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Raahi: A Social Travel Platform for Seamless Planning and Interactive Adventures

Dr. Supriya Thombre
Asst. Professor at Department of Computer Technology Yeshwantrao Chavan College of Engineering, Nagpur, India

Sandip Khedkar
Asst. Professor at Department of Mechanical Engineering Yeshwantrao Chavan College of Engineering, Nagpur, India

Anjali Dhanwani, Ram Kinkar, Surabhi Ghungrud, Durgesh Pawar, Ayush Chute, Aryan Jichkar
Department of Computer Technology,Yeshwantrao Chavan College of Engineering, Nagpur, India

***Abstract*—** The rapid growth of digital technologies such as mobile apps, cloud platforms, and AI tools has changed the way people explore, plan, and enjoy travel. However, most travel apps today focus only on basic services like booking flights, hotels, or navigation, and ignore important parts of the travel experience such as social interaction, collaborative planning, memory keeping, and creative content sharing. This forces users to switch between many disconnected platforms, making trip planning and sharing both inefficient and tiring. Travelers also struggle to coordinate with companions, preserve their memories in meaningful ways, and engage with a larger travel community, which reduces the overall value of their digital travel experience. To address this gap, we present Raahi, a socially immersive and multifunctional travel platform that brings together trip planning, group coordination, expense sharing, personalized recommendations, social interaction, and creative documentation in one unified app. Raahi enables users to explore destinations through smart search filters, detailed city guides, and dashboards with attractions, transport, events, and culture, helping them make better decisions.

It also offers a customizable digital scrapbook where travelers can save their journeys with photos, notes, templates, and stories, either alone or collaboratively, turning trips into lasting memories. The built-in social feed allows users to connect with a wider community, share itineraries, post travel experiences, and exchange tips, making travel more engaging and interactive. On the technical side, Raahi uses responsive web design for access across devices, secure authentication for privacy, and modular components such as destination search, scrapbook, social feed, and coordination tools that are scalable and easy to maintain. Early testing suggests that Raahi helps users plan more smoothly, stay organized, and be more creative and social during travel. In the future, we plan to add AI-powered recommendations, predictive insights, smart itinerary creation, stronger collaborative features, and curated travel packages, with the goal of creating a highly personalized and immersive travel experience. Raahi aims to redefine travel apps by blending convenience with creativity, collaboration, and community engagement.

***Index Terms*—** Travel App, Social Travel, Trip Planning, Digital Scrapbook, Travel Community, AI-Driven Travel, Collaborative Travel

I. INTRODUCTION

The travel and tourism industry has experienced a dramatic transformation over the past decade due to the proliferation of digital technologies. With the widespread adoption of smartphones, high- speed internet, cloud computing, and mobile applications, travelers increasingly rely on digital tools for planning, booking, navigation, and post-trip documentation. These technological innovations have simplified operational aspects of travel, such as ticketing, hotel reservations, and navigation; however, most current travel applications remain predominantly transactional and fail to address the experiential,social, and creative dimensions that modern travelers increasingly value. Travelers are often forced to juggle multiple platforms to manage itineraries, coordinate with companions, track expenses, interact socially, and document their journeys, leading to fragmented experiences and

