



- I-M01: Επιχειρησιακά μοντέλα ηλεκτρονικής διανομής στον τουρισμό και ηλεκτρονικοί τουριστικοί μεσάζοντες

- Δρ Μαριάννα Σιγάλα



Utilities provided by travel intermediaries

Product
Place
Time
Ownership - possession
Credibility

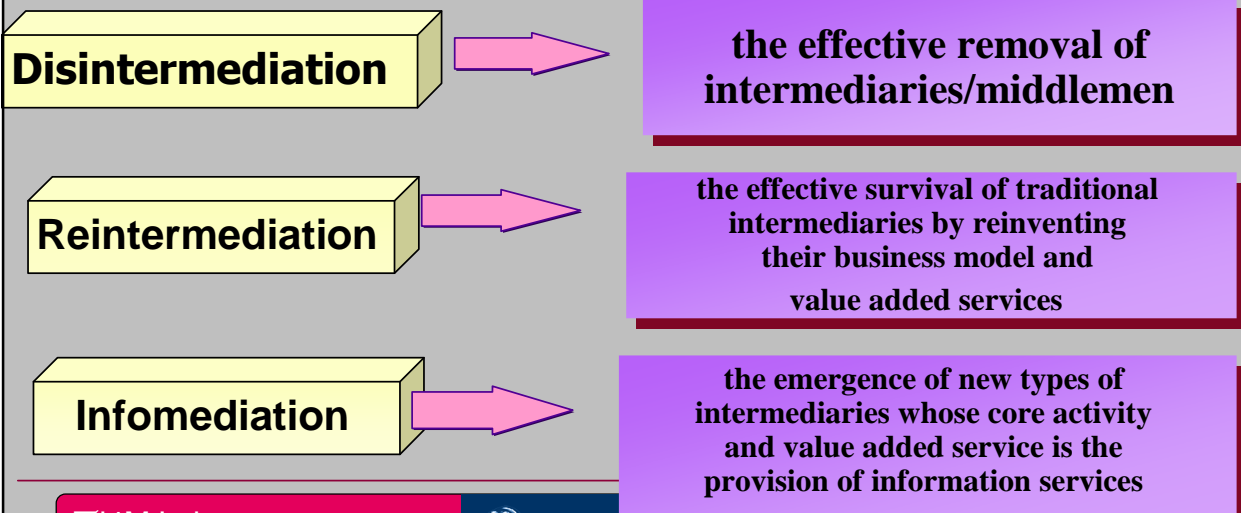
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Impact of the internet on travel intermediaries



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The Impact of social media on tourism distribution

Many more platforms for e-distributions

Many more e-business models

Customer involvement in e-distribution

E-designer

E-producer

E-marketer

Collection of market intelligence

Bid data trends and new e-intermediaries

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Big Data: Data platform companies

Gnip is more of a wholesale distributor. It charges \$33,000 a month for a feed of half of all tweets. Customers can also subscribe to feeds of tweets containing web links or certain keywords. Buyers are mostly social-media monitoring companies, which analyse the data for a fee. Sysomos for example, allows firms to track in real time what people think about certain products.

DataSift serves both big corporations and individuals. Customers can define sophisticated filters, e.g. to find all tweets by men who are interested in a new product and live in London. Charges for DataSift depend on the filter's complexity and the amount of data delivered.

The streams from Gnip and DataSift can be combined with data from more specialised firms that try to extract meaning from social-media data. Lexalytics, for instance, analyses the sentiment of messages and posts. Klout measures the influence of social-media users (some firms give people with a high Klout score preferential treatment).

PRIVACY CONCERNS ? WHO OWNS THE DATA ?

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Use of market intelligence for building an e-business model

www.farecast.com has an algorithm that estimates the probability that a fare will increase for a given city-pair and itinerary.

www.fare-compare.com provides the lowest fares by month and date to provide a broad picture of seasonality, although it does not include real-time inventory availability.

www.flyspy.com displays market fares for a city pair in a stock-chart like interface by departure date or return date, and for different lengths of stay.



