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## **USING MOBILE APP FOR TRAVELING: AN EXAMPLE IN MACEDONIA<sup>1</sup>**

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### **ABSTRACT**

The research shows us how youth from Macedonia are using apps for traveling and which apps are most commonly used in Macedonia. 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. We found out that the most commonly used apps for booking accommodation is a Booking, for route planning is a Google Maps, for buying plane ticket is a Skyscanner, for translating is a Google Translate and for conversation is a Messenger.

**KEY WORDS:** travel, mobile app, trip.

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<sup>1</sup> Original scientific paper

## INTRODUCTION

Nowadays a lot of people travel, especially the youngest and for planning their trip they use different mobile apps. The objectives of the research are to analyze:

- ✓ How many youth from Macedonia are using apps while planning a trip?
- ✓ Which apps are most commonly used for planning a trip?
- ✓ How many youths from Macedonia are still not using apps for travel planning?

We want to answer the following seven research questions:

1. Which social networks are most commonly used in Macedonia?
2. What is the main reason in Macedonia to go on a tourist trip?
3. Which mobile app is most commonly used to book an accommodation for a trip in Macedonia?
4. Which mobile app is most commonly used for navigation or route planning in Macedonia?
5. Which mobile app is most commonly used to buy plane tickets in Macedonia?
6. Which mobile app is most commonly used to translate text or words in Macedonia?
7. Which mobile app is most commonly used for communicating in Macedonia?

We used an online questionnaire (google drive) 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 for arranging data.

We were limited to the research in Macedonia. The respondents (n=100) are from 12 to 38 years old.

## LITERATURE REVIEW

There are many papers that deal with the 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 PSiS 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 diary.

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) the 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 CittyMapper, 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.

#### RESEARCH –SAMPLE AND METHODOLOGY

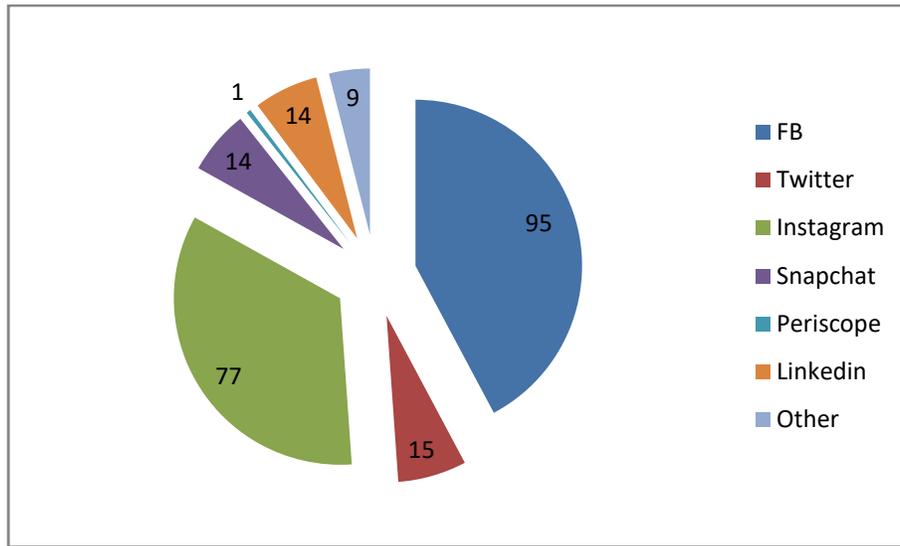
The purpose of the research is to explore travel planning in Macedonia. While at the camp we have decided to examine two very interesting issues - how Macedonian plan their trips abroad and which mobile applications they use while they travel abroad. The special questionnaire was made by the authors.

This research contains a total number of 100 respondents, 39.00% are man and 61% are women. Most of the respondents have finished a high school or more (78%). The lowest number of respondents has finished an elementary school or less (1%) and 21% respondents have finished secondary school. The highest number of respondents are students or pupils (49%). The next group is employees (employment by contract) with 41% and another 10% are unemployed or retired. The average age of the respondents is 25,77 years, a standard deviation is 6,992 years.

The questionnaire was made by researchers. The investigation started on the 17th of April 2018, and finished on the 4th of May 2018. 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, 4 questions are about the demography data (gender, age, education, employment status), 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. We used Excel and SPSS (version 21) program to analyze data.

## DISCUSSION- ANSWER THE RESEARCH QUESTIONS

1. Which social networks are most commonly used in Macedonia?



Graph 1. Using social networks  
Source: Author's research

As it is shown in the Graph 1, 95 (42,22%) of correspondents use Facebook. The second most popular social network is Instagram which is used by 77 (34,22%) of correspondents. On the other hand, the LinkedIn, Twitter and Snapchat use only 14 (6,22%) respondents. 10% of respondents use other social networks.