inefficiencies that reduce engagement and overall satisfaction.Modern travelers, particularly younger demographics such as millennials and Gen Z, seek digital solutions that extend beyond logistical convenience. They desire tools that allow real-time collaboration with travel companions, personalized recommendations based on interests and preferences, immersive exploration of destinations, and creative documentation of experiences. In addition, social sharing, peer-to-peer guidance, and community-driven insights are increasingly influential in shaping travel decisions. Current travel platforms, while effective in transactional operations, largely neglect these aspects, creating a gap between functionality and user expectations. The absence of integrated social, creative, and collaborative capabilities underscores the need for innovative solutions that combine these elements to deliver holistic travel experiences,.Raahi is designed to bridge this gap by offering a socially immersive, modular travel platform that consolidates planning, coordination, documentation, and engagement into a single application. Unlike conventional apps, Raahi emphasizes not only functional efficiency but also the experiential and social dimensions of travel. It offers comprehensive destination insights with filter-based search capabilities, detailed guides for cities, attractions, transportation options, local events, and cultural nuances, enabling users to plan informed and personalized trips. A standout feature of the platform is its digital scrapbook, which allows users to creatively document journeys through multimedia uploads, thematic templates, personalized annotations, and collaborative storytelling options. By enabling users to narrate their journeys visually and contextually, the scrapbook transforms traditional travel logging into an interactive, memory-preserving experience. In addition to individual documentation, Raahi integrates social and collaborative elements through a dynamic social feed and real-time group connectivity. Travelers can engage with a broader community, exchange itineraries, share experiences, provide recommendations, and collaborate on trip planning with companions. This interactive ecosystem promotes collective learning, enhances social engagement, and fosters a sense of belonging among travelers, elevating travel from a purely logistical activity to a shared and socially enriched experience. From a technical standpoint, Raahi employs a modular architecture supported by responsive web technologies and secure database-backed authentication. Each functional component—destination exploration, multimedia scrapbook creation, social feed interaction, group coordination, and personalized recommendations—operates independently yet integrates seamlessly into the platform, ensuring scalability, maintainability, and flexibility for future enhancements. Preliminary testing and user evaluations indicate that Raahi consolidates fragmented functionalities into a cohesive, interactive platform that promotes creativity, collaboration, and memory preservation

In summary, Raahi represents a paradigm shift in the digital travel domain, offering a unified platform that bridges transactional convenience with social, creative, and experiential richness. By integrating essential travel functionalities with interactive, community-driven features, Raahi enables travelers to plan effectively, coordinate seamlessly, document creatively, and engage socially, meeting the evolving expectations of contemporary travelers. Future enhancements, including AI-driven personalization, advanced collaborative tools, and curated travel packages, will further transform Raahi into a holistic, intelligent, and immersive travel companion, redefining the role of digital platforms in enhancing the travel experience.

I. RELATED WORK

The increasing use of mobile applications in tourism has attracted substantial attention from researchers worldwide, resulting in a growing body of literature that explores their impact on travel behavior, user experience, and destination image. Several studies have emphasized the transformative role of mobile apps in reshaping how tourists plan, experience, and share their journeys.

The authors in [1] examined cultural influences on travel-app usage and highlighted that user adoption is deeply tied to cultural expectations and behaviors. It was suggested that applications designed with culturally adaptive user interfaces achieve higher satisfaction and long-term usage. This indicates that personalization, beyond mere functionality, is an essential factor in sustaining user engagement in travel applications.

The study in [2] investigated the role of mobile applications in supporting spatial awareness and convenience among tourists in the National Capital Region of India. The findings revealed that travel apps not only assist in location-based decision-making but also encourage behavioral changes in how tourists navigate destinations. The study also called for further exploration into security, behavioral patterns, and industry responses, underscoring the dynamic nature of travel technology adoption.

The role of smart tourism technologies has also been extensively studied. In [3], it was discussed how such technologies, including real- time feedback systems and personalized recommendations, improve trip enjoyment and enrich travelers' overall experiences. Similarly, [4] focused on how mobile applications have reshaped tourist behavior in the post-pandemic era. By identifying shifts in expectations and priorities, the study recommended that future travel platforms must be more adaptive and user-centered to meet evolving demands.

The work in [5] explored the influence of mobile applications on destination image and travel intentions, demonstrating that app-driven information strongly affects how travelers perceive and select destinations. This aligns with the research in [6], which concentrated on usability metrics in travel apps. It was found that ease of use and intuitive design significantly impact travelers' decision-making processes and loyalty, pointing toward the importance of seamless user interfaces in enhancing satisfaction. Earlier studies also emphasized the integration of mobile applications into the broader tourism journey. The authors in [7] highlighted the value of GPS tracking, AI-driven recommendations, and offline accessibility in creating seamless and satisfying experiences for tourists. In [8], it was demonstrated that there is a positive relationship between travel app functionality and overall tourist satisfaction, particularly among millennial travelers who prioritize digital convenience. These findings collectively show that beyond information access, travelers now expect features that enhance convenience, engagement, and personalization.

A broader perspective is provided in [9], which explained how mobile technologies have redefined the tourism experience, particularly in terms of real-time updates, mobility, and on-the-go access to information. Earlier work in [10] critically evaluated travel websites as sources of statistical information, revealing discrepancies in reliability depending on accommodation types. This study highlighted the necessity for transparent and accurate content in order to establish trust among users.

