

## **Abstract**

Tourists aim for rich and memorable experiences. Nowadays, these experiences are influenced by the increasing use of technologies, like smartphones, that are changing the way tourists plan, navigate, and perceive their experiences. The costs associated with the use of smartphones by those traveling abroad are identified as a key barrier for the broader adoption of the technology. In 2017 the EU has announced the abolition of the roaming charges for European sim-card holders traveling to other EU member countries. As a result, tourists are now able to use their mobile phone on-site without having additional costs. Given the novelty of the regulation, there is a lack of research regarding the effect of the roaming regulation on tourist experiences. This bachelor thesis addresses the identified gap and employs qualitative methodology, namely in-depth interviews, to explore mobile usage patterns and on-site experiences among tourists traveling to the international destination free from roaming charges.

The results reveal that the tourist's experiences are influenced by activities that spill over from everyday life mobile phone usage. Besides, results suggest that access to unlimited mobile phone services makes traveling less stressful and enable tourists to feel safer when creating memories at a destination.