

# **WAP for travel and tourism services.**

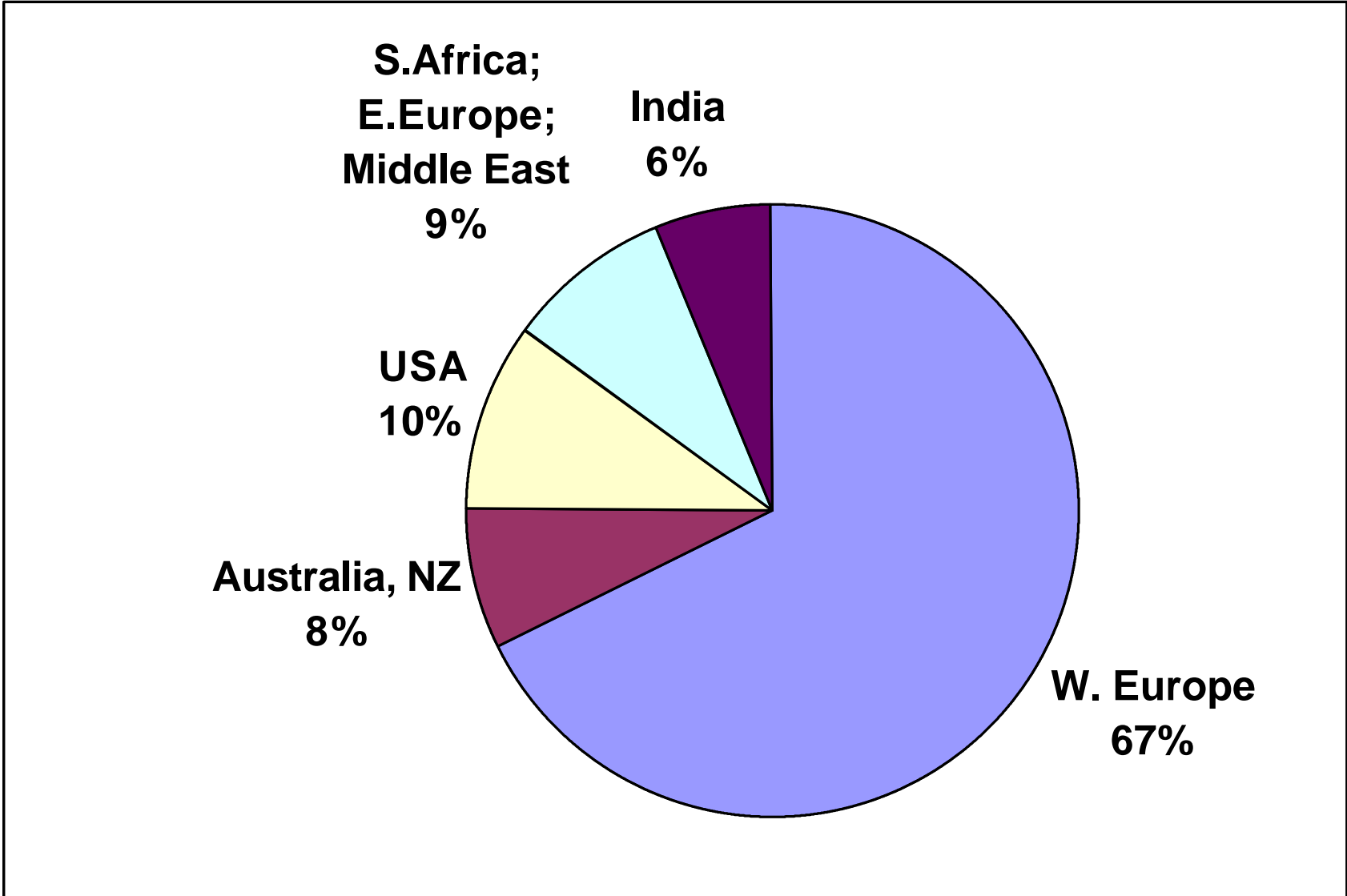
Results of an international survey of a  
virtual panel of real experts.

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Survey period: Middle of Oct. 2000 –  
middle of February, 2001.

