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Creation of a prototype of mobile application adapted to the evolution of tourism: Ubicua

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INDEX

INDEX OF TABLES, GRAPHS AND FIGURES

Abstract

It will be done a work base on an APP dedicated to contemporary tourism and focused not only on any traveler who wants to share his experience once done if not the one who wants to share in situ his trip with other people who are in that country. Through a geolocation system we will approach people who through the tools provided by the APP itself can find, collaborate among them even ask for help if necessary. However, the application will include a connection to a server where data and information on low-priced flights will be stored that may be of interest to users, topics in the different destinations and user information regarding their experiences and that they will help you make a final decision to the rest on your next destination. The whole process is based on a market study in which the evolution of tourism, technology, millennials and trends has been investigated.

1. Introduction

This work is based on the creation of an App focused on Young tourism, a collective called Millennials that comprises ages between 19 and 30 years and focuses on future developments in international tourism. It has gone from a more traditional era to the digital age where technology has a very important role and is part of the daily life of young people today. The app is intended for tourists who travel without prior planning, rely on security that provides their smartphones, communicates through them and supplies information and help in situ. The proposal of an App within the reach of any digital user is a bet for anyone who is interested in being a part of a small community where they can share experiences, opinions, feedbacks and where they offer attention in case of emergency.

This work has been selected because of the constant evolution of global tourism and its constant change.

After a thorough market study has come to the conclusion that the future every day is more a present and that contemporary tourist needs tools that allow him to make decisions almost at the moment, be connected with people close to him and power receive offers on their screen that allow them to make purchases and reservations with a click. This niche market focused on apps dedicated specifically to this type of traveler is a niche that is believed to be still polishing.

The Ubicua app intends to enter this market and offer its qualities to a sector that as already mentioned does not stop evolving and we believe it will need an app with these features.

2. Contextualization and object of work

2.1. Tourism evolution

Tourism is certainly one of the most important social and economic phenomena Base on the basis that since the second half of the twentieth century tourism became a global phenomenon and its expansion exceeded any expectation, we will analyze the different periods in which we consider important the evolution of it and we will link directly with our mobile app.

To begin with, we will see the evolution of the tourist flow between the years 1980 and 2014 as the UNWTO reflected on its website. According to this association, the number of international tourists in 1980 is estimated at about 278 million while in 2014 about 1200 tourists. We can observe that the annual growth between these two dates is a resounding 4.3% and not only that but in 1980 the figure represented 6% of the world population, while in 2014 16%.

The evolution is clear, the data reflect this, and not only that but the tendency of the population to enjoy their free time outside their habitual place of residence changed since then and surely, forever.

Graph 2.1.1.Number of international tourists. Compiled from UNWTO data. By the Bulletin of the Association of Spanish geographers No. 75-2017.

In the next following graphs, we can observe the increase in tourism revenue during the aforementioned period, nothing out of the ordinary, more tourist traffic is equal to more income but if we focus on the data that the UNWTO dictates on the average spending by tourist (graph number 3), the trend is becoming more and more evident. In 1980 the average expenditure per tourist is 375$ in current terms whereas in 2014 of 1099$. Thanks to this data we could reach a small conclusion, every day spending is less important for travelers when it comes to enjoying their free time.

Graph 2.1.2.Income from international tourism.Compiled from UNWTO data. By the Bulletin of the Association of Spanish geographers No. 75-2017

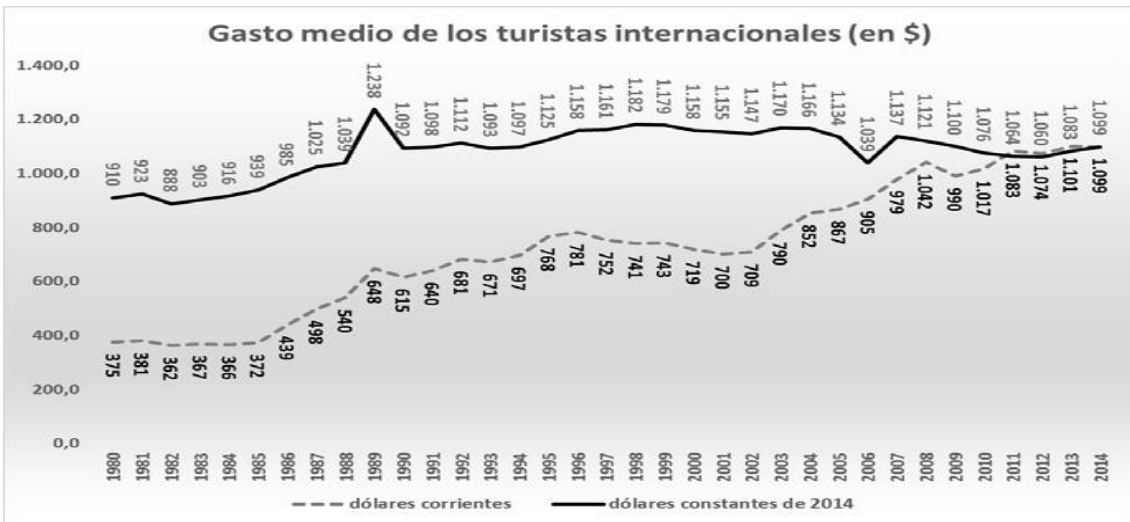Graph 2.1.3.Average expenditure of international tourists.Compiled from UNWTO data. By the Bulletin of the Association of Spanish geographers No. 75-2017

Well, following the UNWTO Annual report "Global Tourism Panorama UNWTO" edition 2018, we will analyze the changes that have occurred when making decisions, what kind of tourism is done today and what trends they start to emerge in global tourism.

We will highlight some data that will help us know how trends in international tourism are changing.

- Global tourism growth 7% since 2010, becoming the faster growing in recent years. Total international tourism arrivals of 1326 million.
- They have recovered destinations that by security issue had suffered a decline.
- The countries or regions with the highest percentage of tourism issue are experiencing economic growth and this data directly benefits the international tourism

7

Arrivals 2017 expressed in %

- África
- Europe
- Asia & Pacific
- America
- Middle east

4% 5% 16% 24% 51%
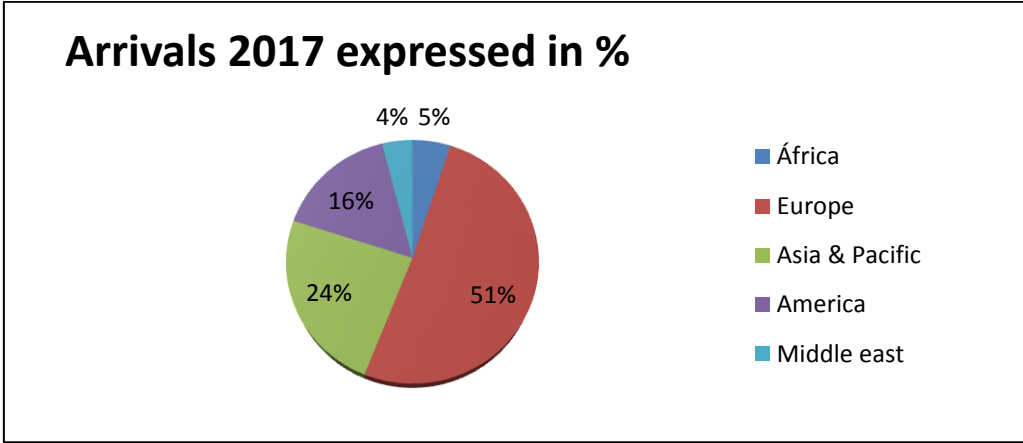
Pie chart 2.1.4.Arrivals 2017 expressed in %. Compiled from Global Tourism Panorama UNWTO, 2018 edition.Own elaboration