2. What is the main reason in Macedonia to go on a tourist trip?

Table 1: Main reason to go on a trip

Main reasons to go on a trip	N	%
Rest and relaxation	82	51,25
Visits relatives and friends	23	14,37
Business	11	6,87
Conference, congress, other forms of education	14	8,75
Health	1	0,62
Religious reasons	2	1,25
The desire for research	15	9,37
Family	7	4,37
Other	5	3,12
Total	160	100

Source: Author's research

The data from the Table 1 shows that 81 (51,25%) of the respondents go on a tourist trip for rest and relaxation, 23 (14,37%) of respondents for visiting relatives and friends and 15 (9,37%) because of the desire for research. On the opposite, business, health and religious reasons have not a lot of influence on tourist movement.

3. Which mobile app is most commonly used to book an accommodation for a trip in Macedonia?

Table 2: Using mobile app for booking accommodation

App for booking accommodation	N	%
Airbnb	5	5
Booking	37	37
Trivago	7	7
Tripadvisor	0	0
Momondo	0	0
Travelocity	0	0
Tripsta	0	0
Expedia	0	0
Hoteltonight	0	0
Couchsurfing	0	0
Other	4	4
I never use an app to book accommodation for my trip	47	47
Total	100	100

Source: Author's research

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, 47% of them. On the other side, Booking is quite often used with 37% respondents, unlike Trivago which is used only by 7% or Airbnb only by 5%. The others apps, such as Tripadvisor, Momondo, Travelocity, Tripsta, Expedia, Hoteltonight and Couchsurfing that help to booking reservation are not using at all.

4. Which mobile app is most commonly used for navigation or route planning in Macedonia?

Table 3: Using mobile app for route planning

App for route planning	N	%
Google maps	52	52
Maps	15	15
Here maps	7	7
Mapsfactor	3	3
Maps.me	4	4
Polaris GPS navigation	3	3
SYGIC	4	4
SCOUT	0	0
Other	6	6
I never use an app for route planning	6	6
Total	100	100

Source: Author's research

As a navigation or route planning app, 52% of respondents most commonly use Google maps and Maps with 15%. The others apps for route planning, such as Here maps, Mapsfactor, Maps.me, Polaris GPS navigation and SYGIC are used less than 7%. On the other hand, Scout is not used for route planning among the respondents.

5. Which mobile app is most commonly used to buy plane tickets in Macedonia?

In Table 4 we can see that a lot of respondents (61%) still do not use any mobile apps to buy plane tickets. From our questionnaire the most commonly used app is Skyscanner (4%), but on the other hand, a lot of respondents (25%) use apps that weren't included in the questionnaire. That would be an interesting topic for another research.

Table 4: Using mobile app for buying plane ticket

App for buying plane ticket	N	%
Skyscanner	4	4
Cheapair	3	3
Expedia	3	3
Makemytrip	3	3
Yatra	1	1
Cleartrip	0	0
Other	25	25
I never use an app to buy airline tickets	61	61
Total	100	100

Source: Author's research

6. Which mobile app is most commonly used to translate texts or words in Macedonia?

Table 5: Using mobile app for translating

App for translating	N	%
Google translate	83	83
iTranslate	1	1
Speak and Translate	3	3
Other	3	3
I never use an app to translate texts or words	10	10
Total	100	100

Source: Author's research

Google translate is the most often used mobile application to translate texts or words since. 83% of all respondents use it. On the other hand, the least used app for this purpose is iTranslate because only 1% of respondents use it. It is interesting that nowadays 10% respondents never use an app to translate texts or words.

7. Which mobile app is most commonly used for communicating in Macedonia?

Table 6: Using mobile app for communicating

App for communicating	N	%
Viber	42	42
WhatsApp	6	6
Messenger	46	46
Skype	4	4
Others	2	2
Total	100	100

Source: Author's research

46% of respondents answered that they most commonly use Messenger for communicating. The second most commonly used mobile application for communicating is Viber with 42% of respondents. On the opposite, Skype and WhatsApp are not frequently used for communicating.

## CONCLUSION

We are exploring what is the main reason for people to go on a trip in Macedonia and also the usage of mobile apps while traveling or booking a trip. Most commonly used social networks in Macedonia is Facebook with 42,22%. The main reason why Macedonian's go on vacation is rest and relaxation with 51,25%. In summary, we found out that the most commonly used app for booking accommodation is a Booking (37%), for route planning is the Google Maps (52%), for buying plane ticket is the Skyscanner (4%), for translating is the Google Translate (83%) and for conversation is the Messenger (46%).

To conclude, 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.

The future research should include more countries and more different apps in the investigation.

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