Taken together, these studies demonstrate that travel applications have evolved from being mere tools for convenience to becoming central to the overall tourist experience. They influence not only planning and navigation but also perception, satisfaction, and memory-making. However, despite these contributions, the majority of existing platforms remain limited in integrating social interaction and creative documentation features. This gap provides the foundation for the development of Raahi, which seeks to merge planning, personalization, and community-driven engagement into a single cohesive platform.

II. METHODOLOGY/ SYSTEM DESIGN

The methodology adopted for the development of *Raahi* is structured around the principle of creating an integrated platform that addresses the shortcomings of existing travel applications. The design process began with requirement analysis, in which gaps in current systems were identified, followed by architectural modeling, modular implementation, and data management strategies. The overall system has been designed with extensibility in mind, ensuring that additional features can be incorporated in future iterations without disrupting the core framework.

At its foundation, the system follows a three-tier architecture consisting of the presentation layer, the application layer, and the data layer. This architecture was chosen because it clearly separates user interactions from business logic and data storage, thus promoting scalability and maintainability. The presentation layer is implemented as a responsive web interface, providing intuitive navigation and seamless access across multiple devices. The application layer is powered by Flask, a lightweight yet robust Python-based web framework, which handles the core business logic including authentication, session management, and execution of user requests. The data layer is managed using MySQL, a relational database that stores user credentials, travel destinations, scrapbook entries, and feed interactions in a structured and secure manner.

The presentation layer is central to user experience. Since travel applications are often judged by their ease of use, considerable effort has been devoted to designing a visually appealing interface with smooth navigation. The user interface provides access to modules such as the Explore Page, City Information Page, Social Feed, and Digital Scrapbook. Each module is designed to be accessible with minimal steps, reflecting the philosophy of reducing friction in the user journey. Responsive design principles have been applied to ensure that the interface adapts gracefully to various screen sizes, including desktops, tablets, and smartphones.

The application layer ensures that the interactions initiated by users are processed efficiently and securely. When a user logs in, the authentication module validates credentials and establishes a session. Subsequent interactions—such as searching for destinations, applying filters, or updating scrapbook entries—are handled through Flask- based routes and functions. The backend logic also manages error handling, input validation, and communication with the database. By decoupling business logic from presentation, the system ensures that future changes in interface design will not affect the core functionalities.

The data layer represents the backbone of the platform, providing secure and structured storage of all application data. The schema is designed to represent entities such as users, destinations, scrapbook items, and feed posts, along with their relationships. For example, a user can create multiple scrapbook entries, each linked to a specific trip or destination, while also interacting with posts on the feed. The database is normalized to minimize redundancy and optimized for fast retrieval, as real-time responsiveness is critical in travel applications. To safeguard sensitive data, password encryption techniques and access control policies have been implemented, ensuring that user information is protected against unauthorized access.

In terms of functional modules, Raahi has been divided into distinct components that are integrated to deliver a cohesive experience. The Explore module allows users to browse destinations with the help of region-based filters, presenting curated travel ideas suited to different preferences. The City Information module provides detailed insights into attractions, culture, and practical travel tips for specific destinations, enabling informed decision-making. The Digital Scrapbook module is one of the unique contributions of the platform, offering customizable templates for users to document their journeys with photos, stickers, and text, thereby transforming travel experiences into structured narratives. The Social Feed module fosters interaction among travelers by allowing them to share stories, comment on posts, and engage in discussions, thus building a sense of community. Finally, the Group Connectivity module, currently under development, is designed to support real-time location sharing and group coordination, addressing the challenges of collaborative travel.

The modular design approach ensures that each component is developed independently and then integrated into the system. This not only streamlines the development process but also simplifies debugging and testing, as issues can be traced back to specific modules. The modularity further supports iterative development, allowing enhancements to be introduced progressively without destabilizing the entire platform.Another important aspect of the methodology is the emphasis on security and reliability. Since the application handles personal user data, including login credentials and travel preferences, multiple safeguards have been integrated. User authentication relies on database-backed verification, and passwords are stored in encrypted formats to prevent misuse. Furthermore, validation checks are implemented on both client and server sides to minimize errors and reduce vulnerabilities to malicious inputs.