Number of respondents (experts): 80

# Break-down of respondents by current country of residence (n=80)



# The WAP survey can largely be considered to be European

Western Europe: Overrepresented

Australia, NZ: Overrepresented

India (programmers): Overrepresented

USA: Under-represented

Japan (i-mode): Not represented

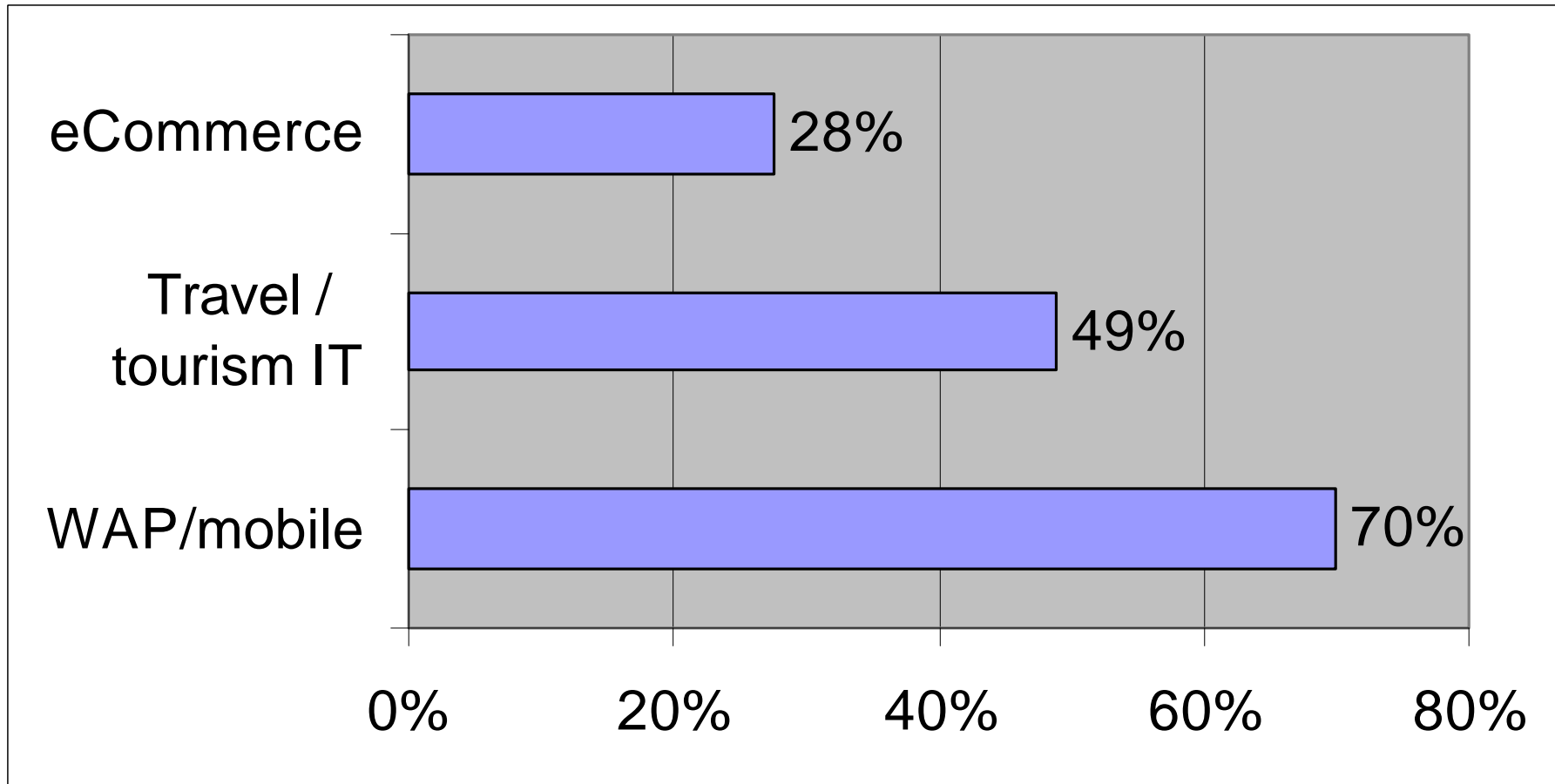
S. Korea : do.

China : do.

## How experts found out about the WAP survey

4 lists on net	41	51%
Web	21	26%
3 conferences	9	11%
@ invitation	6	8%
At interview	3	4%
Total	80	100%

