

ANALYSIS OF THE STRENGTHS AND WEAKNESSES OF MOBILE MARKETING AS A PROMOTIONAL TOOL FOR TOURIST DESTINATIONS

ANÁLISIS DE LAS FORTALEZAS Y DEBILIDADES DEL MARKETING MÓVIL COMO HERRAMIENTA PROMOCIONAL PARA LOS DESTINOS TURÍSTICOS

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Abstract

Mobile Marketing tools offer tourist destinations many opportunities for promoting their offers and improving their positioning against possible competitors. Its ability for direct and personal communication with tourists in real time, increases traveler's levels of satisfaction and image perception of the destination. The methodology used in this research project has mainly been of a qualitative nature by gathering information on the problem undertaken to examine. The study is mainly focused on three objectives. First, to assess the effect that mobile marketing is having on e-traveler's levels of satisfaction in the tourist destinations. Second, to analyze the strengths and weaknesses mobile marketing has on e-travelers' behaviors within the destination site; and lastly, to study the effects this tool has over the e-traveler's image perception of the destination itself.

Keywords: Mobile marketing. Satisfaction. Image. Tourist destinations.

Resumen

La herramienta mobile marketing ofrece a los destinos turísticos, multitud de oportunidades para promocionar la oferta turística que posee y mejorar el posicionamiento de éste ante sus posibles competidores. Su comunicación directa y personal en tiempo real con el turista, incrementa los niveles de satisfacción y percepción de la imagen del viajero con el propio destino. La metodología utilizada en este proyecto de investigación, ha sido principalmente de carácter cualitativo, recopilando información sobre nuestro problema de estudio. El interés de esta investigación, se centra

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principalmente en tres objetivos, primero, evaluar qué efectos está teniendo el mobile marketing sobre los niveles de satisfacción de los e-travelers en los destinos turísticos. Segundo, analizar las fortalezas y debilidades del mobile marketing sobre el comportamiento del e-traveller dentro del propio destino y último, estudiar los efectos de esta herramienta sobre la imagen percibida del e-traveller con el propio destino.

Palabras clave: Mobile Marketing. Satisfacción. Imagen. Destinos turísticos.

1. INTRODUCTION

The beginning of this century has led to dramatic changes and transformations in the tourism industry. The internet and other electronic devices have changed both the way tourist destinations are promoted and how tourists plan their holidays. E-travelers, as they will be referred to in this study since tourists and electronics are fused (mind and electronics), manage and plan their travels in a structured and efficient manner; they book flights, tours, cultural visits, restaurants etc., with tour operators from different websites or application (hereinafter referred to as app) that have been developed. A clear example of this has been the internet, and the creation of web portals as marketing components. When companies began to see that this tool would in the long term have a great impact in marketing strategies, almost all the companies raided this virtual space; of course, with varying degrees of success in the beginning. Today, it is an indispensable component for communicating with customers (GARCIA, 2011).

For touristic destinations, mobile marketing tools have presented a melting pot of opportunities since this promotional and booking channel has learnt to adapt to an increasingly well-informed and educated in new technologies e-traveler. Companies, especially marketing specialists, soon realized the vast opportunities offered by virtual marketing. Mobile systems have become important tools that allow e-travelers to navigate in an uncertain world. A critical review of the literature suggest that a holistic understanding of the use of smart-phones for traveling purposes has to be worked on and developed. The use of these mobile devices for traveling is shaped by a series of complex interactions between environmental factors, cognitive beliefs, previous experience and everyday use. This particular use of smartphones has the potential to significantly

transform the touristic experience (WANG, XIANG & FESENMAIER, 2014). If destinations want to promote their touristic offer, to present personalized products and services to their e-travelers via smart-phones, and coordinate the selling-buying environment, interaction between all the acting agents is necessary to achieve the positioning of the destiny.

