedonia	Serbia	Russia	Slovenia	
Airbnb	10	5	2	8	3	28
Booking	32	37	21	26	41	157
Trivago	4	7	11	7	3	32
Tripadvisor	2	0	0	3	3	8
Momondo	0	0	1	1	0	2
Travelocity	0	0	6	0	1	7
Tripsta	0	0	2	0	0	2
Expedia	0	0	2	0	0	2
Hoteltonight	0	0	1	0	0	1
Couchsurfing	2	0	2	1	1	6
Other	7	4	8	6	3	28
I never use an app to book accommodation for my trip	43	47	44	48	45	227
Total	100	100	100	100	100	

Figure 7. Using mobile applications for booking by countries

Beside the variety of apps that help with booking an accommodation for a trip, most of the respondents in this research never use any mobile applications for that purpose, 227 (45,4%) of them. On the other side, Booking is quite often used with 157 (31,4%) respondents, unlike Hoteltonight which is used only by 1 (0,2%) of Croatians, Serbians, Macedonians, Slovenians and Russians. In Croatia, Macedonia and Russia nobody uses Travelocity, Tripsta or Expedia. Momondo is used only in Serbia and Russia by 1 citizen in each country which is 1%.

4. Which mobile app is most commonly used for navigation or route planning in Croatia, Serbia, Macedonia, Slovenia and Russia?

Country	Total
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	Croatia	Macedonia	Serbia	Russia	Slovenia	
Google maps	86	52	44	51	78	311
Maps	6	15	10	4	6	41
Here maps	2	7	3	1	5	18
Mapsfactor	0	3	2	0	0	5
Maps.me	0	4	2	5	3	14
Polaris GPS navigation	0	3	3	1	0	7
SYGIC	0	4	3	1	2	10
SCOUT	0	0	4	0	0	4
Other	1	6	9	22	0	38
I never use an app for route planning	5	6	20	15	6	52
Total	100	100	100	100	100	

Figure 8. Using mobile applications for navigation by countries

As a navigation or route planning app, 311 (62%) of respondents most commonly use Google maps and the least used app is SCOUT which is used only by 4 (0,8%) of respondents from all participating countries. Mapsfactor is not used by anyone in Croatia, Russia and Slovenia. Croatians do not use Maps.me, Polaris GPS navigation, SYGIC and the already mentioned SCOUT.

5. Which mobile app is most commonly used to buy plane tickets in Croatia, Serbia, Macedonia, Slovenia and Russia?

		Country					Total
		Croatia	Macedonia	Serbia	Russia	Slovenia	
Which app (mobile application) is most commonly used on your mobile	Skyscanner	19	4	7	16	15	61
	Cheapair	0	3	3	0	1	7
	Expedia	2	3	3	2	3	13
	Makemytrip	0	3	3	1	1	8
	Yatra	0	1	3	1	0	5
	Cleartrip	0	0	1	0	0	1

phone to buy plane tickets? (only one answer is possible)	Other	10	25	16	21	5	77
	I never use an app to buy airline tickets	69	61	64	59	75	328
Total		100	100	100	100	100	500

Figure 9. Using mobile applications for buying plane tickets?

A lot of respondents (65,6%) still do not use any mobile apps to buy plane tickets. From our questionnaire the most commonly used app is Skyscanner (12,2%), but on the other hand, a lot of people (15,4%) use apps that weren't included in the questionnaire. That would be an interesting topic for another research.

6. Which mobile app is most commonly used to translate texts or words in Croatia, Serbia, Macedonia, Slovenia and Russia?

		Country					Total
		Croatia	Macedonia	Serbia	Russia	Slovenia	
Which app (mobile application) is most commonly used on your mobile phone to translate texts or words? (only one answer is possible)	Google translate	87	83	57	74	83	384
	iTranslate	2	1	9	1	1	14
	Speak and Translate	1	3	9	2	0	15
	Other	3	3	10	19	7	42
	I never use an app to translate texts or words	7	10	15	4	9	45
Total		100	100	100	100	100	500

Figure 10. Using mobile applications for translating by countries

Google translate is the most often used mobile application to translate texts or words since 384 (77%) of all respondents use it. On the other hand, the least used app for this purpose is iTranslate because only 14 (3%) of respondents use it. However, in Slovenia mobile application Speak and Translate is not used by any respondents. It is interesting that nowadays 45 (9%) respondents never use an app to translate texts or words.

7. Which mobile app is most commonly used for conversations or communication in Croatia, Serbia, Macedonia, Slovenia and Russia?

		Country					Total
		Croatia	Macedonia	Serbia	Russia	Slovenia	
Which app (mobile application) is most commonly used on your mobile phone for conversations or communication? (only one answer is possible)	Viber	5	42	23	13	17	100
	WhatsApp	75	6	16	63	15	175
	Messenger	20	46	47	3	58	174
	Skype	0	4	7	4	2	17
	Others	0	2	7	17	8	34
Total		100	100	100	100	100	500