Typology of e-intermediaries based on their distribution services

Information flow

Promotion flow

Ownership flow

Promotion flow

Negotiation flow

Payment flow

Order flow

Risk flow

Financing flow



Information search-evaluation

VALUE PROPOSITIONS

Data aggregation

Data search: (meta)-meta search engines

Data (geo)- visualisation

Data analyses – data forecasting

Data alerts

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1 Enter Your Information

First Name:(required) Already Subscribed?

Email Address:(required)

Confirm Email Address:(required)

What makes our Fares Alerts Different?

Airfarewatchdog lists low fares that are found and verified by humans. (Yes, real humans!) Our dealhounds check fares on all airlines, from the major carriers to the little guys. We even list promo codes and airline site-only fares you can't find on other sites.

2 Choose Which Alerts You'd Like To Receive - As Many as You Want!

City-to-City Fare Alerts [show example](#)

Send me route specific alerts for round-trip fares between the following cities (such as JFK to SFO). If your city has more than one airport, you should sign up for additional alerts for the same route (such as LGA to OAK, and JFK to OAK).

Anywhere That's Cheap Alert [show example](#)

A grab bag list of all the cheap round-trip fares we've found departing from your local airports to multiple destinations.

Meet Me in St Louis Alert [show example](#)

Or any other city you'd like to rendezvous. Planning a wedding? Reunion? Polar Bear Club dive? A list of cheap round-trip fares to a single destination from multiple cities so everyone can fly from their home airport and meet up in one place. Also a great way to comparison shop fares from nearby departure cities. You may find it's cheaper to reach your dream destination if departing from a different airport!

Airfarewatchdog Updates

Like traveling cheap? Sign up to have Airfarewatchdog occasionally send you money saving ideas from Airfarewatchdog and our partners.

Inbox - marianna.sigala@... | Best Western Victoria Palace: | www.google.com/hotelfinder/#search?l=London,+United+Kingdom;d=2012-11-18;n=1;p=150;r=3,4,5,u=35;hp=1;a=4;mf=ajar=5147196,-21793,5147196,-3254,5148821,-12644,5152261,-13124;h=949612172263039716;si=b8

Google | London, United Kingdom

Hotel Finder | Sun, Nov 18 - Mon, Nov 19 | 1 night | Up to \$150 | 3+ stars | Rated 3.5+ | Amenities (1)

9 hotels

Hotel	Rating	Price
Best Western Victoria Palace	★★★★★ 14 ratings	\$132
Premier Inn London Victoria	★★★★★ 5 ratings	\$129
Best Western Victoria Palace	★★★★★ 14 ratings	\$132
Georgian and Bower House Hotel	★★★★★ 5 ratings	\$119
Comfort Inn Victoria	★★★★★ 6 ratings	\$139
Comfort Inn Buckingham Palace ...	★★★★★ 11 ratings	\$93
Best Western Corona	★★★★★ 6 ratings	\$95
St. George's Hotel	★★★★★ 6 ratings	\$131

Best Western Victoria Palace

Beach access
Internet
Parking
✓ Any
Free parking
Pets allowed
Pool
Restaurant
More...

3-star hotel
Free breakfast - Parking - Pets allowed

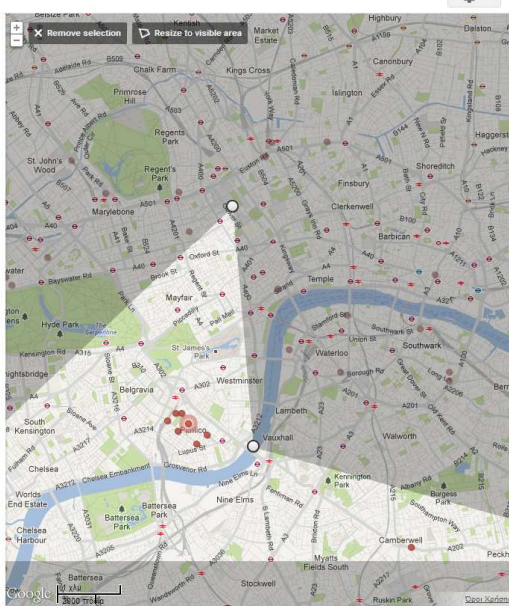
Reviews ★★★★★ [See all reviews](#)

★★★★★ I loved it so much I went for my 19 birthday with my sister and we stayed here and it was so beautiful everyone was so...