If this transversality is provided to e-travelers in a structured and orderly way while also satisfying customers' needs, surely the e-traveler's overall satisfaction at a destination will be benefited. Providing this kind of information technology in real time to an e-traveler on their smart-phone, to enhance their experience and to have them achieve greater efficiency in their activities, is quite complicated. Many of the mobile apps needed to provide these services depend greatly on the industry's capabilities to share data at the right moment, which is information that likely comes from multiple sources. For example, about two-thirds of airlines plan to inform passengers of the status of their baggage in real time via their mobiles. Yet, in order to offer this service they will also need real-time access to data from all the parties involved in the handling of the baggage; this could include ground handlers, the airport, and other airlines if the luggage and the traveler have a connecting flight with another company (RAMON, 2014). Therefore, this research mainly focuses on analyzing the advantages and disadvantages of mobile marketing in the behavior of e-travelers within the tourist destination. Second, to assess the effect mobile marketing is having on the levels of satisfaction of e-travelers in the destinations; lastly, to study the effects of these tools over the e-traveler's perceived image of the tourist destination.

Okazaki, Campo, Andreu and Romero (2014) explain in their research for consumers, the main motives for using hospitality related mobile applications relate to immediacy and information access.

Our respondents cited such activities as finding interesting experiences, finding accommodations, finding restaurants, and downloading apps all of which demand immediate feedback or action because travelers need timely information. Consumers expect their mobile devices to guarantee easy access to searchable resources, including social network sites, tourism sites, and microblogging.

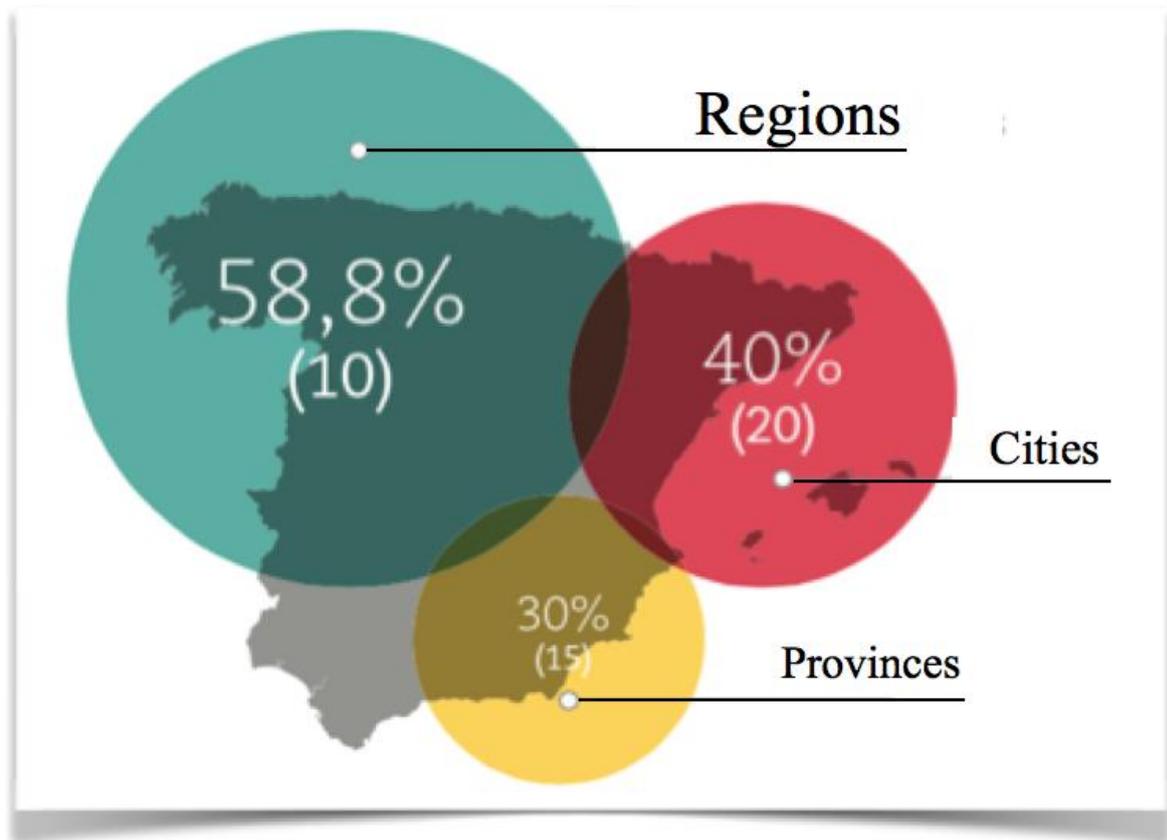


Figure 1 - Destinations that offer mobile applications in Spain.
Source: CODETUR (2013)