The system design also incorporates scalability considerations. As the user base grows, the database and application layer must be able to handle increased load without performance degradation. For this reason, the backend has been structured to support horizontal scaling, while the database design anticipates future requirements such as storing multimedia scrapbook content or supporting recommendation systems. The overall architecture of Raahi is modular, comprising client interfaces, an API gateway, service modules for trip planning and social interaction, and a data/AI layer for storage and recommendations. The architecture is illustrated in Fig. 1.

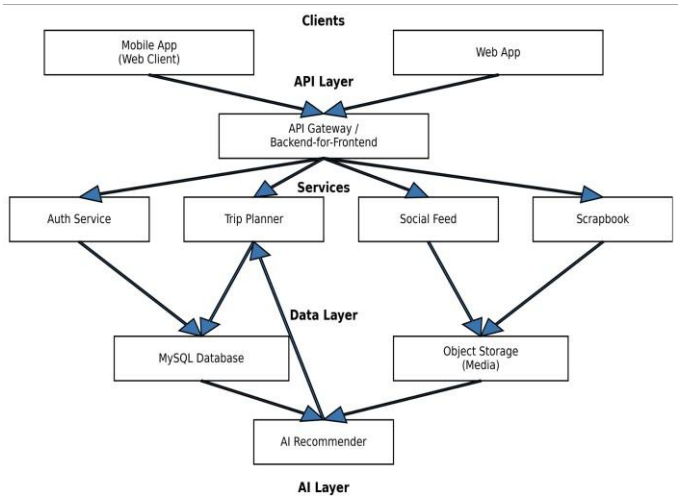

Fig. 1. Architectural overview of the Raahi system

In summary, the methodology and system design of Raahi represent a deliberate attempt to combine robust architecture with user-centered functionality. By

adopting a layered structure, modular development, secure data management, and responsive interface design, the platform lays a strong foundation for redefining the travel experience. The design not only addresses the shortcomings of existing applications but also creates opportunities for future innovation, particularly in areas such as AI-driven recommendations, enhanced interactivity, and greater personalization.

III. Implementation and Results

The implementation of *Raahi* was carried out in incremental phases, beginning with the design of the user interface and gradually integrating backend functionalities and database connectivity. A modular development strategy was adopted to ensure that individual components could be tested and refined independently before being integrated into the complete system.This approach reducedcomplexity during the development cycle and allowed the team to validate each feature against predefined requirements.

The first stage of implementation focused on designing the user interface (UI). A clean, intuitive, and responsive layout was developed to ensure ease of use across devices with varying screen sizes. The design emphasized minimal navigation steps, visually engaging elements, and user-friendly interactions. By adopting responsive design techniques, the application provided a consistent experience whether accessed from a desktop, tablet, or mobile device.

Following the UI design, user authentication and database connectivity were implemented. Secure login and registration mechanisms were integrated with a MySQL database to store and verify user credentials. Passwords were encrypted to maintain security and protect sensitive information. The successful implementation of this module ensured that users could safely create and access their accounts, thereby establishing a personalized space within the application.

The Explore Page was developed to allow travelers to browse destinations with the help of region-based filters. This feature improved usability by enabling users to refine searches according to geographic preferences. On selecting a destination, users were directed to the City Information Page, which provided detailed insights including major attractions, cultural highlights, and practical travel tips. These modules collectively streamlined the trip research process, making it easier for users to discover and plan their journeys.

In parallel, the Digital Scrapbook module was conceptualized and partially implemented. This feature allows users to creatively document their journeys by adding photos, stickers, and personalized text into themed templates. Although currently in development, the scrapbook already includes customizable formats for different travel scenarios, such as beach vacations, mountain trips, and group travels. This module differentiates Raahi from conventional travel platforms by offering a personalized and visually appealing way of preserving travel memories.

Another important component under development is the Group Connectivity feature, which is designed to enhance the collaborative travel experience. The envisioned functionality allows users to share real-time locations, coordinate plans, and respond quickly to changes or emergencies. While not yet fully functional, the groundwork for this module has been established, ensuring that it can be integrated seamlessly in later stages of development.