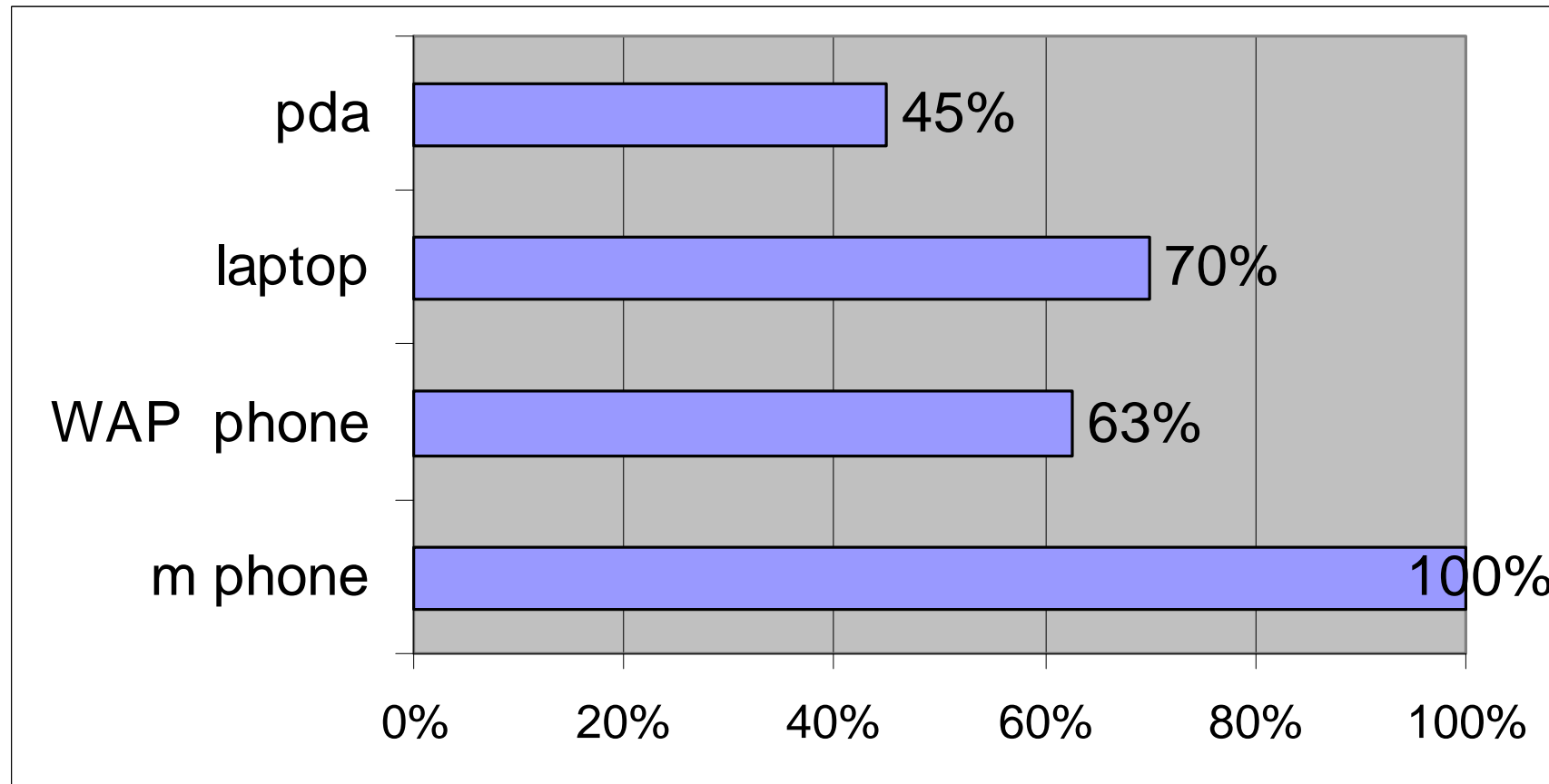
# Area of expertise of respondents (n=80)



Note: All respondents are experts in at least one of the fields travel/tourism IT or WAP/wireless. – 61% had expertise in one field, 31% in two fields, and 8% in all three fields for particular relevance for the topic.

# Hardware carried on business trips

(by the respondents in WAP survey – n=80)



# Other background variables:

Percent males	84%
Average age	35
Travel nights p.a.	34
Current m phone not first	79%
Ave. life for last m phone	15 months
Had current m phone for	7.8 months
At least one m phone	100%
Private pre-paid m phone	0.13 in ave.
Private post-paid m phone	0.43 in ave.
Company financed phone	<u>0.74</u> in ave.
Average no. of m-phones	<u>1.29</u> each
At least one company m phone	67%

Attributes	Importance- W	Perform. 2000 P (2000)	Perform. 2003 P (2003)
1 many wap-sites	6,9	3,7	8,2
2 deep information	5,6	2,9	7,4
3 up-to-the-min. info.	<b>8,9</b>	4,8	8,6
4 fast connect	<b>8,9</b>	3,4	8,3
5 fast load	<b>8,8</b>	3,5	8,3
6 low handset price	6,3	5,8	8,3
7 low transmis. cost	7,7	3,7	7,6
8 low unit costs	7,5	3,9	7,3
9 personalisation	7,6	2,7	8,1
10 no push	8,1	<b>6,5</b>	<b>4,1</b>
11 html browser	5,8	<b>0,5</b>	<b>6,8</b>
12 data protection	<b>9,1</b>	4,6	6,6
13 presentation	7,4	3,4	7,6
14 easy navigation	<b>8,8</b>	3,6	7,7
Average* (n=80)	7,7	3,9	7,5