2. LITERATURE REVIEW

2.1 Defining mobile marketing tools

A review of the literature demonstrates a very recent interest in the analysis of this tool given that some researchers differ in defining and approaching the aforementioned idea; however, authors such as (MMA, 2009; SHANKAR & BALASUBRAMANIAN, 2009) argue that this tool is a communication channel where companies can interactively communicate with clients. In particular, for Shankar and Balasubramania (2009), this tool is a two-way or multi-directional channel of communication and of offers promotions between companies and their clients using a mobile device or technology. However, (NORM, 2011) opt for this mode of marketing as a sales channel where you can offer products and services to users. Mobile devices, such as smartphones, are fast becoming

the primary way for many travelers to access the Internet in search of travel-related information. While mobile devices provide travelers with ubiquitous access to the Internet, they also face limitations, such as small screens and slow loading times, which destination management organizations (DMOs) must consider when designing mobile websites (STIENMETZ, LEVY and BOO, 2013).

Nevertheless, we should highlight that in this investigation mobile apps are just an adapted software for mobile devices, one more tool in mobile marketing. Regarding the definition of an app, authors have presented this idea from various points of view and approaches. Literature is scarce on this concept as it is undeveloped and is currently still in the process of development and expansion. The aim is to have an impact in the media and to encourage an interactive viral process through publicity, offers, discounts awards, etc. Authors like (GARCÍA, 2012; SALZ & MORANZ, 2013) see an application as a product that adds in the management, information, and resolution to users in an interactive and automatic way.

2.2 Tourist destinations

Destination, is a central concept in the tourism industry because it embodies the driving factor. The destination resides at the heart of the tourism and travel infrastructure and represents a combination of products that collectively provide customers with the tourist experience (FYALL & LEASK, 2007). The destination constitutes the pivotal point of the tourism sector since it includes the tourism product, both tangible, such as infrastructure (SWARBROOK & HOMER, 2002) and intangible such as image.

Pike (2004) defines destination as a place that attracts visitors to stay temporarily, including continents, countries, states, cities, villages and regions for recreation and leisure purposes. Another definition states that a tourist destination is a place where travelers go for a limited period of time in order to experience characteristics that are perceived as attractive (LEIPER, 1995). In addition to the experiential dimension, Leiper (1995) perceives the destination's attractiveness as a factor and the perceptual aspect as essentiality subjective. In this respect the tourist destinations is different from familiar

products since this is not the case where the products finds its way to the consumer: rather, it is the other way around. Gunn (1997) defines tourist destination as a geographic region containing the critical mass of development that meets the needs of the tourist. The researcher is convinced that an area, location, space or region can be made into a tourist destination by means of development and investment in services that meet the needs of the tourist. Similarly the UNWTO (2007) offers a number of elements that make up the tourist destination and that can be developed: attractions, services, accessibility, image, price and the human resources.