Additional sections, such as the Packages module and the Social Feed, have been created as placeholders. These demonstrate the intended layout and interaction flow for upcoming features, including curated travel deals and interactive community posts. A FAQ Page was also implemented to provide quick assistance, reducing the need for external support and improving the overall user experience.

From an experimental standpoint, the partial implementation of Raahi has already demonstrated promising results. The authentication system performed consistently in handling login and registration requests,while the Explore and City Information modules provided accurate and efficient filtering of destinations. Preliminary feedback from test users highlighted the intuitive nature of the interface and the potential value of the scrapbook feature for documenting travel experiences. Although several modules remain under development, the system has validated its capacity to integrate planning, personalization, and social engagement into a single platform.

In conclusion, the implementation phase has successfully established the foundation of Raahi by integrating essential functionalities such as secure authentication, destination browsing, and information retrieval. Experimental results suggest that the platform not only addresses the shortcomings of existing travel applications but also introduces innovative features that enrich the overall travel experience. Future development will focus on completing modules such as group connectivity, enhancing the scrapbook interactivity, and integrating curated travel packages into the system.

IV. DISCUSSION

The development and partial implementation of *Raahi* highlights the importance of integrating diverse travel functionalities into a unified platform. Existing travel applications, while useful, generally adopt a narrow focus. Most of them either specialize in bookings and navigation or serve as social media spaces for sharing experiences. This fragmented approach forces users to rely on multiple disconnected platforms to satisfy their needs, which increases complexity and diminishes overall satisfaction. In contrast, Raahi is designed as a holistic solution that combines planning, information retrieval, social interaction, and memory preservation into a single system.

Compared with conventional travel applications such as booking platforms or navigation tools, Raahi introduces features that directly target the experiential and social aspects of travel. The inclusion of a digital scrapbook is a novel contribution, as it allows users to preserve their travel memories in structured, customizable, and visually engaging formats. Unlike generic social media posts that are transient and often buried in feeds, the scrapbook provides travelers with a dedicated space to organize, personalize, and revisit their journeys. This adds emotional value and encourages long-term engagement with the platform.

The emphasis on community-driven interaction also sets Raahi apart from existing solutions. The integrated social feed fosters dialogue between travelers by enabling the exchange of experiences, itineraries, and tips. While some travel platforms allow users to post reviews or ratings, they rarely provide interactive spaces for collaborative discussion. Raahi bridges this gap by creating an ecosystem where users can inspire and learn from one another, thereby enhancing the collective knowledge base of the travel community.

Another distinguishing factor is the focus on group connectivity. Collaborative travel poses unique challenges, including real-time coordination, route adjustments, and emergency communication. Current platforms provide only partial solutions to these needs, often requiring users to depend on third-party applications for messaging

and location sharing. Raahi addresses this limitation by designing an integrated group connectivity module capable of supporting real-time location updates and coordination. This makes the platform particularly relevant for group travelers who require seamless communication during their journeys.

From a technological perspective, Raahi demonstrates how lightweight frameworks and modular design principles can be leveraged to build scalable and user-friendly travel applications. By adopting a Flask- based backend, responsive interface design, and a structured relational database, the system achieves efficiency without compromising usability. The modular architecture further ensures that features can be incrementally enhanced, enabling the platform to evolve in response to user needs and technological advancements. To evaluate Raahi's unique position among existing travel platforms, we compared its features with widely used applications such as TripIt, Google Travel, and Instagram. While these platforms provide valuable services individually, they tend to focus on either logistics (e.g., bookings, navigation) or social sharing, leaving gaps in collaborative planning and memory preservation. Table I summarizes this comparison.

Feature	Raahi	TripIt	Google Trips / Google Travel	Instagram
Trip Planning	Yes	Yes	Yes	No
Expense Sharing	Yes	No	No	No
Real-time Group Connectivity	Yes	No	No	No
Social Feed / Community	Yes	No	No	Yes
Digital Scrapbook / Memory Keeping	Yes	No	No	No
Personalized AI Recommendations	Planned	No	Partial	No
Offline Accessibility	Yes	No	Partial	No
Multimedia-rich Itineraries	Yes	Partial	Partial	No

Table I. Feature Comparison Between Raahi and Existing Travel Applications

As shown in Table I, Raahi integrates trip planning,

expense sharing, social engagement, and a digital scrapbook into a single cohesive system, which existing applications lack. This comprehensive design addresses fragmented user experiences and provides both functional convenience and social enrichment. Such integration highlights Raahi's contribution as a next-generation travel platform. The preliminary feedback from prototype testing supports the relevance of Raahi's design choices. Users responded positively to the simplicity of navigation, the usefulness of destination filters, and the creative potential of the scrapbook feature. However, challenges remain in scaling the system to handle larger volumes of multimedia content, ensuring seamless group connectivity, and optimizing social feed engagement. These areas highlight opportunities for further refinement in subsequent iterations.