Means of transport expressed in %

- Navigable
- Railway
- Highway
- Airway

4% 2% 37% 57%
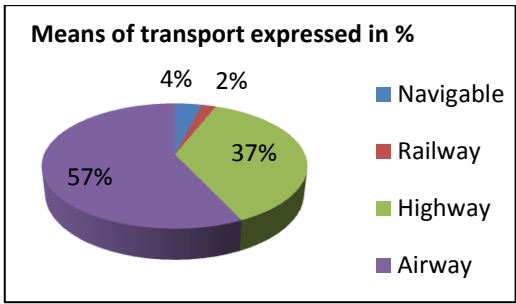
Pie chart 2.1.5.Means of transport expressed in %.Compiled from UNWTO 2018 edition. Own elaboration

Reason of the visit expressed in %

- Not specified
- Visiting relatives, friend, health and others
- leisure and vacation
- Business

13% 6% 27% 54%

Pie Chart 2.1.6.Reason of the visit expressed in %.Compiled from UNWTO 2018 edition. Own elaboration

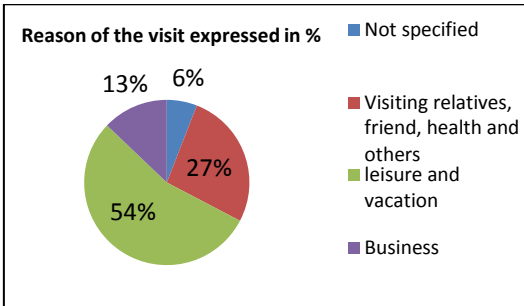Let's analyze the three charts and link it with our mobile App.

We can observe that in the chart 4 the largest numbers of tourists are opted for Europe with 51%. If we consider that the economy is growing in most of Europe we could determine that it is tourism with a higher purchasing power or at least we could conclude that for sure they are expending more money in destinations and paying at a higher price than in other destinations. We must not forget that the prices in these countries are not usually low, although if it is true that there are exceptions. We know that is not the same to pay for coffee in an Asian capital than in a European capital where the price is fired. So this graph seems to give us a pretty clear tip, the budget is important. But consider in another data, 24% of the tourists, being clearly in second position is Asia and Pacific. But what kind of tourism is that and what data is reflected? Obviously,

less purchasing power but also the trend of tourism to move to growing economies where prices are low. Let's analyze from a cultural point of view, what are the similarities between European and Asian cultures? Surely there are but few. We are observing how the flow of tourists is heading to regions where the prices are up to five times lower than in their country of origin, culture and customs are discovery for the tourists and are increasing the time of leisure and vacation and vacation using the same budget. Let`s not forget that thanks to globalization, the great flow of people around the world for different reasons and the competition among others by the companies are leaving the price of plane tickets available to anyone. A plane ticket to Paris, speaking in a sensible way, we can get to cost between 200€ and 700€ even less but we must not forget that we cannot fly to Bangkok with a low cost company then we have choose Air France. Also we must take in account that a cup of coffee cost around 4€ maybe more in this European capital, the hotel thinking in a medium hotel category, between 50€ and 150€ sure more, and meals around 50€/day. And this being around 9 days in the destination can cost us about 1400€ in total, without thinking of entrances to museums or excursions. Against these data we can compare it with the opportunity to travel to countries like Asia, with a sometimes higher cost as far as air transport is concerned, however there are flights for about 450€ nowadays but the medium price is around 850€. We review small expenses like coffee that could cost around 0.3€ taking in account the exchange, hotel around 15€/night again we must take in account that the tourist in this kind of Asian countries use to book rooms in Guest House Hotel where the prices are cheaper (around 5€/night) than in hotels and also meals, just paying 1,5€/meal. As we can see, comparing these two situations we can determine and clarify why the tourists do are changing their behavior and traveling to far destinations. But, are Paris and Bangkok directly competitors? Not directly, people like the Eiffel tower as much as the Grand Palace of Bangkok the difference is the time expending in the destination, the mystery of discover unknown culture and places and that the price is almost the same. We have found that the price of flying to a destination that is two hours from our place of residence and another that is more than 10 is almost the same today. What factor makes more difference between the price of a European destination and another Asian? The term of "Timing" is decisive, that is to say, time again. When we talked previously about Yield Management it was explained the importance of the advance with which a plane ticket is reserved and the departure and the offers launched by air companies. If we take a flight with up to a month in advance to Paris we will get much cheaper than if we buy it in advance to Asia, but in this case already comes into play the distance, fixed costs and other factors. [1]

Why is this economic point analyzed, in a statistic on the evolution of tourism?

It is a part of the new tendencies, to reserve flights without having studied the destination, without organization and by the mere fact of traveling and sharing experiences. This is where the evolution of tourism leads us to equip ourselves with some kind of gadget that can help us on our way to our destination, as a support in situ and facilitate us to share experiences with the rest of travelers.

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[1] See Annexe 7.3. Price information

We are entering the era of technologies that integrate geolocation, instant information, connectivity, support, guide etc. and all this and more is what is willing to offer the Ubicua App is for this reason that the spontaneous everyday makes more sense.

Analyzing the charts 5 and 6 we can determine that taking in account that airplane is the most used transport with 57% of the total and the reason of the travel is mostly leisure, the touristic flow leads to a generation where tourists are constantly moving and this type of means of transport requires information for improvised decisions as we have analyzed before, the sooner you book a cheaper flight you get or also we will need some instrument that will inform us about offers launched by these companies to so motivate our choice or reduce the final cost of our trip as much as possible. We cannot forget that people is traveling for fun and that is the most important reason, therefore, if someone help us to reduce the cost of an experience that we hope is unique and gives us a support to interact with more people to the point of creating a small community, the final value of this experience would multiply. And that is based on the app of *UBICUA ,* not only to try to make the tourist feel backed by other tourist of the community who are in the same destination, but who can share their experiences, meet people in the destination who have traveled for similar reasons, ask for help if necessary and even create your diary of the trip. All this is what the APP wants to make available to the tourist and become an indispensable app on mobile phones.

2.2. <u>Market analysis</u>

2.2.1. Market analysis for young tourism

Next we will perform a market analysis in which you will define what type of tourism we want to focus on the app, its trends, consumption habits and its purchasing process. We will define young tourism highlight the so-called millennials as a source of important information for the future. Who they are or how they act will be the basis of this study in which we include data, statistics and graphics that reflect the importance of this group of people in future markets.

2.2.1.1. Young tourism, the strategy

More and more companies are geared towards tourists under the age of 30. This segment represents 20% of total international tourist travel and shows great resistance to crises and disasters.

Between the years 2000 and 2010 young tourism grew from 136 million international travels to 187 million and the revenues were 126 billion euros in 2010 according to UNWTO.

What age band should we understand as young tourism?

There is no clear criterion. The different tourist institutions define this range between 16 and 24 years, while others lengthen it up to 35 years.

According to WYSE (Non-profit organization representing entire youth student and educational travel industry) young tourism is:

"That tourism that includes independent travel (without being accompanied by parents or guardian) for periods of less than one year and that its age range is between 16 and 29 years. Their motivation is to experience new cultures, build a life experience or benefit from learning opportunities in an unusual environment."

This type of tourism would be divided into several sub-sectors such as independent travelers who leave on vacation, students who go abroad, idiomatic tourism, working holiday (young people who travel from 3 months to one year to a country to combine work and holidays and the group of volunteers which is growing and focused on community and humanitarian tasks.

According to UNWTO a young tourist has an expenditure of between 1000 and 6000 dollars with stays up to 50 days while the average tourist spending is 1450 dollars. This type of tourism makes an average of 190 million trips per year and has grown above the global average. Facing 2020 are expected about 300 international trips made by minor 30 years. According to United Nations tourist Agency "the young market represents a great opportunity for growth in the face of the future.