★★★★★ Stayed here in late November for three nights. Typical for London are small Hotel rooms so you have to accept that fact...

From the owner: See you in Central London! The Best Western Victoria Hotel enjoys a prime location in the middle of London.

Address: 60-64 Warwick Way, Victoria, London SW1V 1SA, United Kingdom
Phone: +44 845 373 0998
bestwestern.co.uk



Shortlist +

EN | 10:59 AM | 4/11/2012

Heatmaps



www.hipmunk.com/hotels/London-United-Kingdom#dates=Nov15,Nov22&pax=2

London: Nov 15 → Nov 22

Property Types Amenities Chains

Heatmaps

tourism: landmarks, public buildings, spas and glaciers

Best Hotels in View

	Hotel Russell 1381 TripAdvisor reviews	\$266 per night
	The Bernershey Square Hotel 408 TripAdvisor reviews	\$217 per night
	BEST WESTERN Swiss Cottage Hotel 111 TripAdvisor reviews	\$186 per night
	Harrington Court Apartments 98 TripAdvisor reviews	\$315 per night
	Club Quarters St Paul's	\$294 per night
	Central House Hotel 299 TripAdvisor reviews	\$192 per night
	Park Plaza Sherlock Holmes London 651 TripAdvisor reviews	\$360 per night
	Think Bernershey Street 22 TripAdvisor reviews	\$145 per night
	Griffin House Hotel 85 TripAdvisor reviews	\$177 per night
	Sanctum Soho Hotel 103 TripAdvisor reviews	\$576 per night

Other Options

- Gulford House Hotel

reviews from tripadvisor

www.hipmunk.com/hotels/London-United-Kingdom#dates=Nov15,Nov22&pax=2

London: Nov 15 → Nov 22

Property Types Amenities Chains

Heatmaps

Click to keep this tooltip open

	Garth Hotel 117 TripAdvisor reviews	\$134 per night
	Langland Hotel 136 TripAdvisor reviews	\$207 per night
	The Academy 250 TripAdvisor reviews	\$352 per night

Best Hotels in View

	BEST WESTERN Shaftesbury London Piccad 264 TripAdvisor reviews	\$1699 per night
	Airbnb: Soho 1Bed Flat On Old Compton Str 13 Airbnb reviews — Entire	\$226 per night
	The Portland Hotel 72 TripAdvisor reviews	\$308 per night
	Tooting Place Apartments	\$145 per night
	Thistle Piccadilly 219 TripAdvisor reviews	\$334 per night
	Radisson Edwardian Mercer Street Hotel 314 TripAdvisor reviews	\$473 per night
	Radisson Edwardian Hampshire Hotel 631 TripAdvisor reviews	\$408 per night
	Radisson Edwardian Leicester Square Hotel 406 TripAdvisor reviews	\$434 per night
	Novotel London Tower Bridge 1032 TripAdvisor reviews	\$313 per night
	Chamberlain Hotel 202 TripAdvisor reviews	\$308 per night

Other Options

- Airbnb: Covent Garden Flat With A View 1Br

reviews from tripadvisor

The screenshot shows the Bing Travel website with a flight search form. The search criteria are: Round trip, One way, Multi-city; From London, United Kingdom (STN) - Stansted; To Munich, Germany (MUC) - Franz Josef Si; Leave 11/23/2012; Return 11/30/2012; Adults 1; Class Economy. The 'Price Predictor' section is highlighted with a red circle and contains a green arrow pointing up and a red arrow pointing down, with the text: "Buy now or wait? See if fares are rising or dropping. Then decide. Learn more."