In summary, Raahi distinguishes itself from existing travel applications by combining functionality with creativity and social engagement. Its holistic design, novel scrapbook feature, and group- oriented tools represent significant contributions to the digital travel ecosystem. By positioning itself as more than a booking or navigation tool, Raahi demonstrates how technology can enrich not only the practical but also the social and emotional dimensions of travel.

CONCLUSION AND FUTURE SCOPE

The research presented in this paper has elaborated on the design, development, and evaluation of Raahi, a comprehensive social travel platform aimed at overcoming the limitations inherent in conventional travel applications. Traditional travel systems primarily emphasize transactional functionalities such as flight and hotel bookings, itinerary planning, and basic navigation services, often overlooking personalized experiences, social interactivity, and creative engagement. In contrast, Raahi integrates multiple functionalities into a single, cohesive platform, facilitating not only efficient trip planning but also a holistic, engaging travel experience. Through its modular structure, Raahi enables users to explore destinations, access detailed city information, interact with a community of travelers, and creatively document journeys via a customizable digital scrapbook, thereby combining functional convenience, social engagement, and experiential value. The development process demonstrated the feasibility of modular architecture, where core components— including user authentication, destination exploration, city information retrieval, digital scrapbooking, and social feed management— operate independently while maintaining seamless interconnectivity. Each module was implemented, tested, and validated for reliability, performance, and usability, with preliminary evaluations highlighting the digital scrapbook as particularly novel, offering users a meaningful method for preserving travel memories while promoting social sharing and interaction.

Future developments of Raahi will focus on enhancing functionality, personalization, interactivity, and scalability to provide a truly seamless, intelligent, and socially engaging travel platform. Key areas of improvement include advanced social and collaborative features, such as a robust group connectivity module enabling real-time shared itineraries, synchronized notifications, collaborative planning, and dynamic interactions among multiple travelers. The social feed will be expanded with interactive components, including polls, event scheduling, integrated reviews, location-based recommendations, and community-driven discussions, fostering knowledge sharing and stronger social engagement. Personalization will be further enhanced through recommendation systems that deliver tailored suggestions for destinations, activities, and accommodations based on individual preferences and past behavior. Predictive guidance will provide contextual suggestions, such as optimal travel times, activity recommendations, and personalized alerts. Intelligent assistance features will help users manage itineraries, answer queries, and facilitate trip planning.

To support an expanding user base and growing multimedia content, scalability and performance optimization will remain critical. The platform will implement strategies to ensure high availability, fast content access, and smooth operation even under heavy usage. Additionally, Raahi will offer curated travel packages, location-aware notifications, and sustainability-focused recommendations to align with responsible tourism practices. Integration with third-party travel services and personalized local experiences, along with analytics- driven insights, will enhance decision-making for both users and administrators. Data analytics dashboards will provide actionable information on user engagement, content popularity, and travel patterns, supporting continuous improvement and long-term evolution of the platform.

In conclusion, Raahi represents a significant advancement in bridging the gap between utility-focused travel applications and immersive, socially interactive, and memory-driven platforms. By integrating fragmented functionalities into a modular, scalable, and adaptable system, and introducing innovative features such as digital scrapbooking, group connectivity, personalization, and analytics- based recommendations, Raahi demonstrates its potential to transform the digital travel landscape. Future enhancements in social interactivity, personalization, scalability, and sustainability will not only expand the platform's functional capabilities but also solidify Raahi as a versatile, forward-looking, and user-centric travel solution. By uniting convenience, creativity, personalization, intelligent assistance, and community engagement, Raahi exemplifies the next generation of travel applications, offering modern travelers a holistic, immersive, and intelligent travel experience that combines functional efficiency, social connectivity, and experiential richness.

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