For young people, travel is to get to know others, learn from other cultures and develop personally. That is why the UNWTO emphasizes that the trip is a part of the identity of this type of tourist. "You are the places you have experienced".

Finally, the young tourist is usually poor in money and rich in time and this means that spends more time in destinations than other tourists. WYSE indicates that 60% of the youth budget is spent on the destination.

2.2.1.2. Future innovations, the key for us

According to UNWTO and WYSE, young people are more open to changes and innovations. "Young people think creatively and experience the new". This data is very important for our project. Online bookings, interaction with other travelers through social networks, use of mobile devices to plan routes on the go, download travel apps etc. are these tourists who first embrace, use, and test or reject all this and ultimately that mark the future tendencies. Young people are great users of social networks and start to recommend viral marketing to reach these users.

UNWTO concludes: "The generation of young travelers today is more informed, travel more and are more adventurous than ever before".

2.2.2. Young people, habits of consumption in tourism

At this point we will analyze the habits of consumption of the Millennials, since they are the type of young tourism in which we work in this project and that enter in the age range of between 18 and 30 years. We will focus on the travel expenses, the reasons of their trips and their connection with the technology. We will start with a brief introduction.

For millennials, tourism has become more than just a journey. They seek experiences; the technology becomes an essential part of their trips and interacts with suppliers and other travelers in a direct or indirect way.

Of the more than 1 billion of international tourist arrivals each year 23% are made by young people between 15 and 29 years (remember that the age range is never clear) and will represent in 2025 the 50% of global arrivals.

Let´s look at the next growth chart.
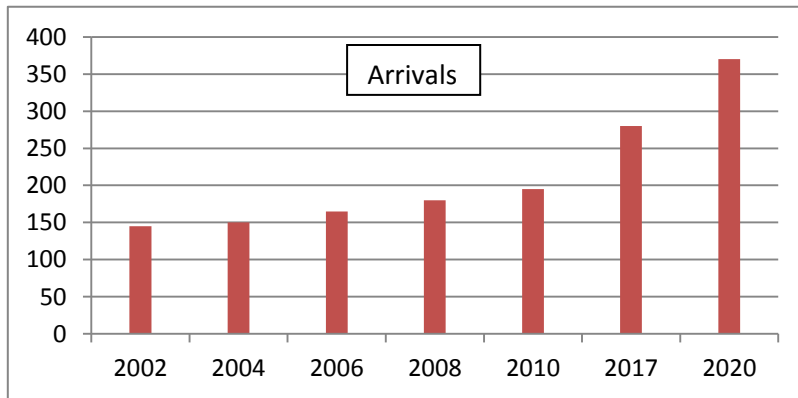
Graph 2.2.1.Arrivals.Compiled from UNWTO. Own elaboration.

As we can see, there is a constant evolution from 2002 concerning the arrivals of young tourism.

The budget of this generation of travelers is lower than that of previous generations and the price has become a determining factor. The low-cost concept through online sales is an essential part of their travels while for the most traditional tourist premium the human treatment of a travel agency.
Let´s see in the graph the expenditure of this type of tourism.
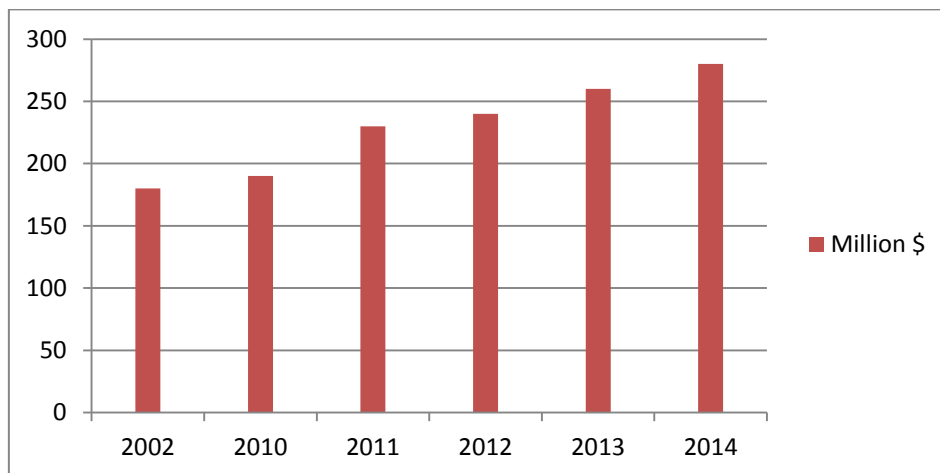
Graph 2.2.2. Expenditure of the millennials tourism.Compiled from ONWTO and WYSE. Own elaboration.

2.2.2.1. Millenials, travel with a purpose.

Millenials seek emotions, interact with local people in the destination and enjoy the history, culture, people and environment of the place they visit. According to a global study of the WYSE, we can obtain data on the motivations of young people when traveling.

- 55% interact with local people
- 46% experience the daily life of the place they visit
- 43% increase their knowledge

The rise of experimental tourism has given way to other types of tourism of which some already existed but were not widespread among the population.

Let´s see some examples:

- Volunteering: Travel to work as volunteers in a country or region enjoying the place they visit and making it clear that traveling is not necessarily going on vacation.
- Work & holiday: It is a program for young people in which they get a temporary work permit at the destination and take advantage to visit it.
- Sport: Intended for those who want to do sporting activities or attend sport events. This type of tourism is becoming more and more known.
- Adventure: Also called active tourism is one of the fastest growing trends. Visit hidden places and explore dreamy landscapes.
- Creative tourism: Travelers can discover the destination by engaging in artistic and creative activities.
- Fallow year: A type of tourism made by those young people who at the end of their compulsory education want to grow personally and reflect on the future.

In all these types the main intention is to know the place and the local people and at the same time reinforce the social responsibility in the face of the tourism of the future.

2.2.2.2. Millennials, technology and travel.

The technology has been integrated in the tourism industry for a few years. The millennials consider it natural, part of their daily life. For example, according to a study carried out by Epsilon Technologies, in Spain, 93% of the millennials use internet and 40% of total bookings are made by the millennials. Today online platforms offer a lot of services, some even higher quality than traditional services. Internet is their great source of information. That gives them confidence and where they reserve most of their trips. Without going further, mobile phones have changed the way the millennials explore, book and live their travels. It is definitely the biggest ally when it comes to making their trips as it serves to contact friends, keep the family informed, take photos, share them but also to book accommodation, find means of transportation or information about the climate of the destination they visit. We should not forget that the mobile gives security when they are travelling and according to 58% of millennials rely on their smartphones in case of emergency. More than half of

the young people plan their trips through the mobile phone and 35% to make their reservations. To find accommodation prefer the website before traditional travel agencies but we should include in these data that many do from their computers. The wifi goes from being something added to something essential and is part of the most important detail for this type of traveler.

The 75% of Young people have an account in social networks. In Spain, more than half share the photos of their travels and are interested in receiving feedback.

This generation certainly brings us closer to a much diversified tourism where the method of booking is more virtual and where the physical every day loses more importance.

2.2.2.3. The sharing economy

According to The case for collaborative consumption, the sharing economy also known, *peer to peer* (p2p) economy or collaborative economy "is a mode of consumption whereby goods and services are not owned by a single user, but rather only temporarily accessed by members of a network and underutilized assets are shared, either for free or for a fee. It includes sharing, bartering, lending, trading, renting, gifting and swapping redefined through technology and peer communities".

Nowadays the sharing economy has a very important role in tourism as it is one of the sectors that have been digitized. Great examples of this type of economy would be the Airbnb platform dedicated to the accommodation, and that puts in contact with its users for the exchange of services or Uber that acts in a similar way but is dedicated to the transport.

