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[Abstract Title]

Disaster risk reduction in the tourism industry: Suggestions to promote disaster mobile applications.

[Abstract]

Literature concerning public alert and warning suggests that this typology of messages can be delivered by built-for-disaster-purpose mobile apps or by apps that have been developed with a different scope (e.g., social media apps). Tourists need to be previously informed and prepared to behave in case of an emergency correctly. They need to be aware of the existence of built-for-disaster-purpose mobile apps to be able to use them and to interpret their messages. However, tourism suppliers and tourists are not mindful of the presence of these applications. Therefore, effective communication strategies are required to improve their penetration rate. No studies have been developed in that sense and only a limited number of contributions attempt to understand the adoption behavior of different mobile devices and services. We proposed a systematic review of the literature on mobile apps adoption to identify suggestions for further research to support the spread of built-for-disaster purpose apps among international tourists. Studies on the adoption of new technology show that the integration of multiple theories can further strengthen the research on users' behavior. Following this perspective, we conducted our review with the aim to identify different theories and factors able to increase the downloading intention.



[Keywords]

mobile applications; disaster risk reduction; risk communication;
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