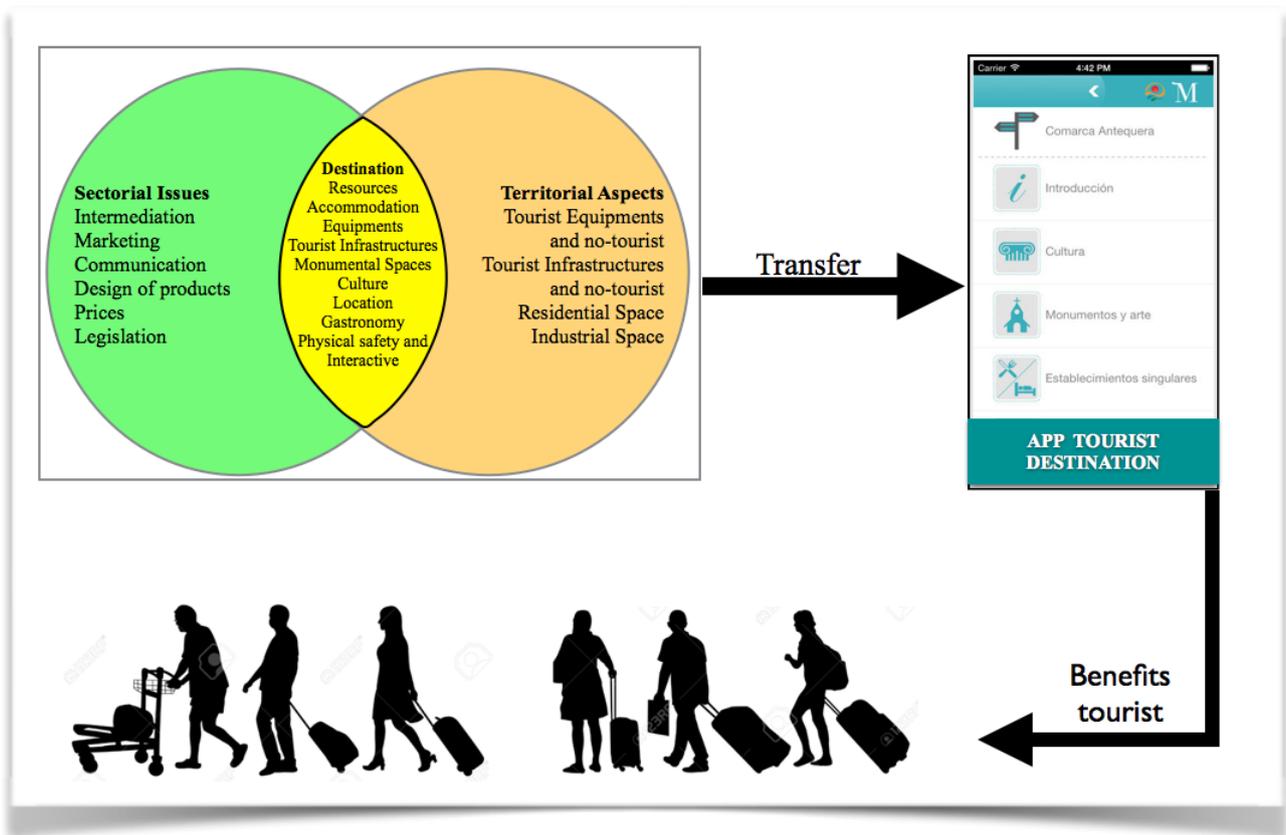


Figure 2 - Transfer the concept of tourist destination to the app as a marketing tool.
 Source: Prepared by authors.

Currently tourist destinations are promoted through multiple media, but we must recognize that in these moments is the most important Internet and especially mobile applications, being the holder by which the tourism business sector are channeling their

offer to improve tourist experience. In this research we present the relationship between business management-tourist as the skeleton holding the economy long-term fate. The competition among tourist destinations has forced all stakeholders to be more creative, proactive and especially knowing differentiate ourselves. Also, we will consider factors such as knowledge transfer destination marketing strategies (FLORIDO-BENÍTEZ, 2014). The factors do not hold equal importance or influence on the tourist's choices, and there are five factors that are perceived as fundamental. These are: the destination's image, the existence of attractions, vacation experience, awareness of the destinations and hotels' quality. These factors are necessary to create a good specification of a tourist destination (SHEMMA, 2014).

2.3 Reviewing the concept of satisfaction

Regarding the approach to the scope of reference, the concept of satisfaction can be addressed from one of the following two approaches: the transaction-specific and the overall or cumulative satisfaction approach (JONES & SUCH, 2000; YANG & PETERSON, 2004). The transaction-specific approach defines satisfaction as a consumer's response to the most recent transaction with an organization (OLIVER, 1993), for this reason, it will find itself influenced by the situational variables present in that moment. Satisfaction is an evaluative judgment made after a choice is made, and/or a consumer's emotional response to a particular purchase or moment of consumption (GIESE & COTE, 2000).

