

INFORMATION ASSESSMENT IN TOURISM APP
An Analysis Made by Tourism Professionals on the Find Natal e-Guide (Brazil)

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This paper presents an online focal group method which surveyed professionals of the tourism sector to analyse tourist information available on Find Natal application. Seven professionals graduated in tourism and / or having worked in some area of the tourism sector were selected, who made the installation and previous use of the application for during two weeks to substantiate their participation in the group discussion. In the first stage of the discussion, respondents answered individually closed questions related to their profile. Afterwards, the group was collectively conducted through a script composed of questions related to the information's categories available on the application. It was used the NVivo qualitative analysis software to analyse the material gathered with the participants, and to explore the results. The software identified the most cited items by the participants in their speeches through a cloud of words assisting the data categorization. The results found that respondents use tourism apps once visitor and they believe this kind of tool can help them while travelling. Respondents also expected greater interactivity between the application and the user, as this gives greater reliability of information. In general, the information was evaluated as superficial by the interviewed group. Although respondents have found some shortcomings on the application information, it has been seen in their perspective as a facilitating tool for travellers.

KEY WORDS: *Tourism app, mobile devices, touristic information, [information technology](#), touristic guide.*