

Advances in event management using new technologies and mobile applications

Advances
in event
management

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Abstract

Purpose – In this work, the authors present a review of mobile applications for event management available for smartphones with the iOS operating system. The objective of the work is to carry out an analysis of these applications, offering an educational point of view and filling a gap in the doctrine, as the authors are dealing with an academically still new subject.

Design/methodology/approach – First, the authors conducted a literature review regarding the impact of technology on event organizations. Second, the authors analysed mobile applications for event management, the results of which are presented in this paper. Particularly, its main characteristics, strengths and weaknesses are analysed. Finally, the authors present the design of an activity with one of the beforehand analysed applications, in order to see its contribution to event management education.

Findings – It has been possible to improve learning and acquire specific skills related to the subject of study. Specified event management applications offer a wide range of advantages to facilitate the planning and management of events.

Practical implications – The study provides practical implications for managers in the hospitality industry.

Originality/value – This study provides a deeper insight into the functionalities and usefulness of event management mobile applications.

Keywords Tourism management, Event management, Mobile application, Technology, Hospitality

Paper type Research paper

1. Introduction

Since last century, technology has had a great impact on all aspects of our lives. Our daily tasks are performed more effortlessly thanks to technology. Technology has played an important role in assisting organizations, in managing information dynamically and within the whole marketing process. Investing in information technology (IT) can have as well a direct, as an indirect effect on a business's performance (Gellweiler and Krishnamurthi, 2022). Likewise, in the hospitality industry, information and communication technologies play an important role to keep up with the changing environment (Gössling, 2021). Due to the existing competition in the tourism market, hospitality businesses must work hard and distinguish themselves in this competitive environment, especially by reconsidering how IT can help individual processes (Tallon, 2014).

For decades, the hotel industry has benefited from investing in technology to reduce costs, while producing more without increasing costs or improving the overall quality of products and services. Technology has influenced many aspects of business strategy (Dussauge *et al.*, 1994), so companies need to keep up with all those new technology developments (Simón and Narangajavana, 2006). As technology is constantly evolving, also the hotel industry needs to adapt, and recently it also started to adopt artificial intelligence (AI) (Li *et al.*, 2021; Nam *et al.*, 2021).

The impact that smartphone technologies have had on society in less than a decade can be observed with great fervour. Personalization, immediacy and ubiquity are the main aspects