This is clearly reflected in Giese & Cote (2000) definition as they suggest that satisfaction is a time specific response, of limited duration, and refers to certain aspects of the purchase and/or product of consumption. Hence, most of the research analyzing how satisfaction is formed, adopts the transaction-specific satisfaction perspective (VANHAMME & SNELDERS, 2001; HELGESEN, 2007). In this research, we assume that the concept of satisfaction is quite wide, and has many variables intervening, as it has been shown in the literature referenced on this idea.

When speaking about advantages and disadvantages, we focus on the characteristics or qualities of mobile marketing. This exposition allows us to detect and

reflect on how the satisfaction of e-travelers grows with the use of a mobile device with these attributes (FLORIDO-BENÍTEZ, DEL ALCÁZAR AND GÓNZALEZ, 2014). The review of the literature analyzed in this study is shown below; the advantages of this tool and its effects on the e-traveler’s overall satisfaction are:

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Instant communication
Ubiquitous communication
Transversal and vertical communication
Transmission of written messages, sounds, music, photos, and videos
Convenience
Accessibility and interaction between users
Interaction in virtual environments
Mass media communication (Eg. Social Medias)
A portable medium (with users at all times)
Allows for information to be managed and structured
Geolocalization of the client and points of interest
Helps people with disabilities
Time management
Immediacy in booking, and in buying products and services anywhere
Personalization of contents and information
Encourages for things to go viral
Personal but no intrusive
Promotions and publicity at an individual and business level
Entertainment and leisure activities
Manages and improves process productivity
Ability to promote loyalty
Improves the image at an individual and corporate brand level
Cuts cost and effort in all processes

Contens

Management of claims, payments, appointments, etc

Provides one with assurance in the verification of information

Table 1 - Advantages of mobile marketing on e-traveler's levels of satisfaction.

Source: Prepared by authors

Mobile users are one of the most important groups studied by researchers given the distrust many users for a long time felt in accepting new technologies; this is a fact, and at present, there is much uncertainty surrounding the use and acceptance of mobile payment technologies, and whether they will have the expected success.

Therefore, it is important to take into account the factors that drive users to adopt new electronic payment systems, or the ones that lead them to do so (KEREMATI, TAEB, MOUSAVI & MOJR, 2013). Although the latest report from Econsultancy Digital Trends (2014) confirms purchases, the switch to mobile shopping is increasingly common; in 2014, half of the mobile users (48%) confirmed their orders through their smart terminal, which represents a 5% increase from the previous year. The following table below shows the disadvantages of mobile marketing in e-traveler's levels of satisfaction:

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Initial distrust in online medium

Lack of strength in shopping with Mobile Device

Mentality shift from a physical environment to the new digital age

Lack of improvements in internet connections, lack of surfing speed, and operators with abusive rates

Lack of immediacy in resolving doubts, questions, etc.

Client's distrust and insecurity in absence of direct contact with a person. (e.g. It is important to display a contact telephone number)

No existent Segmentation (gender, age, income, education, etc.) in information and selling channels

Lack of a standard payment method

Incompatibility of certain applications in some mobile devices

Contens

Small screens pose difficulties in typing, and mainly benefits the reading of contents or information

Table 2 - Disadvantages of mobile marketing in e-traveler's levels of satisfaction.
Source: Prepared by autors

2.4 Advantages and disadvantages of having a good global image on a mobile marketing communication tool

In the process of generating an image via mobile marketing, communication plays an important role since it gives an advantage for knowing and becoming familiarized with a company. All these variables influence positively the perception of the company itself (GARCÍA & RODRÍGUEZ DEL BOSQUE, 2006). The public does not need to know everything about a company to form an image of it since they construe an impression based on the characteristics and aspects they are familiar with. This generalization is called halo (DOWLING, 1988), and explains, among other things, the importance of communication and knowledge.