Meta-search engines

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www.skyscanner.com

www.kayak.com,

www.qfly.nl

www.hipmunk.com

www.icelolly.com/

www.onthebeach.co.uk/

www.travelsupermarket.com/

www.directholidays.co.uk

www.holidayhypermarket.co.uk

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www.sunmaster.co.uk



Meta meta-search engine

www.cheapflightsfinder.com

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Cheap Flights Finder: Comparing the Comparison Sites Recommended by **TIMESONLINE** MailOnline **Frommer's**

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The world's first flight finder to use meta- metasearch –we compare the comparison sites.

If you strive to be a savvy shopper, it is necessary to compare multiple flight aggregators as unfortunately no single flight finder will obtain the best price every time.

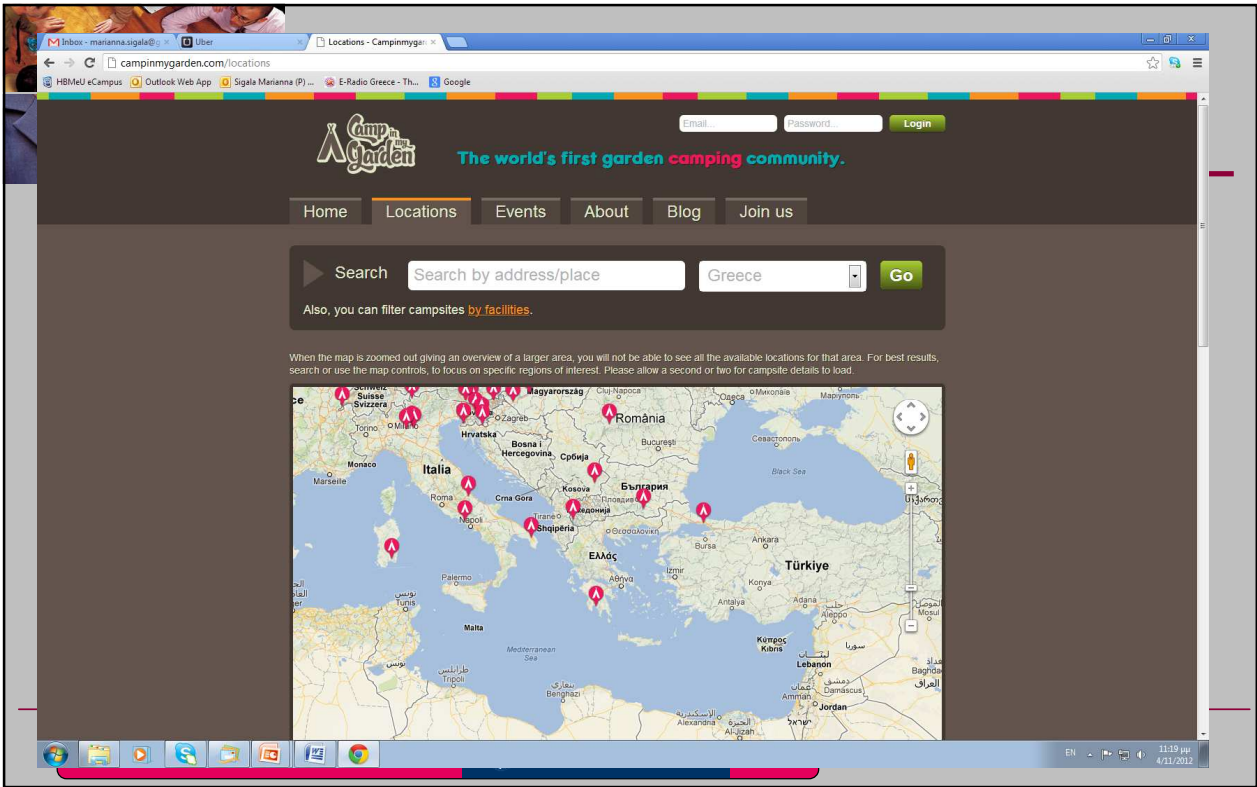
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- 1. Create an account
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- 3. Sell it with a discount and make another traveler happy
- 4. Receive your money and be happy yourself