In 2015 the gross profit of this economy was about 28 billion euros and generates 322 billion euros in 2025.

Let´s see the next graph that shows us the percentage of users per age using this type of economy.
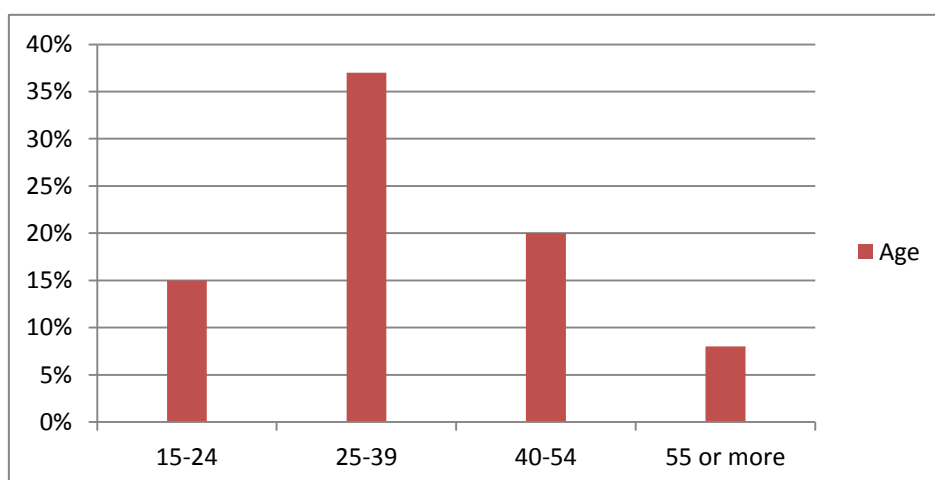
Graph 2.2.3. Percentage of users per age using this type of economy. Compiled from Elene Allende Letona, Banco Mundial. Own elaboration.

2.2.2.4. The importance of personalization.

Digitization has changed the plans of most suppliers worldwide. The young traveler does not seek to reach the destination and find a standard offer if not looking for a personalized attention and trip adapted to their tastes and needs. This is to decide what you want to do, eat vegetables if you are a vegetarian, receive specific information about parks where people gather to play music or visit a city to discover the neighborhood of our favorite artist. That is why companies are destined to listen to their customers and adapt to their preferences. The destinations are no longer generic so the demand to personalize the tourist service obliges the suppliers to collect data (Big Data).

According to Sabre Hospitality provider of technology in the tourism sector, to 50% of users do not mind sharing their data whenever they receive tools to help them make decisions. Customize also means make life more easy and data is a great tool for it. The consumer is accustomed to receive offers constantly so they are valued more those that analyze and simplify the information. Big data is important to anticipate the needs of the customer and to add value to the service. According to Forbes Magazine, the consumers are much more demanding and changing and a bad experience with its supplier 86% would not hesitate to stop doing business with the front 59% 6 years ago.

Young people do not mind sharing their information by internet, whether they are good or bad and what they eat, visit and experience. According to WYSE more than 70% of the young people consult websites of criticisms or commentaries of other travelers on the experiences that they plan to make. An example would be Tripadvisor with more than 460 million users and it serves information before they experience a trip, a hotel or a dinner. This way we are reaching the tourist 3.0 a traveler who produces tourist content and sharing experiences. In this way we can say that we have passed from traditional consumer to the digital consumer.

According to Statista we can observe the graphic below regarding users publications and opinions through Tripadvisor and conclude that feedbacks nowadays are really important for suppliers and for the future of the tourism sector.
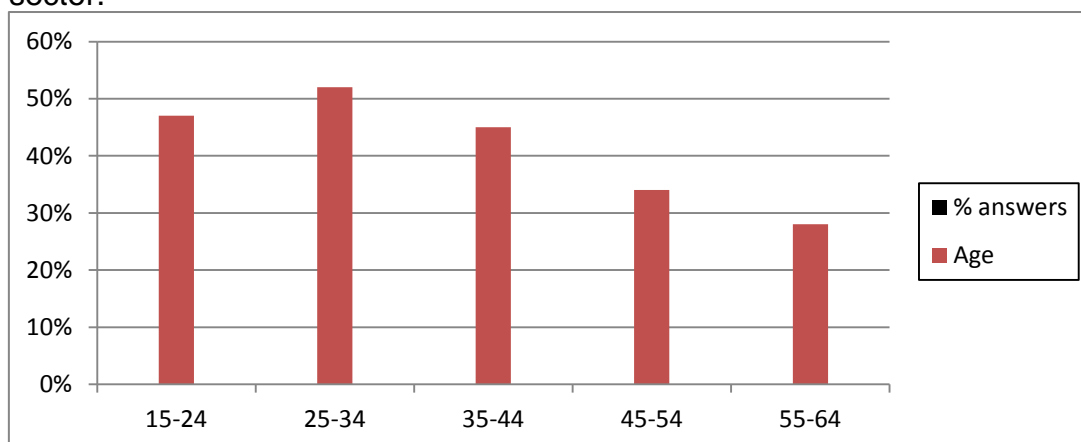
Graph 2.2.4. Publications and users reviews of TripAdvisor. Compiled from Elene Allende Letona, Banco Mundial and Statista. Own elaboration.

As a conclusion of this market study we could say that tourism is predestined to change and constantly regenerate. Nowadays, young tourism, technologies and personalization are force that very few will be able to resist and change their business perspective if they want to survive. Everything is done from any place and at any time without having to queue or expect to be personally advised and give you information. It is a self-service tourism in which technology brings us every day more to know our own needs and ourselves and that the future of this sector is without a doubt in the fingers of the youngest.

Or that reason Ubicua wants to introduce itself in this new concept of tourism where the demands are answered at the moment, the help, information and feedback are the basis of the project and where the greater competition that is useful so that the user is always the winner in a market so variable and diversified.

2.3. <u>Co-creation</u>

What does co-creation mean?

It is a system of creation of value for the company, which is used when innovating, modifying a product or creating a new one. Nowadays, companies are wondering, who understands more about products? Which opinion is the most important when it comes to knowing if our product will have a good acceptance? The customer obviously. Many of the companies have implemented this system to make the new launch or improve not only the potential customers if not the general public in order to capture new customers and enter new markets. It should be explained that co-creation is a practice aimed at all stakeholders i.e. employer, suppliers etc so they can adjust even more to their preferences.

Let´s explain in a simple way those stakeholders participate in this type of process.

- **Customers:** The most important to test, build and use products and services.
- **Employees:** Are an important part because even those who are not in direct contact with the product are involved.
- **Suppliers:** Are very important because they know our company and also to the competition and they can give us very valuable information.
- **Partners & investors:** Are the most interested in that the products are successful so your opinion is important.
- **Community:** The whole environment that surrounds the company is important because it understands the culture of the company, its products and its way of acting.

We should not confuse crowdsourcing with co-creation. Crowdsourcing is a part of the information process of co-creation and only uses information via: From the user to the company. On the other hand, in the co-creation the ideas of the users are fed back by the company and this process of mutual collaboration helps us to arrive at better final results for all.

This system is based on trust and collaboration so companies should listen not only to their great professionals but their goal is now to listen and attend to the opinions of their stakeholders. They must trust that their final product will be a success, put aside the pride of the company itself and give way to a new business strategy.

Great examples of co-creation would be Apple that involved its customers in the company´s productive process, Doritos asking for collaboration to create the next ad for the Super Bowl or Papas Margarita with its "un sabor para ganar" campaign that urged its users to participate in the new flavors of their potatoes.

Finally, a co-creation exercise has been carried out for the choice of the location logo. Using a Google questionnaire and with the help of 20 people without any relationship between them and without having anything in common, we have taken a sample that gives us some preferences on the creation of the logo of the app.