The image of a product or service, directly or indirectly affects a client's satisfaction. As stated by Kennedy (1997), it has two main components: functional and emotional. The functional component is related to the tangible dimensions that can be easily identified and measured; whereas, the emotional component is associated with the psychological aspects manifested because of the experiences or attitudes an individual has towards a company (MUSLIM, ZAIDI & RODRIGUE, 2013). If we analyze the perception of Kennedy (1977); Muslim et al. (2013) towards the mobile marketing sector, one can detect that the functional component of this tool is linked to the products, services, and contents offered by the communication tool itself, which companies perfectly control and have calculated. Regarding the emotional component, the image of the service has an influence on the psychological aspects (NAEHYUN, SANGMOOK & LYNN, 2012) through previous experiences that intervene in the a client's satisfaction as an overall measure of a series of experience-specific satisfactions (YU & DEAN, 2001).

Thanks to good image management, a brand is not only capable, as we have seen, of differentiation, positioning, and of having an influence in the buying process, but also of

improving sales, attracting investors and better employees (Capriotti, 2009). Even though, authors like Revels, Tojib & Tsarenko (2010) show that the perceived image does not play a role in a client's satisfaction, they do support the idea that the use of mobile services helps improve that image.

Before analyzing the strength and weaknesses of a global image in mobile marketing tools, we should make it clear that the communication tool that is mobile marketing is just a support whose main interaction medium is the internet. We insist on the notion that both environments, the internet and marketing, have had a parallel trajectory. Since the Internet came into existence about three decades ago, tourist companies quickly incorporated it because of the potential advantages it offered, especially as a communication medium (LUQUE & CASTANEDA, 2007). Within tourist organizations, the Internet has been without a doubt, the area in marketing that has best adapted to the new systems (LÓPEZ, LÓPEZ & SANZ, 2009). One can even affirm that the rise of the net is so recent and its commercial use so fast and generalized that everything has been developed "on the go" (MARTINEZ, 2011). Places become more interactive as they improve technologically (POLO, 2009) and incorporate new technological advances both in hardware and software. This allows for the e-traveler's experience to be improved in the net, as well as to integrate him or her in the systems themselves. Marine-Roig (2011) tourism as a social phenomenon is explained and transmitted through multiple narratives conveying an array of images and representations. Tourist images and representations contain various values and elements of identity which define the destination.

In the following table, we show the strengths of a global image in the mobile marketing communication tool with the tourist destination in order to analyze how its visibility adapts to the mobile communication environment, to new devices, and apps, which have an effect on the brand; and in turn, in the mind of consumers (GONZÁLEZ & CONTRERAS, 2012).

Contens

Positioning: in the market and with clients
Differentiation from competitors
Influence in buying decisions
Attracts investors
Helps the brand sell better (branding)
Promotes the company's brand or place
Has an influence on a customer's satisfaction (directly or indirectly)
Attracts workers
Favors client segmentation
Gives clients confidence

Table 3 - Strengths of a good global image in mobile marketing tools
Source: Prepared by authors

Currently, there is a great contradiction: the rapid growth in the use of mobile devices, and on the other hand, the minimum web access in them. This is due to several reasons such as, different languages that are incompatible with each other and cannot be displayed correctly, the inherent limitations presented by small screen resolutions; few colors, little storage space, low bandwidth, the high cost of telecom networks, to name a few. Yet, the main reason is because these sites are structurally and poorly designed, which in turn leads to a bad surfing experience, and to finding alternative methods to access the Web (MILAGRO, 2009).

The vast majority of websites only run properly in a 17 inch monitor, which should not be the case; it is necessary that webpages run properly in small screens. For this, one has to design pages for all resolutions, in other words, the webpage's size has to be

independent of the resolution, and should fit the screen in which it will be displayed (NIELSEN, 2000).

Contens

Need to be present in multiple mobile platforms
Feedback of data and images on the network (web, application, social networking, YouTube, etc.)
Coordinating with other marketing communication tools
Analyze the image based on the target audience
Limitations in the printing of images and content due to the small screens in smartphones and mobile interface
Incompatibilities with the mobile platform (e.g. Responsive Web Design)
Loading time (e.g. a prolonged time prevents users to access information)
Publish concise content

Table 4 - Weaknesses of the global image in mobile marketing tools.

Source: Prepared by authors.