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New York City
The city that never sleeps, the Big Apple or Gotham city.
[read more](#)

Moscow-Vladivostok
From Basia with love! And that's

Popular Destinations

Valencia
Forget Barcelona, forget Madrid, pack your bags and go to Valen
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Amsterdam (1/2)
Bikes, Canals, Coffeshops and the
[read more](#)

Amsterdam (2/2)
Favite said in the previous post.

Popular Destinations

Argentina
The famous Argentinian singer Carlos Gardel already sang it ye
[read more](#)

Copenhagen
With only 550,000 inhabitants, the
[read more](#)

Madrid
Los Gatos' definitely will make

Airport tax Refund!
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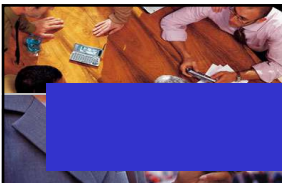
What's Hot
UPDATES FROM OUR TRAVEL TEAM
A Fall Weekend at Lake Tahoe
CHRISTIANELLE MANN
All about Lake Tahoe

Late summer and early fall is an underrated time to visit this beautiful area. The loud summer crowds are gone, the lake is calm and devoid of the summer winds and large boats, and the mountains are still free of snow and perfect for hiking and mountain biking. Up until the end of October, Lake Tahoe can have warm enough temperatures to do some late afternoon swimming and the nights are cool enough to snuggle up by the campfire. Here's a possible... Read More

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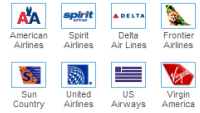
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- 11/03/2012: Robert R. got \$389 back in Chicago, IL
- 11/03/2012: Julia B. got \$231 back in Frankfurt, DE
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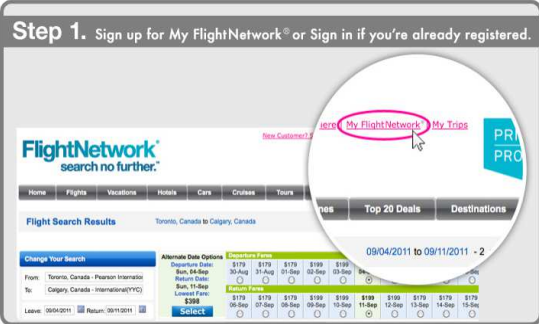
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How do I spend Price Drops? 5 easy steps from start to finish.

Step 1. Sign up for My FlightNetwork® or Sign in if you're already registered.



The screenshot shows the FlightNetwork website interface. At the top right, there are links for 'My FlightNetwork' and 'My Trips'. A red circle highlights the 'My FlightNetwork' link, and a mouse cursor is pointing at it. Below the navigation bar, there is a 'Flight Search Results' section for the route 'Toronto, Canada to Calgary, Canada' for the dates '09/04/2011 to 09/11/2011 - 2'. The search results table shows various flight options with columns for 'Alternate Date Options' and 'Excursion Fares'.

Alternate Date Options	Excursion Fares
Departure Date: \$179 \$179 \$179 \$179 \$199 \$199 Return Date: \$179 \$179 \$179 \$179 \$199 \$199 Fare: Toronto, Canada - Premier International Cabin Class: Bulk, 11-Sep Location: Calgary, Canada - International(YPC) Leave: 09-Sep 10-Sep 11-Sep 12-Sep 13-Sep 14-Sep 15-Sep Return: 09-Sep 10-Sep 11-Sep 12-Sep 13-Sep 14-Sep 15-Sep	\$208 \$179 \$179 \$179 \$199 \$199 \$199 \$179 \$179 \$179 \$179 \$179 \$199 \$199 \$199 \$179 \$179



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FlightCaster

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Flight Delay Prediction

6 hours before airline alerts

FLIGHT DETAILS

Probably Delayed 3% On-Time 14% Late From 60m-1hr 83% Late From 1hr-2hr

See a sample prediction

By Flight No By Route

Airline:

Number:

Date: Today (Sun Nov 4th)

[FlightCast!!!](#)

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What people are saying...

