Technological Innovation Research With Guided Tours:
Recent Trends and Future Directions

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EXECUTIVE SUMMARY

Researchers and academicians have shown many studies on how technological developments can be used in tour guidance. The common objectives of these studies are to provide tourists with a better tour experience, to assist tour guides, to help people who cannot participate in the tour, and to develop tour guide robots. The technologies used in tour guidance vary according to the type and content of the tours. In this study, technological innovations and applications used in tour guiding in the world will be investigated and explained in detail. In addition, information on technological innovations and trends that are foreseen and planned to be used in touristic tours in the future will be given. With this study, it is aimed to reveal the technological applications used today in tour guidance and technological developments that will guide the tour guidance in the future.

INTRODUCTION

Due to the continuous technological invention and improvement, society has changed the way of work, communication, and living (Madsen et al. 2016). Societies inevitably keep up with technological developments in every field. Information and communication technology (ICT)-based technological developments have effects on human life such as trade, production, health, transportation, tourism, and education. It can be said that the demands and expectations of the tourists participating in tourism activities differ, especially considering the transition to the information society and the social integration of technological developments that are realized rapidly. It is seen that tourists have been using information communication technology applications in the process of holidays and post-purchase behavior since the purchasing decision process. To meet the wishes and desires of tourists who develop themselves in the use of technology, it is necessary to follow and apply the information communication technologies and innovations in the tourism industry.

While it is seen that tourism-related enterprises make intensive technological investments in the tourism industry where intense competition is experienced, it is seen that technological guidance is influenced and benefited from tourist guidance, which has an important place in tourism. Today, many technological research and development activities are planned to meet the expectations of the tour experiences of the tourists and tour guides to be able to make a more effective tour. Therefore, the fact that tourists have the opportunity to further develop themselves in terms of information and the necessity of integrating tourist guides to technology increases the importance of ICT.

With the intensive use of information and communication technologies by countries, regions, tourist destinations, historical sites, museums, tourists and tourist guides, these applications are expected to evolve in terms of number and quality in the future. The main purpose of this chapter is to give information about the ICT currently used in tour guidance and to give a preliminary introduction of the applications that are intended to be used in tour guidance in the future.

RECENT TRENDS IN TOUR GUIDANCE IN TERMS OF TECHNOLOGICAL INNOVATION

Tour guiding practice has, in many respects, matured over the past 50 years, and in contributing to and responding to this maturation, there has been a burgeoning of tour guiding research (Weiler & Black, 2015). Buhalis and Law (2008) stated that information and communication technologies changed tourism since the 1980s. Besides, according to Martin and Herrero (2011), many researchers of new information and communication technologies have directed in-depth and comprehensive research on information communication technologies and tourism.

In terms of tourism, the use of information technologies should not be considered only in terms of tourism enterprises. The use of information technologies has entered into daily life activities, and the efficiency of consumers using information technologies is increasing day by day. In this context, it can be said that tourist consumers need and use information technologies at every moment of their travels. At the same time, it is seen that tour guides, which undertake the promotion of tourist destinations to tourists and assist tourists from pre-touristic to post-touristic travel, benefit from the information technology. On the other hand, the provision of information-based services by tourist destinations to both tourists and guides will help to make the tour activities more successful. Today, there are many technological appli-