On the mobile interface, the user presents a characteristic known as “user on the go,” which implies the need to have any given information instantly. Therefore, mobile marketing tools play a crucial role in a company’s global image. Designers or developers, create applications or mobile webpages centered on the users, assuming that the whole design and developing process in these spaces should be focused on the user, their needs, characteristics and objectives. This implies that users must be involved in the developing process of a site; one needs to know who the users are, what they need and use the site for, as well as have them test the sites, and research their reaction to a site’s design and how is the user experience; always innovating with a clear purpose to improve user’s experience and a company’s global image.

Developers have to develop measures to reach all audiences according to the terminal they use (Baños, 2007). Moreover, a Responsive Web Design (or adaptive web design) should be used, a programming technique that provides a web solution that covers all screen resolutions and all types of devices. This in return, enhances the e-traveler's experience unlike what occurs, for instance, with fixed width websites when accessed from mobile devices, and avoids the need of having to develop specific apps for different mobile versions.

3. METHODOLOGY

The methodology carried out in this study was qualitative, and the approach used is known as “non interactive documentary analytic” (COHEN & MANION, 2002; MCMILLAN & SCHUMACHER, 2005). This approach consist of searching databases and going through bibliographic sources for information on the problem we are studying, and seeing what other authors, institutions and agencies have gather on it. The Internet and the spread in using mobile technologies have changed the behaviour of tourists and therefore become challenges for tourism destination. Tourists are now more sophisticated, have different needs and preferences, because of the more amount of information they may get without help of intermediaries (PEDRANA, 2014).

At first, we saw it necessary to expose the opportunities mobile marketing offered both to airports and passengers. Afterwards, we studied the literature review of mobile marketing tools, apps, image and satisfaction. Nevertheless, it is important to explain and analyze the strengths and weaknesses of the existing literature, of the connections between mobile marketing and traveler satisfaction, and mobile marketing and image, to examine the value that can be delivered to users by mobile services. Al-Debei & Al-Lozi (2014) postulate that the perception of users on the value they can obtain by using mobile services, is directly affected by technological, social and informational influences. In others words, we analyzed the marketing mix, the real-time interactivity and the overall internet connectivity with the tourist destination. In the marketing mix framework, the Internet has

established itself as an essential tool if one analyzes how its transformation capabilities for revolutionizing and developing successful e-marketing practices are being exploited. Song (2014) tourist destinations should place their products and services in mobile marketing, so they can provide their potential users positive experiences.

4. RESULTS

This research would be barren if all customers were considered alike; a 22-year old does not derive the same levels of satisfaction from using a mobile device with ease when compared with a 60-year old (with the greatest of respect), who has never used a smartphone in their life. If these two type of e-traveler profiles visit a tourists destination, clearly, one of them will benefit more from all the information tools than the other. The overall satisfaction will probably be greater for the 22-year old e-traveler than for the 60-year old person who has more limited information regarding contents, products and services, etc. Cook, Goh & Chung (1999) found that most types of services focus exclusively on service concept discriminating characteristics, while ignoring the customers' characteristics, and implicitly treating all the user as the same.

Thinking critically of the strengths and weakness that mobile marketing tools have on satisfaction levels, is not an inconsequential matter, nor is it trivial for it to be raised in other areas such as education or pedagogy. As previously mentioned, the behavior of consumers with new technologies also involves a learning process; and it is mainly being analyzed by researchers and companies to better understand how consumers behave, and to satisfy their needs with better tools (added value, quality, availability) afterwards. Analyzing the characteristics of mobile marketing and reviewing experts' recommendations on these, to ensure that the terminal contributes to the human communication process and can be extrapolated to marketing and business communication (MELENDO, 2010).