It has opted for a simple and intuitive exercise that consists of five questions, all of them contain different colors, symbols and images easy to perceive and that it takes around one minute to answer. Through the exercise we try to obtain information about what kind of appearance would call more the attention of the public in order to focus on that way when facing the final prototype.

We have asked about the shape of the app contour, the color, the background, the typography and finally on a particular logo style. The final result will be the one that will be used when creating the logo.

The questionnaire has given us some answer and ultimately a logo. The contour will be square with rounded corners and a green background. The selected image will be the globe and the typography called Atma Bold. Finally the type of logo chosen is one in which appears the name of Ubica and the globe over the letter I. In this way, it can be said that it already has a logo although some points will be nuanced, the result of the survey will be reflected in the logo.[2]

2.4. **The logo**

What better name to be known tan a logo, the image of the App available to anyone, a hallmark, the signature. In this case I opted for a simple logo, without an exaggerated visual impact and no names or flashy shapes. We will start by explaining where the *Ubicua* name comes from.

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[2] See Annexe 7.1. Google Form

Figure 2.4.1.Meaning of "ubicuo". Compiled from www.RAE.es

Ubicuo/a in english ubiquous, has two definitions, both give the meaning we seek for our app although one of them is more ecclesiastical.

1. Said mainly of God: that is present at the same time everywhere.
2. Said of a person: that everything wants to witness and lives in continual movement.

As we can see in the definition number two, give us exactly the meaning of what the app significate, the name itself refers to dynamism, the change, the adventure. Ubicua is created for people who live on the move, daring people, people who share and travel, contemplate, enjoy and keep memories; Ubicua is an App for adventurers.

I myself, as a person who likes to travel, I have realized that I do not always have at my disposal the tools necessary to share all the moments. There are days when by surprise, we find an incredible sunset, we discovered a magical place and enjoyed a privileged corner and we have no more tool than a camera or mobile phone in which among all those photos select one, we share in our favorite social network and the rest is in our phone gallery, in many cases in something like a storeroom forgotten of exciting photos. For this reason with this app we try to be closer to the memories, share all our photos in our travel diary. We will be able to create a gallery with all the photos of the same trip, locations, commentaries, recommendations, we will make of our trip a stimulus for all those users of Ubicua that need that they pushed to undertake their new adventure and that serve us in a future to start ours.

Ubicua will be with you everywhere.

2.4.1. The curiosity

Another thing to consider in the name would be the letter "i" in the logo of Ubicua. This letter is converter to "i" thanks to the balloon globe that has just above but hides a little curiosity and is that in fact this letter is an "L".

This letter comes from LAMP that is an acronym used to describe an internet infrastructure system that uses the following tools:

- **L**inux, operative system.
- **A**pache, web server.
- **M**ySQL/MariaDB, Database Manager.
- **P**erl, PHP or Python, Programming language.

In short, it is a set of systems, languages and technologies that are commonly used jointly in the development of web applications. With this curiosity we want to wink at the world of informatics and technology, as it seems to be the future and therefore the basis of our project.

2.4.2. The Globe

The added globe represents simply the breadth, the world and the journeys. Obviously, the greatness of the planet gives to the logo, a meaning of globalization, that is to say, of connection between continents and countries.

2.4.3. The background

The chosen background has been a faded green color. The green color represents relaxation and serenity, life and health and everything natural. Situated between extremes, the green has a meaning of tranquility and security. For example, the red looks warm, the blue cool and the green temperature pleasant. Green is transmitting joy and freedom. This is what we want to transmit the logo and for this reason, the green is the color chosen.

2.4.4. The typography

Add that the letter chosen is *Atma Bold* as among others, this letter seems to have a funny tone at the same time as serious, seems the perfect letter for an application that pretends to be on all mobile phones and must be in line with the rest of applications in our screen, unmatched but has presence. Finally the color of the letter will be the navy blue, since the blue represents the confidence in addition to being the preferred color for most people and is not usually a color that does not like.

To finish, the design chosen for the logo is going to be square as it pretends to be on the screens of our smart phones, and fits perfectly with the rest of apps.

This will be the Ubicua logo Designed with the help of canva.com; Microsoft Paint and Google.

2.5. **History of revenue management**

The revenue management began with Kenneth Littlewood an analyst of British Airways Company in the 70´s. Little wood presented a project called "Forecasting an control of passenger bookings" in which he explained that when there are two prices for the same good, this will be sold at low price until the probability of selling it at a high price is greater than the relationship existed between low price and high price. Years later this project would become a mathematical model known as Littlewood´s Rule that would become the basis

for creating optimization algorithms for automated revenue management systems.

In 1978 the U.S. signs the Airlines Regulation Act thus ending with the monopoly of the American airlines known as "Big Six" letting other airlines enter the market and varying air fares. It was then that in 1985 the low cost companies already offered big discounts but with more restrictive rates, affecting the rest of airlines. However, American Airlines created DINAMO (Dynamic Inventory and Maintenance Optimizer) a system Automated based on the Littlewood rule. This system calculated how to sell the last seats with the full rate, thus controlling the demand for passengers to the end to sell the last seats at that price.

Other industries contemplate the success of this system and implemented similar systems. It was then that the CEO of American Airlines got in touch with his colleague J.W. Bill Marriott Jr CEO of Marriott International and realized that the hotel chain share many characteristics of the aeronautical industry.

Let´s see some examples:

- Perishable inventories
- Customers booking with advance
- High competition
- Price-sensitive demand
- Changes between supply and demand
- High fixes costs and low variable costs

Other industries call that system Revenue Management because Yield Management was associated to the air industry.

In conclusion we could use the definition of Richard B. Chase, professor Emeritus of operations Management Marshall School of Business, University of Southern California. Yield Management consists in the process of allocating the right type of capacity to the right type of client, at the right price and at the right moment to maximize revenue.

2.5.1. Revenue management classification

Tactical Revenue Management.

Based on short-terms operations (daily operations) that support strategic operations.

- Forecast
- Tariff Management
- Capacity and inventory management
- Sales management
- Demand displacement analysis

Strategical Revenue Management.

Based on Long-terms operations to create long term strategies and positioning.

- Generate demand
- Strategic marketing
- Segmentation
- Pricing
- Product development
- Distribution channels management

Let us remember that low cost airlines are characterized by offering low fares by eliminating some of the services to their passengers (limited services). In this way, low cost companies get more passengers sitting on the plane, using resources at a low price that will help them reduce the price of plane tickets. To mention a couple of examples, we could highlight the use of a single airplane model thus saving the training that the pilots should perform, the catering is no longer free, thus obtaining additional revenue, use of secondary airports or optimizing the work of flight attendants reducing salaries.

In the App should appear items that will help users to find their next travels through visual offers that will alert them on the screen. For that reason, I will link the yield management in the airline industry with our mobile app.

The rates will always be differentiated according to the time with which the flights are booked, that is to say, the sooner you reserve the cheaper you get. It would increase the price of the reserved flights a few days before the departure and finally will be liquidated with very affordable prices the remaining seats to complete thus the seats of the aircraft. We cannot forget that it is possible that "no shows" appears, and then the company can always sell extra seats to compensate this situation.

To get this prices must take into account factors such as time and date of flight, it is not the same to fly Monday that a Friday because weekends are usually days of transit or is not the same to leave in the morning or afternoon or if at the destination is some kind of social event like a party, for example.

Again there has been talk of something very important, the time. Nowadays, the timing is very important in any industry because demand is very sensitive and time is a competitive advantage for companies. Users have all kinds of facilities, the difference between two flights, two restaurants or two hotels of the same category is becoming smaller and therefore and since the costs are sufficiently reduced, the waiting time can decant the decision of future clients.

