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Tourism Website Taxonomy

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Tourism Websites Taxonomy

Digital has changed tourism

Have digital technologies changed the world of tourism?

Very much so, in terms of volume of transactions and disintermediation...

(especially in the field of tourism **services**);

less so in the world of tourism **destinations**.

But can we identify "**tourism websites**"?

Can we try to **categorize** them?

Which different **business models** do different tourism websites rely on?



Tourism Websites Taxonomy

Destinations

Categories of Tourism Websites Taxonomy (1) – **The public**

General Category of Tourism Websites	Business Model	Main Task
DMO [Destination Management Organization or Destination Marketing Organization] (or LTB , Local Tourist Board, or RTB , Regional Tourist Board)	Either public or private/public funding	Attracting real visitors to the Destination; informing and assisting them before, during and after their visit



Tourism Websites Taxonomy

Travel Suppliers

Categories of Tourism Websites Taxonomy (2) – **Big private (or public...)**

General Category of Tourism Websites	Business Model	Main Task
Travel Supplier (Air France, Deutsche Bahn, RyanAir, Accor, Holiday Inn, Hertz etc.)	Online sale of tourism services (flights, hotels, car rentals etc.) mostly produced by suppliers themselves	Selling services directly (no intermediation)



Tourism Websites Taxonomy

Online Travel Agents

Categories of Tourism Websites Taxonomy (3) – **Big private**

General Category of Tourism Websites	Business Model	Main Task
Online Travel Agent (OTA or OLTA, like Expedia, Priceline, Booking.com, Venere, HostelWorld, eDreams etc.)	Online intermediation and sale of tourism services (flights, hotels, car rentals, packaged tours etc.) mostly not produced by agents	Cashing brokerage rates



Tourism Websites Taxonomy

Publishers

Categories of Tourism Websites Taxonomy (4) – **Private**

General Category of Tourism Websites	Business Model	Main Task
Travel Publisher (Frommer's, Lonely Planet, Michelin etc.)	Sale of books or digital content, mostly produced by publishers themselves	Selling books or digital content directly (no intermediation)



Tourism Websites Taxonomy

Unofficial "destinations", and affiliation

Categories of Tourism Websites Taxonomy (5) – **Small private**

General Category of Tourism Websites	Business Model	Main Task
Small business or amateur (CiaoMilano, etc.)	Sponsorship and/or advertisements on the website; possibly sale of digital content; affiliation	Informing on a tourist area and possibly making marginal profits



Tourism Websites Taxonomy

Small service suppliers

Categories of Tourism Websites Taxonomy (6) – **Small private**

General Category of Tourism Websites	Business Model	Main Task
Hospitality Supplier (Family-run private hotel, Bed & Breakfast, Farmhouse, like frances.it)	Online sale of tourism services (hospitality) produced by suppliers themselves	Selling services directly (no intermediation) or selling through Online Travel Agents