



Use Case 2 in Service Industry – Business Cases B2C Marketplace for Tourism

KW Partner: France Télécom R&D

1 Overview

Challenge

*Offer on line personalized tourism packages
One stop purchasing shop of the tourism package
(Train, plane, B&B or hotels, river excursions)*

Solution

*Dynamic exploitation of content, service providers and personalized data.
Commercial partnership setting*

Why a Semantic solution

Dynamic exploitation of c/s providers makes full use of semantic web technology (brokering, mediations, discovery, composition, orchestration and invocation)

Key Business Benefits

Regional tourism offers today very heterogeneous resources that cannot be easily exploited and packaged. In France, the tourism market was evaluated 32 Billion euros whose river tourism represents a turnover greater than 250 Million euros.

Business Partners

*Tourism content providers
Tour operators
Regional tourism councils*

Online sales and information on tourist offers have become prototypes of B2C (Business to Customer) processes on the Net and make up an important part of its commercial activity.

This is for several reasons:

- The consultation of offers can be spread out over time, with no pressure, unlike in specialized travel agents,
- It is possible to consult rival sites directly on line,
- It offers centralized reservation and payment services, just like an agency.

However:

- The customer does not benefit from the expertise of a professional, who can guide him through the ins and outs of the offers and the opportunities to grab hold of. His visibility of offers and services depends on his skills in using a search engine and browsing Internet sites,
- The offers valued on the existing sites are those of which the integration is valued by a minimum turnover: group offers with progressive prices according to the period, and both "standard" and "faraway" destinations (the Mediterranean, Central America, the Pacific).

Keys components

Existing Software

*Domain ontology
Geographical Information System
Web Services (1st generation)
e-Business solutions*

Research and Development

*Semantic data integration
Natural Language Processing
Semantic exploitation of content
Secured payment services*

Technology locks

*Semantic Web-Services
Semantic aggregation of content
Trusted services*

The current sites essentially suggest package offers based on some information combinations (destination, period, price...), which form the framework of the promotional "package". The

business objective is thus to complete the commercial perimeter of current holiday package offers, with some dynamically packaged solutions to meet the customers' expectations (holidays, weekend, all leisure services).

2 Current Practices and Technologies

2.1 Typical business practices

Weekend in Brittany Use Case (Figure 1):

A businessman away on business wishes to make the most of his weekend by visiting the Brittany region. He connects up to his favourite travel portal and enters the following information, speaking normally: "next weekend I'm going to Brittany". The portal suggests offers on hotel rooms, plus enjoyable walking routes and the possibility of refining his geographical, activity and affinity requests if he is not satisfied with the suggestion.

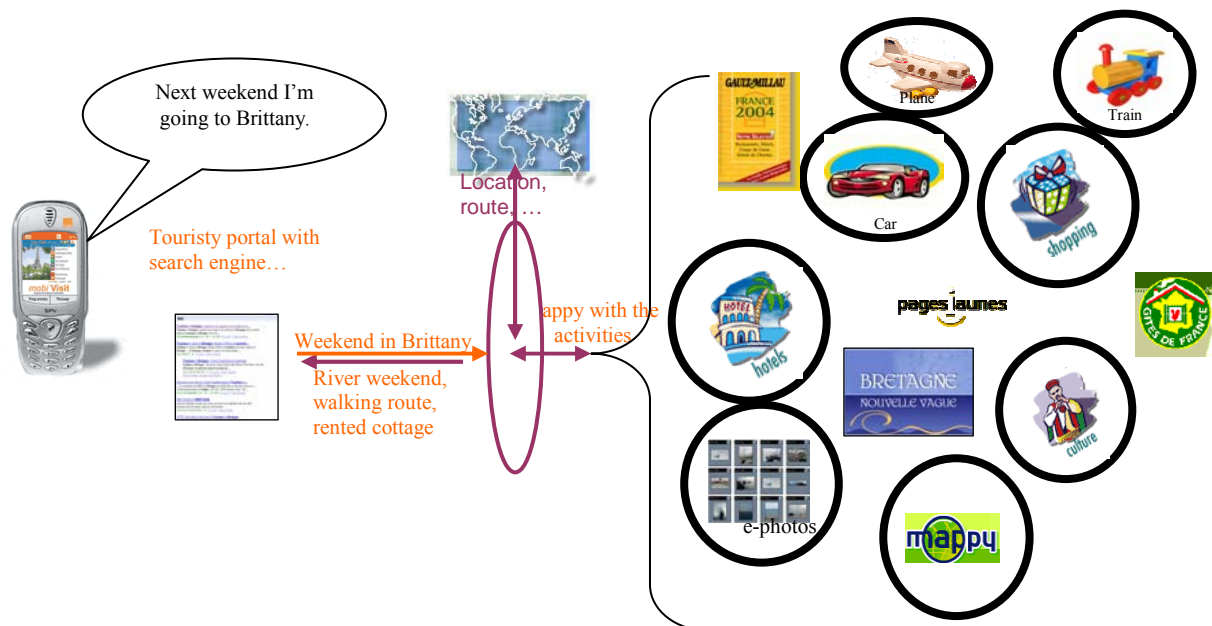


Figure 1 – Weekend in Brittany use case

The object of this Use Case is to suggest services for a marketplace for online holiday information and purchasing, which may not be simply based on a promotional push, but gives:

- A sufficiently user-friendly interface and ways of accessing information (by natural phrase, geo-localization...) to entice the customer towards a more interactive tourist search,
- Varied offers (this variety being more limited by the integration costs of the content on the site). In particular, access to regional offers that are currently available on institutional sites, but rarely valued on the marketplace commercial sites,
- A more realistic value with a standardized view and comparison of offers.

The second idea of this scenario is to use public photo albums (aggregation of photos of the same topic coming from different personal albums). There is a double interest:

- First, customers can visualize through photos and aggregated information spots corresponding to their requests.
- Second those public albums are published on a community portal and with time, this portal will get richer and richer.

The regional choice of the scenario is based on the acknowledgement that the offers (hotel rooms, walking or cycle routes, river boat trips...) linked to regional tourism are rarely developed on the Web.

They are essentially non-packaged and non-packageable on the principle of current tourist site offers, as they cause some distinct actors that do not increase the value of their offers to intervene. They would, on the other hand, be recyclable by a new generation of platforms based on the semantic Web.

Practically, our businessman expresses his request speaking normally: "Next weekend I'm going to Brittany and I would like to walk at the seaside". The last precision allows not only to restrict or to be more precise to refine customer tastes but also to underline capabilities of this portal. Indeed, whatever customer tastes, if the portal owns available photos about this topic, it will be able to compose a public album and also to publish it. Afterwards, the customer selects lovely spots that they would like to visit. The portal recovers them and transmits them to a broker in charge of the realization of weekend proposals. This broker has access to different tourism services providers through web services and composes them in order to produce weekend proposals fitting customer choices. We can also extend functionalities of this portal with on-line purchasing and booking services.

2.2 System requirements Analysis

The use cases are centred on the creation of a research and content aggregation Web platform with a sufficiently generic and modular technical solution for integrating additional services.

These Use Cases make the following problems stand out:

- With some existing solutions:
 1. Geo-localization
The needs in terms of geo-localization, geo-coding, routes, etc. require the integration of a GIS (Geographical Information System). These days, this type of problematic gives rise to solutions that are already industrialized.
- With some potential semantic type solutions available in few months time:
 2. Semantic data integration
 3. Natural Language Processing
 4. Exploitation of personal data
 5. Secured payment services
- With the problems that we do not yet have solutions for:
 6. Semantic Web-Services
 7. Semantic aggregation of content
 8. Trusted services

2.3 Review of the current systems

Dedicated sites for regional tourism become more fashionable thanks to content management capabilities but remain limited in providing personalized tourism package offers. Those sites take into account these pitfalls <http://www.maine-anjou-rivieres.com/>, <http://www.tourismebretagne.com/>.

For example research on <http://www.tourismebretagne.com> for a "Week-end in Brittany" proposes only information pages and no tourism offers (Figure 2):

1. **Randonnee en Bretagne : Une journée dans la nature, un week-end de balade en Bretagne**
Randonnee en **Bretagne** : Une journée dans la nature, un **week-end** de balade en **Bretagne**...
La région **Bretagne**, le Crédit Agricole en **Bretagne**, Gaz de France, l'Union Européenne et les 4 départements bretons vous proposent " un **week-end** de balades pour écouter ce que la nature a à nous dire ", pendant lequel...
<http://www.tourismebretagne.com/journee-nature/accueil.dfm>
2. **F2813 VDO**
16/04/2004
Les gagnants se sont vu attribuer des séjours **week-end** de Formules **Bretagne** tels que " Inoubliables lumières du Trégor, côté mer ", " La route des phares en pays d'Iroise " ou " Pointe du Raz, un défi à l'océan "....
http://www.tourismebretagne.com/fr/professionnel/vent_ouest/janv_2004.pdf
3. **GdeSelNi 56**
16/04/2004
La brochure Grands **Week-ends** dans les Pays de **Bretagne** vous propose une autre **Bretagne** en 26 étapes....
http://www.tourismebretagne.com/fr/professionnel/presse/grain_sel/GdeSelN56.pdf
4. **GdeSelNi 54**
16/04/2004
Évadez -vous entre terre et océan, fuyez dans les musées, retrouvez la richesse de la culture celtique le temps d'une escapade... La brochure " Escapades bretonnes " 2002 / 2003 vient de sortir et propose une multitude de **weekends** à savourer hors-saison et à réserver auprès de Formules **Bretagne** S.....
http://www.tourismebretagne.com/fr/professionnel/presse/grain_sel/GdeSelN54.pdf
5. **Une journée dans la nature, un week-end de balade en Bretagne : 4 et 5 octobre 2003**
Une journée dans la nature, un **week-end** de balade en **Bretagne** : 4 et 5 octobre 2003...
<http://www.tourismebretagne.com/journee-nature/index.dfm>
6. **Randonnee en Bretagne : Une journée dans la nature, un week-end de balade en Bretagne**
Randonnee en **Bretagne** : Une journée dans la nature, un **week-end** de balade en **Bretagne**...
<http://www.tourismebretagne.com/journee-nature/partenaires.dfm>