2.6. <u>Travel App Trends</u>

Nowadays, technology is growing rapidly, so much so that the population lives in a constant technological and social evolution. This growth is positively altering the way people manage their everyday affairs and creating an increasingly globalized perspective of trade, professional relations and tourism

among others. That is why every day more people are a more proactive character adapting to new trends, looking for the information they need in each situation on their own, thus squeezing the technological bubble that every year takes a stance more "Self Service".

Now, we will analyze the apps that have revolutionized the market and have come with more strength to our hands, to understand why they are so important.

APP[3]	TYPE	CHARACTERISTICS
Booking.com	Hotel booking Metasearch	Most important app dedicated to hotel reservation and offers around the world
Trivago	Hotel Booking Metasearch	Best competitor of Booking.com, handle part of the hotel reservation sector
Airbnb	Private Host Booking	Most important app handling the room reservation sector between individuals.
Tripadvisor	Opinion, comparison	Platform nº 1 receiving and sharing globally the opinion of the tourist users

APP	TYPE	CHARACTERISTICS
Foursquare	Guide & contact	A geolocation app based on discover places, share opinions and winning status depending on how many time users visited specific local businesses
Yelp	Guide & contact	Most competitor of Foursquare, helping people contact local businesses also not related to tourism sector and sharing opinions
Google Maps	Guide	The app for excellence in geolocation, search of places and sharing opinions

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[3] These are the Apps that dominate the tourist sector.

APP	TYPE	CHARACTERISTICS
Skyscanner	Flight	Global flight search engine, helping users search specific flights at the specific price. Include also offers and different combinations.
Kayak	Flight, hotels, car rentals and more	Metasearch dedicated to the reservation of car rentals, hotels, flights and more in the destination place.
Momondo	Flight, Hotels & car rentals	Search engine of car rentals, hotels and flights around the world

APP	TYPE	CHARACTERISTICS
Uber	Transport	Global transport company with driver that connects users with drivers through their mobile app. Operates in 82 countries.
Cabify	Transport	Global transport company with driver that competing with Uber and that connect users and drivers through mobile app. Operates in 10 countries.

APP	TYPE	CHARACTERISTICS
Revolut	Banking	Current account (in UK) that allows users/travelers to take money free, make currency exchange, purchase crypto currency, transfers and more through their mobile app
N26	Banking	Digital bank that allows transactions in real time without commissions or intermediaries. Users can withdraw money all over the world without

APP	TYPE	CHARACTERISTICS
		costs.
Minube	Travel	It is a social network for travelers that help to choose and plan their next destinations and share their experiences. In the app there are recommendations, routes, places of interest and more
Passporter	Travel	Social network for travelers that allows users to share experiences, photos etc and planning next travels. The app adopt as a digital passport that help users to remember all their travels through a digital wedge

2.6.1. App list.

As we have seen in the text above the apps have been created to facilitate the lives of users. There are different types, utilities and platforms and this leads us to an environment every day more technological in which if someone misleads is possible that the rest of people ahead.

These are the most important examples of mobile applications, however, are infinity of them but the question we need to ask ourselves is how it is possible that so many apps are so similar and can survive in the same market?

The market is linked to market segmentation and is marked by the needs of individuals who compose it thus helping to create niche markets, i.e. small portion of a total, that having similar characteristics facilitate the idea of To whom an why we are going to promote our product with success.

For this reason I have focused on a niche market as "Social Network for travelers" because traveler is no longer simply the person who travels but is an attribute.

3. Description of the methodology

3.1. App architecture

The basic operation of any Web page or mobile application contains two essential elements: the web service or server and a database.
The server will be the source of information supply previously fed by a database. Whitin server will carry out business operations called "Business logics" that are the operations that the app does when we are using it.

Information enters and leaves the server in a communication format called "XML" also called "Endpoint".

The information received by the database before will be filtered by the LOPD (Organic Law of data protection) for the correct use of the personal information of users. The server that is going to be used is Heroku a free cloud server of limited traffic and that for the version 1.0 will be sufficient. If there is more traffic than expected we should increase the Heroku plan or change the server. The versions will be modified from 1.0 following the versions 2.0, 3.0 and following.

If we focus on the most visual part, the app will be programmed using Xamarin which is a framework that allows programming on two different platforms like Android or IOS and that will take care of among other functions, the design of the app. Everything is owned by Microsoft and the project will be done in .NET CORE which is another framework based only on the server and the database.

The app filters and organizes the information but the most important part will not be within the user´s visual reach. Pressing each button of the app action that will be called "routine" will be responsible for connecting to the server using "input XML" to request the necessary information and the server after receiving the information from the database we will send it back through "XML exit". In this way the selected actions will be carried out on the platform.

The geolocation system used in the app will be an internal GPS tool for each mobile phone and will help us locate or locate people.

Finally, just mention that the banners (message of information) that the app will use will be connected previously with the server to understand our personal needs and send to the screen that information.

This would be the internal functioning of Ubicua app.

4. Final results

It will proceed to explain the functioning of the interface of the app, the app as we will find it in our mobile device.

As has been previously explained is an app in which we will store data from our travels, opinions, photos etc. where we share the experiences, we will make suggestions, update a daily travel diary and ask for help if necessary. Everything will be geolocated at all times, for our safety and thanks to the GPS system of our smartphones we obtain information at the moment about places of interest near us, on people who are available to share group moments and even to make excursions with a specific theme.

The app has a simple and intuitive operation like virtually all the market apps.

When we open the app, we will see a home page in which we must enter our personal data and create an account to join the UBICUA community (sign in). If you already have an account, just press the "Log in" button to enter in your custom profile.

Once in our profile, we will find in an intuitive page, with a series of buttons and tools of easy use, with a standard organization and we will proceed to explain.

We will see our photo of editable profile next to the geolocation icons that will keep us in touch with everything around us, the button "available" or "unavailable" that will serve as an indication of our willingness to be able to stay with people who request and be close. The alerts command will always be kept of except at the time when help is required either serious (an accident) or less serious (passport loss) and a message will be sent the app users who are closer to you so they can help you. Thanks to the GPS will appear on the screen the flag of the country in which we are. We include the messaging icons and settings with an identical operation for everyday use.

In the thickness of the screen we find the items "Look that" in which the photo appears that we want to show in the first place and that we will be able to change whenever we want. Also we will find "Do you know" item where we will appear photos of people similar to our characteristics and with which we might be interested to maintain contact. Finally banners will appear with offers selected personally for us.

The main profile buttons "My blog", "Friends", "Explore" and "Topics" will have a specific functionality and serve to navigate within the app.

Inside "MY Blog" we will find an item in which we will be able to include a personal phrase of each user and that can be modified by clicking on it. We can change our favorite photo according to our tastes and clicking on the item " What I can do?" we will obtain real-time information of places of interest near us in case of not knowing what to do. Again we will appear banners, with which we expect to obtain economic benefit.

The main items on the screen would be "your world" where we will have a space to include free-form text and where we can tell our experiences at the end of each day of our trip. One of the most important items will be "Location". Clicking on the get a map and selecting a country we will ordered by date the photos of our travels in these countries and the corresponding text. The order in this section will be the most important. The item "photos" will show us the gallery in which we saved all our photos. Finally we can see the item "suggestions" where the countries that we have visited and previously selecting the country will give information to users who are interested in our experiences, recommendations and opinions. A calendar and Notepad has been added for everyone to be up to date.

Again on the main page of our profile we will find the item "Explore" where we can navigate within the Ubicua community to detect interesting people, discover new places an d make a new friends. We will appear the profile photos of the users that we can select by clicking on or boutique by inputting the corresponding name.

