

**Where in the world are
Consideration Sets;
connecting
tourists, destinations and businesses**

Philip Curry

Tuesday 4 October 2005

Consult Curry & Associates

consultcurry@hotmail.com

Mobile: 0414 675561

Tourism issues . . .

-
1. BUSINESS: • Bricks & mortar, Clicks & mortar, Just Clicks
 2. SCALE: • Big, Medium, Small
 3. INTEGRATED: • Fully, Partly, Not
 4. PROXIMITY: • Gateway & Corridor, Remote, Local “networks”
 5. AWARENESS: • Unprompted, Prompted, Unknown
 6. DECISIONS: • Quick & Decisive, Slow & Detailed, Indifferent
 7. TOURISTS: • Luddites, WWW online, Bleeding Edge

Invest for growth; transitioning to future

3 Pillars

1. Tourists
2. Business sector
3. Government

Tourism FLOW

Tourism STRATEGY

IT & IS STRATEGY

1
"G"

2
"\$B"

3
"T"

IT: Info' Technology

IS: Info' Systems

IT & IS INFRASTRUCTURE

Community STRATEGY

Community INFRASTRUCTURE

Natural attractions



Man-made attractions



Consideration Sets & decision making

The Decision Making "funnel" for anything (CATEGORIES, BRANDS, DESTINATIONS, BUSINESSES, etc)



- 1. A
- 2. D
- 3. I
- 4. A



UNAVAILABLE set



INEPT set



INERT set



INACTION set



FINAL REJECT set
(the remainder)



Linking the Tourism issues . . .

1. BUSINESS: • Bricks & mortar, Clicks & mortar, Just Clicks
2. SCALE: • Big, Medium, Small
3. INTEGRATED: • Fully, Partly, Not
4. PROXIMITY: • Gateway & Corridor, Remote, Local "networks"
5. AWARENESS: • Unprompted, Prompted, Unknown
6. DECISIONS: • Quick & Decisive, Slow & Detailed, Indifferent
7. TOURISTS: • Luddites, WWW online, Bleeding Edge

Community Strategy & Infrastructure

3 “Smart” vision components driving economic growth:

- 3 sources of tourists:
 - Intrastate
 - Interstate
 - International
- 3 Promotional strategies
 - Pull
 - Push
 - Hybrid
- 3 pillars to sustainable tourism:
 - Government: 3 levels
 - Wider Business; beyond tourism
 - Tourism flows
- 3 way-finding types
 - Traditional
 - Emerging
 - Hybrid
- 3 decision making types
 - Adhoc
 - Organised and structured
 - Hybrid
- 3 Business strategies
 - Cost
 - Differentiate
 - Focus
- 3 decision support types
 - Traditional Printed/ Electronic
 - Online/ emerging electronic media
 - Hybrid
- 3 Operational strategies
 - Compete
 - Collaborate
 - Hybrid

Conclusions

1. Consideration Set **concept links** tourists, business and destinations
 1. Focus on **inclusions** and **exclusions**
2. **AIDA mechanisms assist** Destination Marketing and Management:
 1. **Luddite**: Formal “collateral”, maps, street signs; and **Word Of Mouth**
 2. **WWW Online**: formal and independent websites, email, phone (and all above)?
 3. **Bleeding Edge**: 3G mobiles, PDA, GPS etc, (and all above)?
3. Four types of tourist decision making
 1. **Informal ad hoc**: ignores collateral; relies on “WOM”
 2. **Traditional media**: relies on formally produced collateral (brochures, etc)
 3. **Hybrid**: Traditional and nontraditional
 4. **Online Exclusive**: Is **information** and **infrastructure** adequate for progression?
4. Need **CHECKLISTS** of “**pathways**” and “**touch-points**” by AIDA stage
 1. What portion of **potential tourists** “**leapfrog**” your businesses touch-points?
 2. Comprehensively integrate **all locational & contact information**
 3. **Technology evolution** vs pace of **adoption** and **appropriation**? (B2B & B2C)
 1. Websites (HTML only), need upgrade for **bleeding edge technology & users**
5. **Collaboration & Competition** within & between destinations? (SHARE & SIZE)
 1. **Indirect competitors** (other tourism) & **Wider community traders** (non tourism)
 2. Business associations & networks (formal & informal)
6. **Geographic Information Systems (GIS)**; GPS and SAT-NAV . . . **Lat' & Long' ?**
7. **Location Based Services (LBS)**; push & pull, 3G convergent, directory based.
8. **Consideration Set insights (by segment) are strategically important** to management of individual operations and destination aggregates!

A “hint” at what is coming over the horizon . . .

GPS: NAVMAN [iCN 520](#); Advanced and [Portable](#); In-Car Navigation



NOTE: Apart from above, [ubiquitous convergent devices](#) are already here; the rate of innovation, adoption and appropriation is rapidly increasing!

- Combined 3G Phone + PDA + GPS

Questions, answers & follow up

1. In QUEENSLAND;
 1. www.whitepages.com.au
 - **Carmen's Seafood & Take Away**, Booval North, 4304
 2. www.whereis.com; ~30km SW of airport, past Brisbane, near Ipswich
Australia Zoo; (. . . could drop into Carmen's?)
 1. Glasshouse Mountains Rd Beerwah 4519, Ph: (07) 5436 2000
2. In AUSTRALIA . . . **Crikey; where in the world is . . .**
<http://earth.google.com/> **AUS Still & Video (30 sec)**
3. In the WORLD . . . **Carmen**; the destination
. . . the tools:
 - Search engines (Google, etc)
 - Travel & tourism Meta search engines
 - www.multimap.com
 - etc???**

- **Focused QUESTIONS . . .**

consultcurry@hotmail.com or Ph: 0414 675 561

Where in the world are Consideration Sets; connecting tourists, destinations and businesses

Abstract:

- When investing for growth enterprises should proactively improve Consideration Set outcomes; whether or not they target tourists. This aspect of B2C tourism deserves to be part of the wider transitioning for the future.
- Tourism is experiential geography; is your business in the minds of tourists, are they aware and interested? Tourists vary enormously on many aspects including map reading and technology appropriation; such issues assist with decision making.
- As traditional or modern clicks and mortar business managers, are we optimizing outcomes for customers; including luddites, online and bleeding edge e-tourists?
- Without getting operatic, AIDA mechanisms that assist profitable sustainable Destination Management need addressing. Luddite tourists use maps and street signs; online tourists use websites, email and phone; bleeding edge tourists now use G3 mobiles, PDA, GPS and more, as well as the more traditional. Are the business networks at each destination hierarchy effectively aligned and integrated to maximize profitable outcomes?

Keywords: Ubiquitous computing, Tourist decision making, Chambers of Commerce, Business Networks.