

But there's also a more practical nature to using the common-access kiosk to support Vancouver's 22 airlines, said Molloy. "If each airline were to bring in their own kiosk, they may actually turn into obstacles to processing passengers," he said.

Recently, the airport authority also installed some of the new kiosks in its parking areas and at curbside valet parking locations, allowing passengers to check in before entering the airport's terminals. In addition, the Vancouver Airport's kiosks will eventually be installed in locations such as hotel lobbies and cruise ship terminals.

The economic benefits of the common-access kiosks makes that level of deployment possible, said Molloy. "There's no way to place 22 kiosks in a hotel lobby," he said.

Source: Adapted from Linda Rosencrance, "Self-Service Check-In Kiosks Give Travelers More Control," *Computerworld*, February 24, 2003, p. 48; Kinetics Inc., "Touch Your World," [www.kinetics.tv](http://www.kinetics.tv), August 25, 2003; and Dan Vertin, "Vancouver Deploys First Common-Use Kiosk for Airline Check In," *Computerworld*, October 10, 2002.

### CASE STUDY QUESTIONS

- Case 3
1. What computer system technologies and functions are included in self-service kiosks? What other technologies should be provided? Why? Visit the Kinetics USA website for more details.
  2. What is the customer value of self-service kiosks for airline check-ins? What other services should be provided? Take the demo tour of the Delta check-in kiosk at [www.delta.com/travel/trav\\_serv/kiosk](http://www.delta.com/travel/trav_serv/kiosk) to help you answer.
  3. What is the business value of self-service kiosks in the airline industry? Do self-service kiosks give airlines a competitive advantage? Why or why not?

### REAL WORLD ACTIVITIES

1. Self-service kiosks are certainly helping the airline industry. Using the Internet, see if you can find other industries that are benefiting from the use of kiosks.
2. Given the plans to deploy kiosks into areas such as parking lots and hotel lobbies, what do you see as the next step in kiosk use? Break into small groups with your classmates and discuss the future of self-service kiosks. Do you think there are downsides to their use?