Finally the item "Topics" will supply us with a series of thematic with information ordered on events, courses and others. This information will be general and can be shared by the users so that everyone obtains the necessary information to carry out their more personal activities.

To mention that the creation of the prototype has been possible thanks to the web *Just in Mind,* that allows the creation of mobile prototypes in deifferent formats or platforms and thanks to which the result has been the expected one.

This section has been explained in a general way the operation of the app, however, changes and updates will be expected to improve the project.[4]

5.   Conclusions

A work has been carried out in which a study has been carried out on the evolution of tourism and possible future approaches. It has been determined that tourists aged between 19 and 35 years make their travel bookings and hotel reservations through internet and unscheduled. The search of information of this group is made through the same channel in which information and feedback take a great importance in the decision making and therefore has changed the business idea of the tourist suppliers.

Hugging to this data and accepting that the importance of technology today is increasing, has been created a prototype Mobil application in which it is intended to keep connected, informed and secure to this group called Millenials. Search, geolocation and emergencies have been added and the main function is to share personal experiences in travel and give feedback. Through banners and updated versions it is then intended to obtain economic benefit.

In the work has been mentioned the Co-creation and has been made in the one exercise based on the choice of the logo. A survey has been sent to a group of people to collaborate in the process of choosing the logo of the application and result is reflected in the project.

To conclude, we will say that the main objective from the personal point of view is to connect the people who nowadays travel in spontaneously, supply them with the necessary help and everything through an app that is available to everyone. The niche market does not seem to be exploited and we want to make an entry into the market to improve the resources that we believe are and will be essential to travel in the future.

Welcome to Tourism 3.0, welcome to Ubicua.

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[4] See Annexe 7.2. App platform

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- Google Questionnaires : https://docs.google.com/forms/u/0/

- Sharing videos : http://www.youtube.com

- RAE (Real academia Española) : http://www.rae.es

-UIB (Universitat de les Illes Balears) : https://www.uib.es/es/

7. Annexes

7.1. Google form

HELP US CREATE THE UBICA LOGO

PLEASE, ANSWER THIS SURVEY TO DETERMINE WHAT TYPE OF LOGO TO CREATE AT THE LAUNCH OF THE UBICA APP AND BE PART OF THE DESIGN.

WHAT form would you prefer in the design of the UBICUA logo?

LOGO FORMS

○ TRIANGLE

○ CIRCLE

○ SQUARE WITHOUT CORNERS

○ STAR

○ OCTAGON

WHAT COLOUR WOULD YOU PREFER IN THE BACKGROUND OF UBICUA LOGO?

COLOURS

- ○ GREEN

- ○ BLUE

- ○ ORANGE

- ○ RED

- ○ GREEN PRINTED

- ○ PINK AND LINES

- ○ YELLOW PRINTED

- ○ DARK GREY

WHAT KIND OF TYPOGRAPHY WOULD YOU LIKE FOR OUR LOGO?

TYPOGRAPHY

Adumu

COOPER BLACK

FRANKRUEHL

Atma Bold

GUNGSUH

mistral

Bryndan Write

BARRIO

- ○ ADUMU

- ○ COOPER BLACK

- ○ FRANKRUEHL

- ○ ATMA BOLD

- ○ GUNGSUH

- ○ MISTRAL

- ○ BRYNDAN WRITE

- ○ BARRIO

WHICH OF THE FOLLOWING IMAGES WOULD YOU ADD TO THE LOGO?

IMAGES
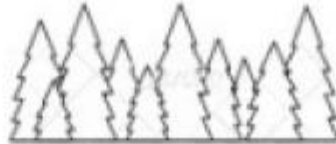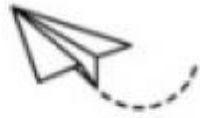
○ GLOBE

○ FOREST

○ PILGRIM

○ BACKPACKER

○ PAPER PLANE

○ BACKPACK

WHAT TYPE OF LOGO WOULD YOU LIKE TO HAVE ON THE SCREEN OF YOUR SMARTPHONE?

LOGOS

1

2

3

4

5

6

- ○ NUMBER ONE

- ○ NUMBER TWO

- ○ NUMBER THREE

- ○ NUMBER FOUR

- ○ NUMBER FIVE

- ○ NUMBER SIX

7.2. App Platform

Ubicua

User

Password

Sign in   Log in

Do we meet?

BACK

PLEASE, SIGN IN

NAME

SURNAME

EMAIL

TELEPHONE

EMERGENCY TELEPHONE

ADDRESS

PASSWORD

YOU ARE IN

Now In

Available

MY BLOG   FRIENDS   EXPLORE   TOPICS

LOOK THAT!

DO YOU KNOW...

BACK

PEOPLE AROUND YOU

WE MAKE THE CHANGE

| YOUR WORLD | LOCATION | PHOTOS | SUGGESTIONS |

MY FAVORITE PHOTO

WHAT I CAN DO?

INTRODUCE YOUR TEXT

WE MAKE THE CHANGE

CHOOSE YOUR COLOR

BROWN	BLUE	PINK
RED	GREEN	BLACK
ORANGE	PURPLE	GREY

BACKGROUND

OWN PHOTO

IT MAY INTEREST YOU...

PLEASE, CHOOSE YOUR COUNTRY

SPAIN

DO WE MEET?
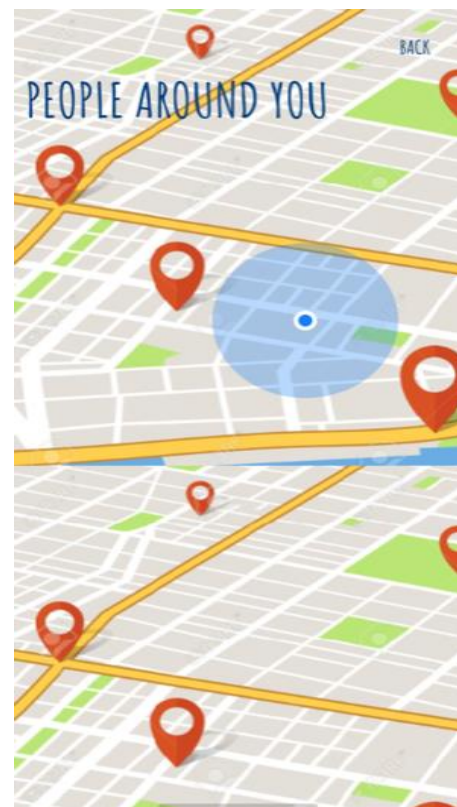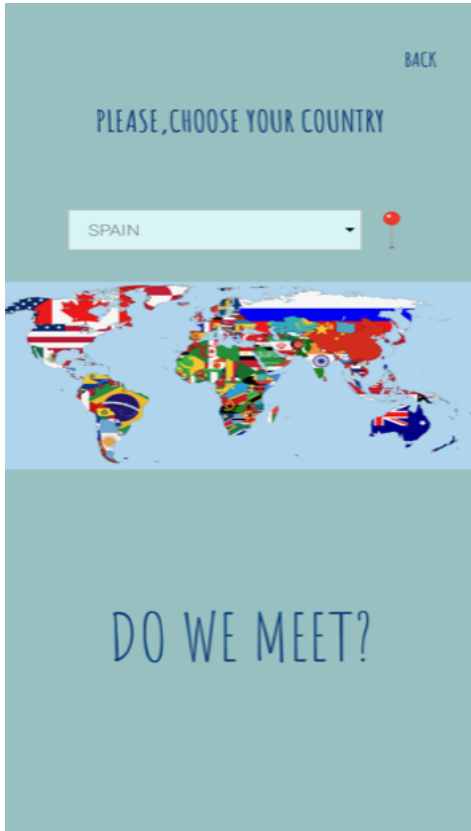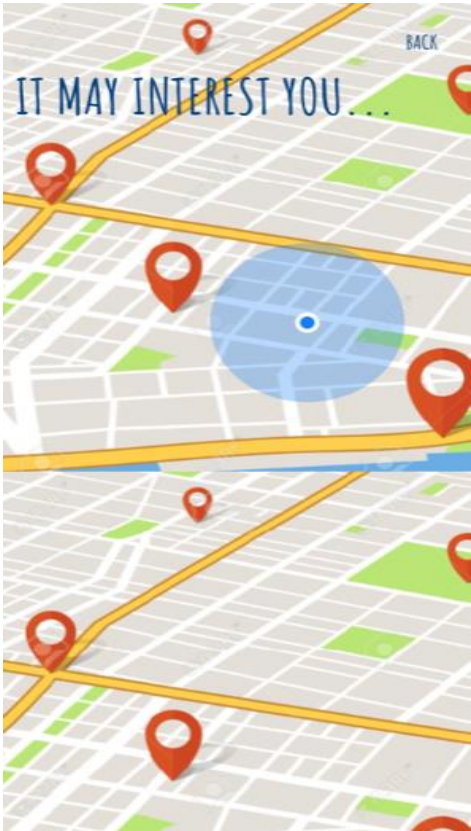
21.01.2017 LAS PALMAS, SPAIN.