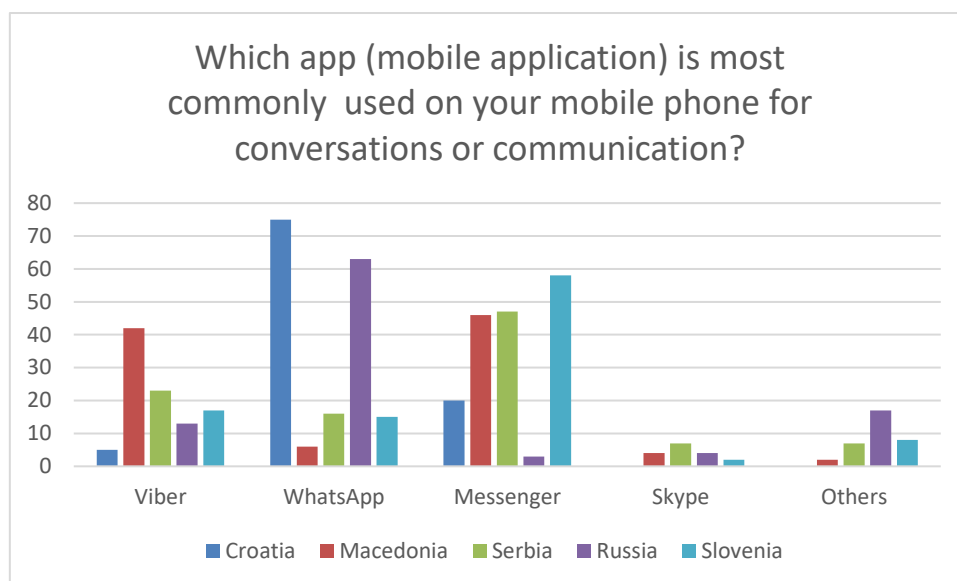


Figure 10. Using mobile applications for communicating by countries

Respondents from Croatia, Serbia, Russia and Slovenia, precisely 175 (35%) of them answered that they most commonly use WhatsApp for conversation or communication and for Macedonian citizens only 6 (1,2%) use it. The second most commonly used mobile application is Messenger with 174 (35%) of respondents, but in Russia only 3 (0,6%) of them use this app. On the opposite, Skype is the most commonly used mobile application for 17 (3,4%).

4 CONCLUSION

We are exploring what is the main reason for people to go on a trip in Croatia, Slovenia, Serbia, Macedonia and Russia and also the usage of mobile apps while traveling or booking a trip. We made five online questionnaires in five different countries and five different languages. These questionnaires consisted of 15 questions and we had respondents from previously mentioned countries. The questionnaires started on the 17th of April 2018 and finished on the 4th of May 2018. The total number of the respondents was 1685 but we included only 500 respondents in our investigation which means 100 from each country. The reason why we did it this way was because we got only 134 respondents from Serbia and 132 from Macedonia.

We found out that all of the respondents have some brand of a smartphone. The most popular brands of smartphone are Samsung with 34,2%, followed by Apple (28,2%) and then Huawei with 15%. We also got more female (64,6%) respondents than male (35,4%). Most women respondents came from Croatia (83%), while most men respondents came from Serbia (50%). Most respondents came from people that are highly educated with 57,6%, followed by the secondary school with 38,8% and last with primary school or less. The average age of all the respondents is 25.

Most commonly used social networks in mentioned countries are Facebook (74,6%) and Instagram (73%). Twitter, Snapchat, Periscope and LinkedIn are the least used social networks in those countries. Facebook is mostly used in Croatia, Slovenia and Macedonia while Instagram is commonly used in all of the countries, mostly in Russia. The main reason why people go on vacation is rest and relaxation (84,4%) in the first place, then desire for research (41,2%) and to visit relatives and friends (32,8%). This research showed that many people don't even use any mobile app while booking accommodation for their trip (45,4%) but the leading app for that is still Booking.com (31,4%). As we all thought Google Maps is still the leading navigation and route planning app with 62,2% of all of the respondents. Surprisingly, a lot of people still don't use any apps to buy a plane ticket (65,6%). Google translate is the most commonly used app for translating texts and words with 76,8%. The most used apps for conversation or communication on smartphones are Messenger (20%), WhatsApp (35%) and Viber (34,8%). In Croatia and Russia people mostly use WhatsApp for their communication, while Slovenia, Macedonia and Serbia use Messenger more often. Viber is also a very popular communication app for Macedonians.

The results were interpreted during the questionnaire analysis and personal discussions during the investigation work at the students' research camp. We were surprised by the results for finding an accommodation for the trip and buying a plane ticket because many people stated that they don't use any mobile apps for these purposes. If we used those mobile apps, it would be much easier and cheaper for us to plan a trip, to find an accommodation and to buy a plane ticket.

Our recommendations for you if you are planning a trip to Balkan countries such as Croatia, Slovenia, Macedonia or Serbia, then you should use the following mobile apps to make your travel easier and cheaper. If you want to connect and communicate with people in those countries, then you should use Facebook or Instagram and WhatsApp or Messenger. In Slovenia you can also use Snapchat because it's a very popular mobile app to communicate

with other people. You will easily find an accommodation through Booking.com, but also through Airbnb or Trivago. If you plan your trip to Balkan countries with an agency, you are going to pay much more. Instead of using paper maps, you should use Google maps in every part of the world. It's a lot easier and more accurate way to find your destination. You will find the cheapest plane tickets if you search through Skyscanner. And if you don't understand some native words or sentences, you can always use Google translate. We hope that in the future people will realize how easy it is to use those mobile apps to make your trip planning cheaper, easier, faster and more interesting.

5 LITERATURE

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