One of the main weaknesses of mobile marketing, which undoubtedly affects the overall satisfaction, is the initial distrust that some consumers have, and this supposes a real obstacle to online sales. The distrust may be directed at the products properties, (e.g. the accuracy of the information given on the article) or at other issues; for instance, having

to give personal information, credit card fraud; returning policies, and the timely and proper delivering or handling of the products. When consumers think about using their mobile to make a purchase, they may come across a situation of asymmetric information since it is a context that lacks tangible product quality indicators, and the purchase is affected by security and privacy issues; as a result, one is to expect higher risk and less confidence (LI & YEH, 2010). Therefore, it is necessary to promote an environment of trust that allows the potential e-traveler to overcome these barriers, especially when it comes to products, services or channels that are in a launching or releasing phase, as in the case of using the phone to buy. It should be highlighted that the mistrust surrounding matters of financial security is the main drawback pointed out by online customers as the key reason they do not buy online more often.

Regarding the weaknesses of a global image in the mobile tool, it is necessary to create a clear, direct and transmittable message; e-travelers with mobile devices do not pay much attention as their focus on these devices is of short duration. A message is received in a small sized screen, making it easy not to pay attention to it and impossible to control or even know the context in which the advertise is received (BAÑOS, 2007). Based on the bibliographic review of the image analyzed in this study, it is shown how one of the key factors in customer satisfaction is the image of a company. For this reason, a positive perception of a company can help generate a favorable attitude towards it (BAYRAKTAR, 2012).

The needs and desires of each e-travelers is different; for that reason, intervening in their demands and evaluations are personal, cognitive, affective, situational, etc., characteristics. If a tourist destination wants to obtain good results on a passenger's overall satisfaction, as well as be competitive, they must construct as mentioned by Gil, Ruiz, Berenguer & Corraliza (2012), strategies and measures to achieve a better positioning; and they must give customers a dedication of superior value. For this, they have to look after all the aspects (both functional and emotional) that can have a link to the establishment and can form an image, perceived value or reputation in the customer's mind. Through these, as noted by Yoo, Donthu & Lee (2000), they can influence consumers' perceptions and impressions and achieve greater satisfaction. Regarding a destination's projected image in mobile marketing as a promotional tool, the e-traveler's

perception of the destination's image is key. At present, analyzing the image of a product or service is of utmost importance in the field of marketing (BRODIE, WHITTOME & GREGORY, 2009).

5. CONCLUSIONS

This study allows one to conclude that image is an influential factor in variables such as satisfaction, positioning, differentiation, attracting investors, branding, and especially on clients' perceptions, and demographic-situational characteristics. Image is a key factor for the success of any organization but it is rarely taken into account by (GONZÁLEZ & PONS, 2011) tourist destinations. Moreover, when applied properly, it represents a competitive advantage over immediate competitors as it has a significant influence on the degree of customer satisfaction, and directly affects a destination's image formation.

The growth of app activities on mobile devices, and above all in "the new generation" of devices, is gaining traction in the business sector given the various opportunities offered both by conferrers and demanders. Managers of tourist destinations should know and be familiarized with the instant communication and immediate response generated by mobile devices. The competitiveness among tourist destinations has obliged all the agents involved to become more creative, productive, and above all, know how to differentiate themselves from others.

Communication is not synonyms with publicity. Value is perceived every time a company or brand appears in more media outlets with the help of various communication tools; hence, the concept and importance of integrated communication. In a company, everything sends a message. Advertising is a tool just like public relations, direct marketing, sponsorships, etc. Ultimately, it is important to understand the image that tourists possess, as well as the key role that internal and external factors play in its formation to improve the attractiveness, competitiveness and positioning. Therefore, public and private organizations managing the promotion of tourist destinations through the use of mobile marketing, should clearly have this technology for their positioning and

direct interaction with e-travelers in their minds; the journey begins the moment the e-traveler has the information they have selected on the tourist destination on their mobile devices.

To conclude, this study infers that an airport app is the perfect tool that diminishes and differentiates tourist destination from one another. Implementing apps enriches tourists' experience, improves users' levels of satisfaction, provides consumers greater security while transiting in the destination, and reduces stress levels. With respect to destination's image, it is important to promote the airport's app as a selling channel and to encourage consumption. The truth of the matter is that new paradigms in buying habits as well as mobile payment systems have come to stay, the tourist destinations need to find a way to benefit from this synergy. The app is the perfect tool to project a destination's brand image, which is a key factor in a consumer's perception.

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