# **The five most important basic conditions of m-commerce are:**

1. Data protection. 9.1
2. That information is up-to-the-minute. 8.9
3. Connection can be established swiftly. 8.9
4. That WAP-sites can be loaded quickly. 8.8
5. That WAP-sites are easy to navigate. 8.8

Note: Importance on scale from 0-10 (n=80)

The only other attributes of above-overall-importance (of 7.7 on the 0-10 scale) is that content providers abstain from pushing general advertising for which users have not opted-in (8.1).

# Performance 'now' – year 2000/1

On a scale from 0 to 10 the overall average performance score for the 14 different attributes is 3.9, i.e. 39% of maximum. The most positive thing there is to say about the 'performance' of WAP sites by the end of year 2000 is that content providers *currently abstain from* pushing information on to peoples mobile phones, without prior permission (score of 6.5 in 2000).

# Performance 'in future' – year 2003

While content providers abstained from pushing un-requested information on to people's mobile phones in the year 2000, this situation is totally reversed by the year 2003. By that time 'no-push' is the worst scoring of all 14 attributes.

# Performance 'in future' – year 2003

Six of 14 attributes score 8.0 or more (i.e. at least 80% of max.) in projected performance by 2003. These are, with the best performing attribute mentioned first:

1. Up-to-the-minute information 8.6
2. Fast connection time 8.3
3. Fast loading time 8.3
4. Low handset price 8.3
5. Many WAP-sites 8.2
6. Personalisation 8.1

After weighting the performance in the year 2000 and the year 2003, respectively, with the importance of the different attributes, the most significant improvement (in absolute terms) is in the following six fields:

Primarily:

- Fast connection time.
- Fast loading time.
- Personalisation.

Secondarily:

- html-browser (in addition to wml-browser)
- Ease of navigation.
- Currency of information (up-to-the-minute info.)

# WAP application for business travel related services - Overview

In the following we shall review 22 different business travel related services.

These can be classified into five main groups, namely

- 1) air travel related (five services)
- 2) train travel related (two services)
- 3) car travel related (two)
- 4) hotel related (six)
- 5) staying informed - staying in touch (five)

## 22 business travel related WAP services

### **Airtravel**

- 1 Flight schedules
- 2 Book flight
- 3 Change flight
- 4 Flight delays
- 5 Bonus points

### **Train travel**

- 6 Train schedules
- 7 Train reservation

### **Car travel**

- 8 Driving directions
- 9 Traffic situation
- 10 Weather / road

### **Hotel related**

- 11 Hotel amenities
- 12 Hotel phone nos.
- 13 Room availability
- 14 Book hotel room
- 15 Restautant info.
- 16 What's on tonight

### **Staying in touch**

- 17 News headlines
- 18 Exchange rates
- 19 Share prices
- 20 Buy/sell shares
- 21 Check e-mail box
- 22 e-mail corres.

For each of the 22 different services,  
respondents have been asked  
whether or not they ..

- A) have accessed the service on the Web
- B) would like to be able to access the service on WAP
- C) think it is currently possible on WAP to suit their needs
- D) have already accessed the service on WAP

(n=80)	A Done so on Web	B Like to do on WAP	C Possible on WAP	D Done so on WAP
<b>Airtravel</b>				
1 Flight schedules	<b>88%</b>	<b>93%</b>	<b>37%</b>	<b>29%</b>
2 Book flight	63%	80%	12%	5%
3 Change flight	29%	85%	8%	5%
4 Flight delays	54%	<b>99%</b>	33%	18%
5 Bonus points	54%	68%	17%	6%
<b>Train travel</b>				
6 Train schedules	75%	89%	32%	23%
7 Train reservation	31%	69%	14%	1%
<b>Car travel</b>				
8 Driving directions	65%	89%	18%	21%
9 Traffic situation	46%	94%	30%	24%
10 Weather / road	<b>80%</b>	<b>94%</b>	<b>42%</b>	<b>25%</b>

