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Different needs in desktop vs. mobile tourism communication

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Desktop vs. mobile tourists' needs

What are we talking about?

1. Different needs?
2. From home (or office)
3. On the move
4. Global companies vs. destinations
5. Your (future) responsibility





Desktop vs. mobile tourists' needs *Different needs?*

Let's see whether tourist needs are expressed and addressed via a **desktop computer** or through a **mobile device**, i.e. on-the-move.

We'll see that mobile tourists have different needs.



Desktop vs. mobile tourists' needs

From home

Before leaving

On a **desktop computer**

1. Information search
2. Fore-seeing
3. Customization
4. Information comparison
5. Purchase of products
6. Purchase of personal services



Desktop vs. mobile tourists' needs

Information search

✓ Information search

- on tourist destinations
- on tours or routes
- on accommodation
- on airlines
- on railways
- on car rental
- on packaged tours



Desktop vs. mobile tourists' needs

Fore-seeing

✓ Fore-seeing

- through pictures
- through videos
- through presentations
- through virtual reality



Desktop vs. mobile tourists' needs *Customization*

✓ Customization

- segmentation
- down to the single tourist
- **privacy is gradually disappearing!**





Desktop vs. mobile tourists' needs

Information comparison

✓ Information comparison

- User Generated Content (UGC)
- Photo sharing
- Video sharing
- **Are they reliable?**





Desktop vs. mobile tourists' needs

Purchase of products

✓ Purchase of products

- from providers
- through Online Travel Agents (OTA)
- from specialized publishers

RYANAIR.COM



Expedia



touringclub.com



Desktop vs. mobile tourists' needs

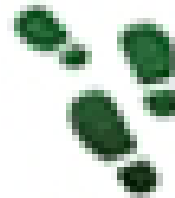
Purchase of personal services

- ✓ Purchase of personal services
 - local guides
 - guided tours
 - local courses (cuisine, arts & crafts etc.)



Desktop vs. mobile tourists' needs *On the move*

Now, let's take into consideration which tourist needs are expressed by **on-the-move** users.





Desktop vs. mobile tourists' needs *While travelling*

While travelling

Through a **mobile device**

1. Local information
2. Advice
3. GPS Positioning
4. Information on public transport
5. Reassurance
6. Communication

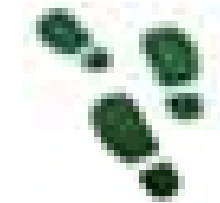




Desktop vs. mobile tourists' needs *On the move*

✓ **Local information**

- "What can I do?"
- "Will that venue still be open?"
- "What is this building?"

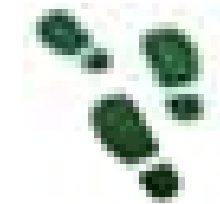




Desktop vs. mobile tourists' needs *Advice*

✓ *Advice*

- "Any good place to have a meal?"
- "Any free toilets in the area?"
- "Any affordable activities?"



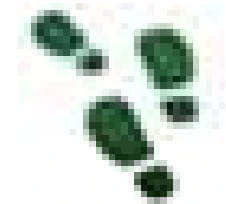
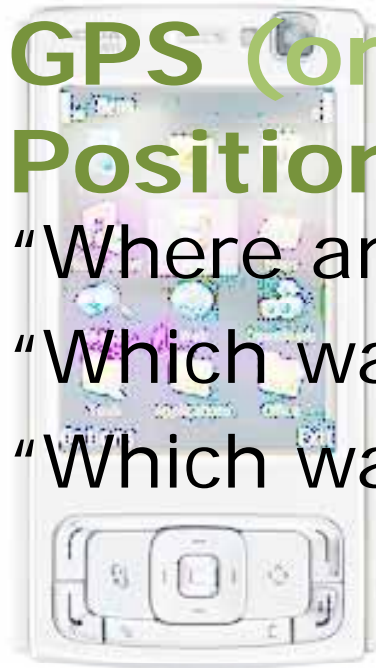


Desktop vs. mobile tourists' needs

GPS Positioning

✓ GPS (or RFID...) Positioning

- "Where am I?"
- "Which way to the main square?"
- "Which way to my hotel?"

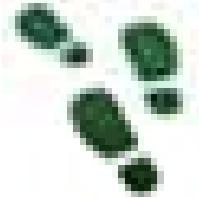


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Desktop vs. mobile tourists' needs

Public transport

- ✓ **Information on public transport** 
- "Which bus shall I take? And where from?"
- "Shall I purchase tickets in advance?"
- "It's late... Will the bus still be running?"

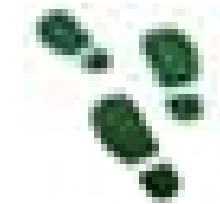


Desktop vs. mobile tourists' needs

Reassurance

✓ Reassurance

- "Is it going to rain?"
- "Will I find a parking place for my car? Where? And how much will they charge me?"
- "Is this a dangerous area?"

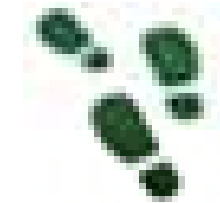




Desktop vs. mobile tourists' needs *Communication*

✓ **Communication**

- "I need to make a phone call!"
- "I need to send a short message!"
- "I wish I could visit that webpage..."



vodafone



Desktop vs. mobile tourists' needs *Global companies vs. destinations*

Ok...

Now, let's see which of these
tourist needs are satisfied
by **global companies**
and then
which of them are satisfied
by local **destinations**.



Desktop vs. mobile tourists' needs *Global companies*

What **global companies** provide

- a) Information comparison
- b) Purchase of products
- c) Positioning 
- d) Communication 



Expedia

NAVTEQ





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Desktop vs. mobile tourists' needs *Destinations*

What tourist **destinations** provide

- a) Information search
- b) Local information 
- c) Advice 
- d) Information on public transport 
- e) Reassurance 



Desktop vs. mobile tourists' needs *Your (future) responsibility*

Most of the information for
mobile tourists
can be provided only by
tourist destinations.

In other words,
they (**will**) depend on **you**...