THE WALL STREET JOURNAL.

...frequent fliers can know to rebook flights earlier and occasional fliers can know if they will be home for dinner.

- Sarah Nassauer

The New York Times

...FlightCaster seeks to give passengers a leg up by actually predicting delays.

- Denny Lee

TechCrunch

This could be a godsend for business travelers...

- Jason Kincaid

[Read more...](#)

Travel Delays De-Mystified

Why shouldn't I rely entirely on airlines or other alert systems?

Why do I often sit on the tarmac waiting to take-off?

Why do airlines say the flight is "on-time" when there is no airplane at the gate?

What causes delays?

What are the most and least delayed airlines?

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Mobile number Text me a link

A wallet holds credit and debit cards, half-punched loyalty cards, wrinkled checks, and ancient receipts. But a wallet should do more. It should help you discover great places and earn you rewards. It should help you build relationships, not just pay for things.



TO SUMMARISE

Impacts of Internet on travel agents



Impact of the Internet on tourism distribution / intermediaries

eliminating players in a market (deconstruction approach)

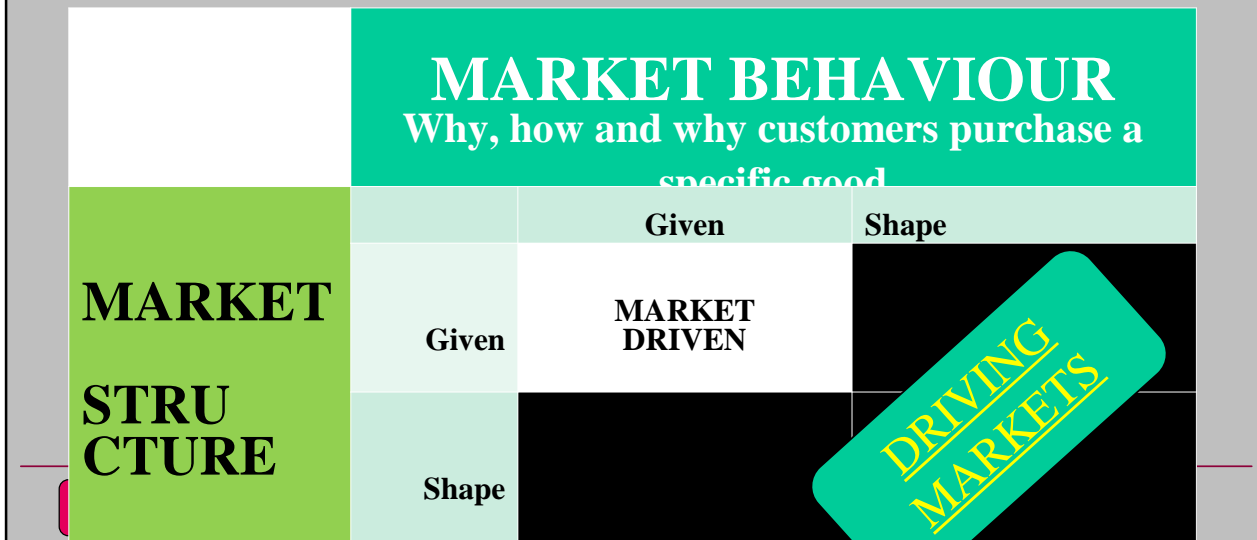
building a new or modified set of players in a market
(construction approach)

changing the functions performed by players (functional
modification approach)

either directly or indirectly by changing the mind-set of
market players (e.g., customers, competitors, and other
stakeholders)

Impact of cyber-intermediaries on tourism demand and market structure

Proactive or reactive ways



ΕΥΧΑΡΙΣΤΩΉ !

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