A WONDERFUL DAY.
I WAS SURFING FROM 7 AM AND I GOT THIS
SPECTACULAR PHOTO. THEY WERE A FEW DAYS OF SUN,
SPORT AND FUN. I WAS AT THE MOJO SURF SCHOOL
WHERE THEY TREATED ME GREAT.
HIGHLY RECOMENDED!!!!

I RECOMMEND YOU...

SPAIN
INDIA
THAILAND
SRI LANKA
JAPAN
BRAZIL
PERU
INDONESIA
CHINA

UBER

LAS PALMAS, SPAIN

I RECOMMEND MOJO SURF
SCHOOL. SURF BOARDS 24
HOURS PER DAY, GREAT
LESSONS AND VERY GOOD
PEOPLE.
DIRECTLY NEXT TO THE
SCHOOL YOU WILL FIND
NICE BARS, TAXI BAR FOR
EXAMPLE IS PERFECT FOR
DRINK BEER AND MEET
PEOPLE.

I ALSO SECOMMEND VISIT
THE DUNES. IT IS A GREAT
PLACE, ONLY 30 MINUTES
FROM THE SCHOOL (PLAYA
DE LAS PALMERAS). IT IS A
BIG PLACE FOR PHOTOS, FUN
AND ENJOY THE
LANDSCAPE.

DO WE MEET?

MY CALENDAR

January 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Frid
30	31	1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	31	1

NOTES

*COLLECT SUITCASES   *BUY BANANAS
*RENT A BIKE IN BIKERSHOP   *MEET JOANA

MY FRIENDS

- THOMAS XYX
- LUIS35
- CRISTINFLY
- ROBERTBARATHE
- TONINI
- JUSEPI
- WORLDONYOU
- MARGARITAFLOR

IN OUR COMMUNITY...
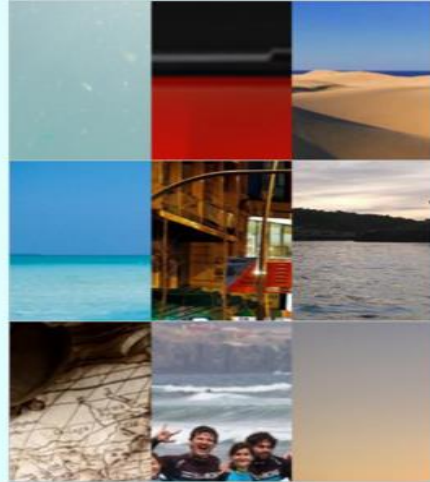
SEARCH FOR

CHOOSE TOPIC

WINE TESTING

ESCAPADAS DE CALIDAD

DESCUBRE LAS MEJORES OFERTAS DE LA SEMANA

7.3. Price information

Comer y beber en París

¿Cuánto vale comer en París? es una de las preguntas que más me hacen. París **no es una ciudad tan cara para comer** como otras de su nivel, si bien es cierto que en ella encontraremos restaurantes de reputados *chefs* que no son precisamente baratos. Casi todos los restaurantes de París ofrecen de lunes a viernes un **plato del día o menú económico** (*formula*), incluso los más lujosos y caros, aunque casi ninguno de ellos incluye las bebidas en el precio publicitado. En general hay precios y opciones para todos los bolsillos, paladares y presupuestos. Estos son algunos precios de referencia para que calcules **cuánto cuesta comer en París**.

- ✓ **Desayuno completo:** 9,00 €
- ✓ **Café:** en barra 1,00 € / en terraza 2,40 € (¡hasta 5€ he llegado a pagar en la terraza del famoso *Café de Flore*!)
- ✓ **Copa de vino:** 3,50 euros
- ✓ **Cerveza:** 250 ml (una *demi*) 3,50 € / 500 ml (una *pinte*) 6,50 €
- ✓ **Agua:** botella de 500 ml en la calle, 1€ / botella de 1,5 l en supermercados, 2€/3€ / en bares y cafeterías, entre 2 y 4€
- ✓ **Combinados y cócteles:** 10 euros
- ✓ **Pan *baguette* común:** 1 €
- ✓ **Pan *baguette* tradicional:** 1,15 € artesanal y más sabrosa que la común
- ✓ **Bocadillos en pan *baguette*:** en las *boulangeries* (panaderías) 4,50 €

¿En terraza o en el interior? La diferencia de precio depende de los establecimientos, pero los precios siempre suelen ser superiores en las terrazas. Tienen obligación de indicarlo en las listas de precios.

Actualizados en marzo de 2019.

Descubra cuanto le costaría comer de restaurante o tomar una cocacola en Tailandia. A continuación podrá consultar un listado de precios relacionados con restaurantes y bares en Tailandia.

Producto	Baht tailandés (฿)	Dólar ($)	Euro (€)
Agua (botella de 33 cl)	10,50฿	0,33$	0,29€
Coca-Cola / Pepsi (botella de 33cl)	19,80฿	0,62$	0,55€
Café Cappuccino	60,00฿	1,88$	1,66€
Cerveza importada (botella de 33cl)	110,00฿	3,45$	3,05€
Cerveza nacional (0,5 litros)	72,00฿	2,26$	2,00€
Menú de McDonalds, Burger King o similar	190,00฿	5,96$	5,27€
Comida para dos en restaurante a la carta (dos platos y postre)	650,00฿	20,40$	18,03€
Comida en un restaurante barato (menú del día)	60,00฿	1,88$	1,66€

Happyland Mansion
★★★ Hotel

Bangkok, a 14.9 km de Gran Palacio Phra Borom

7.2 (203 opiniones)
Relación calidad-precio buena · Habitaciones buenas

Expedia 12 €
Hoteles.com 12 €
Agoda 14 €
Más ofertas desde 12 €

14 €
Booking.com
por habitación

Ver oferta ›

D-Well Residence@donmuang
★★★ Hotel

Bangkok, a 21.7 km de Centro de la ciudad

7.3 (160 opiniones)
Relación calidad-precio muy buena · Servicio muy bueno

Más ofertas desde 14 €

-39%
~~23 €~~
Trip.com
14 €
Agoda
por habitación

Ver oferta ›

Synsiri Ladprao 130
★★★ Hotel

Bangkok, a 15.3 km de Gran Palacio Phra Borom

7.6 Bueno (20 opiniones)
Ubicación muy buena · Servicio bueno

Expedia 15 €
Agoda 14 €
Trip.com 17 €
Más ofertas desde 14 €

15 €
Hoteles.com
por habitación

Ver oferta ›