(n=80)	A Done so on Web	B Like to do on WAP	C Possible on WAP	D Done so on WAP
<b>Hotel related</b>				
11 Hotel amenities	76%	75%	27%	18%
12 Hotel phone nos.	<b>85%</b>	<b>94%</b>	<b>43%</b>	<b>31%</b>
13 Room availability	69%	88%	22%	10%
14 Book hotel room	65%	85%	17%	10%
15 Restautant info.	78%	90%	27%	25%
16 What's on tonight	73%	90%	36%	28%
<b>Staying in touch</b>				
17 News headlines	<b>98%</b>	<b>91%</b>	<b>60%</b>	<b>55%</b>
18 Exchange rates	<b>93%</b>	<b>88%</b>	<b>43%</b>	<b>28%</b>
19 Share prices	76%	75%	50%	34%
20 Buy/sell shares	43%	49%	22%	4%
21 Check e-mail box	<b>91%</b>	<b>91%</b>	<b>46%</b>	<b>44%</b>
22 e-mail corres.	<b>94%</b>	<b>91%</b>	<b>51%</b>	<b>48%</b>
Average	69%	85%	31%	22%

The 22 business travel related WAP attributes  
- in declining order of importance (desirability):

**High: 90%+**

**1 Flight delays**

**2 Traffic situation**

**3 Weather / road**

**4 Hotel phone nos.**

**5 e-mail corres.**

**6 Flight schedules**

**7 Check e-mail box**

**8 News headlines**

**Medium: 80%+**

**9 Restautant info.**

**10 What's on tonight**

**11 Train schedules**

**12 Driving directions**

**13 Room availability**

**14 Exchange rates**

**15 Change flight**

**16 Book hotel room**

**17 Book flight**

**Low: Under 80%**

**18 Share prices**

**19 Hotel amenities**

**20 Train reservation**

**21 Bonus points**

**22 Buy/sell shares**

# Classifying the travel related WAP attributes: Importance and performance analysis for WAP.

<p style="text-align: center;">Good performance</p>	<p style="text-align: center;"><b>Possible overkill:</b></p> <p>18 Share prices</p>	<p style="text-align: center;"><b>Continue the good work:</b></p> <p>1 Flight delays; 3 Weather / road; 4 Hotel phone nos.; 5 e-mail corres.; 6 Flight schedules; 7 Check e-mail box; 8 News headlines; 10 What's on tonight; 14 Exchange rates</p>
<p style="text-align: center;">Poor performance</p>	<p style="text-align: center;"><b>Low priority:</b></p> <p>17 Book flight; 19 Hotel amenities; 20 Train reservation; 21 Checking bonus points; 22 Buy/sell shares</p>	<p style="text-align: center;"><b>Improve here:</b></p> <p>2 Traffic situation; 9 Restautant info.; 11 Train schedules; 12 Driving directions; 13 Room availability; 15 Change flight; 16 Book hotel room</p>
<p style="text-align: center;">Not very important</p>		<p style="text-align: center;">Very important</p>

# Classification of those who would like to use WAP

1	2	3	4
Potentially happy users	Want to see development	Happy users	Unhappy users
Would like to do on WAP	Would like to do on WAP	Would like to do on WAP	Would like to do on WAP
Currently possible to do on WAP to suit needs	Currently NOT possible on WAP to suit needs	Currently possible to do on WAP to suit needs	Currently NOT possible on WAP to suit needs
Have NOT yet done on WAP	Have NOT yet done on WAP	Have already done on WAP	Have already done on WAP
12%	50%	17%	7%
5-6-7-8: Would NOT like to do on WAP: 14%			

## **‘Already done on WAP’: Currently most used WAP-services – by business travellers**

The five things which more than 30% of all respondents have already done on WAP are mentioned below.

Since 60% of respondents have got at least one WAP-enabled phone this means that more half of those who have got a WAP phone, have done the following:

- (of max. 63%)
- 1. Get news headlines** **55%**
  - 2. e-mail correspondence** **48%**
  - 3. check ordinary e-mail box** **44%**
  - 4. check share prices** **34%**
  - 5. hotel phone nos.** **31%**

## Developing WAP-sites for hotels – Most promising concepts

Room availability on WAP	8,3
Integration of Web-site and WAP-site	8,2
Booking on WAP	8,1
Basic contact details	8,0
Location based services	8,0
Driving directions	7,8
Last minute hotel accommodation offers	7,6
Targeting members of loyalty programs	7,3
Personalisation	7,3
What's on, in or nearby hotel	7,2
Distances to xyz	7,0
Basic descriptions of amenities	6,8
Last minute restaurant offers at the hotel	6,8
XML	6,7
One-to-one marketing	6,6
Corporate agreements with chains	6,5
Overall average (n=80)	7,4