Figure 2 – Search results at the Brittany tourism website

The choice of research criteria on B2C marketplace for tourism sites is limited. The responses are oriented to and reflect the commercial partnership of the given tourism marketplace. The offers are pre-packaged based on the prior knowledge of typical customers (see Figure 3).

Voyages-sncf.com : agence de voyages, billets de train et d'avion, voiture de location, chambre d'hôtel - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.voyages-sncf.com/dyna

voyages-sncf.com

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Paris-Nice 25€

Paris-Toulouse 20€

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- Espace Escapades
- Espace Senior
- Grand Voyageur
- Parc Escapades
- Voyageur Handicapé
- Guide du Voyageur
- Paris : Mode d'Emploi

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Done

découvrez nos thématiques voyages

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- Circuits
- Croisières
- Thalasso

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- Montréal vol air à partir de 320€
- Disneyland Resort Paris dès 101€
- Séjours départs en septembre
- Loc. voiture - France dès 195€
- Toutes les offres

Nos meilleures ventes

- Hamamet - 8/7n à l'hôtel Club Zenith 3* en demi pension : 245€ 660€
- Rep Dom - 9 js en hôtel 3* tout inclus au pied d'une plage sauvage ! : 565€
- Noirmoutier - Prolongez l'été avec ce week end détente en hôtel 2* : 77€ 427€
- Ile Maurice - 9/7n en 3* : profitez des eaux cristallines de l'océan indien : 1330€ 4607€

480 compagnies

Termini

Paris 90€

Londres 85€

Montréal 320€

Barcelone 139€

New York 299€

Bons plans vols >>>

Jusqu'à -30% Alcatraz Escapades en Europe

Notre sélection d'hôtels

Paris 2* 73€

France 2* 37€

Londres 3* 107€

Rome 4* 76€

Prague 4* 79€

Bons plans Hôtels >>>

Recherchez votre voyage OU **Choisissez votre thème**

Ville de départ : Indifférente Date de départ : Tous les mois

Destination : France-Bretagne-Normandie Budget : Indifférent

Formule de voyage : Week-ends et Courts séjours

Rechercher

Loc. Vacances

Hôtels Clubs

Circuits

Croisières

Bien-être

15 jours

France - Week-end

BRETAGNE - Manoir de Moellien dans la région de Quimper***

Rendez-vous sur place

Pour une cure de calme et un séjour inoubliable venez au Manoir de Moellien

Réf. produit : 3389

Au départ de : Rendez-vous sur place

Date(s) de départ : 27, 28, 29, 30 septembre 04, octobre 04, novembre 04, décembre 04

A partir de **86€**

Comparez les prix / dates

Prix minimum constaté sur la période sélectionnée, par personne en base double. [Détail de l'offre](#)

France - Week-end

NORMANDIE - Hôtel la Bertelière dans la région de Rouen***

Rendez-vous sur place

Calme, détente et bonheur vous attendent à "La Bertelière", située dans un parc fleuri de 3 ha

Réf. produit : 3479

Au départ de : Rendez-vous sur place

Date(s) de départ : novembre 04, décembre 04

A partir de **86€**

Comparez les prix / dates

Prix minimum constaté sur la période sélectionnée, par personne en base double. [Détail de l'offre](#)

France - Week-end

BRETAGNE - Hôtel Beaufort à Saint Malo***

Rendez-vous sur place

Vous serez comblé par le charme de l'hôtel Beaufort où la décoration et le confort raffiné se conjuguent avec un service personnalisé...

Réf. produit : 3425

Au départ de : Rendez-vous sur place

Date(s) de départ : octobre 04

A partir de **94€**

Comparez les prix / dates

Prix minimum constaté sur la période sélectionnée, par personne en base double. [Détail de l'offre](#)

Figure 3 – Examples of packaged holidays found currently on websites (clockwise from left: front page of site, search for Brittany holiday, pre-defined packages as result)