Strategies In Semantic Marketing in the Online Travel and Tourism Industry

Dr. Lars Göhler
Semantic Marketing in context

- **Web 1.0**: one-way-presentation of (chaotic) data, understandable only by users
- **Web 2.0**: interactive, community based data, using collective intelligence, semi-structured, as present in social media
- **Web 3.0**: structured data, linked data, machine understandable, enabling machines to present results according to relevance, context, relation, interaction, inference and other criteria
Web 3.0: content elements need a reference point (linked open data)

Source: linkeddata.org
Web 3.0: content elements need a reference point (schema.org)

[Insert Image]

<table>
<thead>
<tr>
<th>Property</th>
<th>Expected Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>branchOf</td>
<td>Organization</td>
<td>The larger organization that this local business is a branch of, if any.</td>
</tr>
<tr>
<td>currenciesAccepted</td>
<td>Text</td>
<td>The currency accepted (in ISO 4217 currency format).</td>
</tr>
</tbody>
</table>
| openingHours           | Duration        | The opening hours for a business. Opening hours can be specified as a weekly time range with days, then times per day. Multiple days can be listed with commas ',' separating them or time ranges are specified using a hyphen '-'.
- Days are specified using the following two-letter combinations: Mo, Tu, We, Th, Fr, Sa
- Times are specified using 24:00 time. For example, 3pm is specified as 15:00.
- Here is an example: `<time itemprop="openingHours" datetime="Tu, Th 16:00-20:00">Tuesdays and Thursdays 4-8pm</time>`.
- If a business is open 7 days a week, then it can be specified as `<time itemprop="openingHours" datetime="Mo-Su">Monday through Sunday, all day</time>`.
| paymentAccepted        | Text            | Cash, credit card, etc.                                                                                                                  |
| priceRange             | Text            | The price range of the business, for example $$.                                                                                         |
Web 3.0: content elements need a reference point: Ontology

The Accommodation Ontology
http://purl.org/acco/ns

Source: http://ontologies.sti-innsbruck.at/acco/ns.html
Semantics opens new fields of marketing activities

- Search relevance to the users
- Search for marketing purposes
- Monitoring of heterogenous sources
- Destination marketing
- Publishing of Geodata
- Monitoring of marketing data: analysis across channels, frequency, interaction, sentiment
The Future of Marketing Is Semantic: Search Predicts The Future

This post is the third and final of a multi-part series about the future of marketing and the role that semantic, context and intent will have on how we experience the internet.

It’s becoming eerily apparent that the Internet knows a lot about us. Due to our lust for free applications and our complete oversight of the privacy we relinquish for access, there are cookies and bots that have endless insights about what we are interested in.

Semantic content marketing (SEO)

• Markup in Websites with semantic code (Microdata, RDFa, JSON)
• Gives search engines the chance to understand and classify the information
• Supported by all major search engines (Google, Bing, Yandex, DuckDuckGo, Qwant etc.)
• Strongly encouraged by Google
• Can emphasize the „hard facts“ in content management
Scenario: Structured Linked Data within Websites

### Son Mas

**Mallorca, Spain** • Rates from €295.00 • Best rates guaranteed

**Hotel Highlights**

- Peace and quiet
- Luxuriant green grounds
- Scenic pool setting

**Overview**

Son Mas is a 17th-century finca turned boutique hotel just inland from Mallorca’s east coast, set among acres of fruit groves and farmland. Palma’s pulse-racing nightlife is a 40-minute drive away, but this rustic honey-and-cream-hued stay feels cloistered from...
Semantic SEO in Tourism

Semantic Markup Solutions:
Linked Open Data - Wikipedia

Travel guide for New York

New York is a state in the Northeastern region of the United States. New York is the 27th most extensive, the 3rd most populous, and the 7th most densely populated of the 50 United States. New York is bordered by New Jersey and Pennsylvania to the south, and by Connecticut, Massachusetts and Vermont to the east.

— Taken from Wikipedia

Image: http://upload.wikimedia.org/wikipedia/commons/1/1a/Flag_of_New_York.png
Recognized entities

Select entities to create a link for, then click "Enhance with selected entities":

New York

Overview about places mentioned
Google „honours“ semantic markup by rich snippets

Hotel Salzburg - Zu Gast in der Mozartstadt - HRS.com
www.hrs.de › Hotel › Hotels in Österreich ▼
HRS Preisgarantie: 85 Hotels in Salzburg beim Testsieger - 41 Hotelvideos ✓ Geprüfte Hotelbewertungen ✓ Kostenlose Stornierung.
7. März - 21. Juni   Kunstausstellung ...
22. Mai - 25. Mai  Salzburger Pfingstfestspiele

MEININGER Hotel Salzburg City Center - Das Beste von ...
www.meininger-hotels.com › ... › Hotels › Destinationen ▼
★★★★★ Bewertung: 4 - 4.131 Abstimmungsergebnisse
Servus in Salzburg Das MEININGER Hotel Salzburg City Center liegt im historischen Zentrum der „Kleinstadt von Weltformat“ am Kapuzinerberg im ...
Even more, if you have receipes
• Search is a **powerful marketing tool**
• Customized Search on a website can give the user **more relevant results** in a defined area
• The more relevant the results the **more conversions** it will drive
• Search is a good tool to offer the user a clear cut set of results for a defined topic or area
User search: there is more!

- Understanding of search queries, even in everyday language/voice recognition
- Awareness of **context** (identity, place, history)
- Understanding the **intent** of the user (users do not always write what they mean)
- **Predict** what he is doing next
- **Infer or reason** to produce results that are not contained in the premises
Examples of semantic search in natural Language

Seek inspiration and adventure

Tell us what type of activities and destinations inspire you

As recommended by:

TC TechCrunch tnccz Los Angeles Times Mashable TNW Rude Baguette LOCITA

zaptravel.com

It all begins with a search

Search for destinations, hotels and flights! Supporting India and United States.

Why FmC? FmC in 90 secs

findmycarrots.com
**Tourismusverband Schliersee - Spitzingsee**

Tourismusverband

Vegan

SUICHEN

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13 Suchergebnisse gefunden. Seite 1 von 2.

>>


00:21:56 am 30 Jan 2015

**Auch Veganer verweilen | KULTUR im Oberbräu Holzkirchen**

Auch Veganer verweilen | KULTUR im Oberbräu Holzkirchen KULTUR im Oberbräu Holzkirchen Menü START PROGRAMM TICKETS ÜBER UNS KULTURKARTE INFO

Auch Veganer verweilen Ein Leben ohne Fleisch? Geht das

http://www.kultur-im-oberbraeu.de/auch-veganer-verweilen/

00:30:27 am 26 Sep 2014

www.schliersee-touristik.de
Monitoring for marketing purposes

- Supply and demand mapping and forecasting
- Fast and profitable reaction to market changes by identifying niches and filling gaps, avoiding unprofitable market situations
- Monitor competitors and their price-policy, market patterns used
- Multiply market leads
- Pattern recognition: monitoring of packaging, detecting new opportunities from non-established players, microtendences, subinstitutional offers.
Optimizing the Marketing Circle itself with Metadata

Source: Heimo Hänninen, talentbase.fi
Adding/recycling metadata in every step of the marketing cycle

Source: Heimo Hänninen, talentbase.fi
Quality management

• **Monitor discussions** in social media, intranet, internet on the quality of your products and services
• **Monitor the behaviour** of users of your website, ratings, surveys, polls
• **Evaluate commentaries** of customers and partners by natural language processing. Find out about sentiment and online reputation
• **Crisis management:** detect signs of a crisis soon and try to counter and prevent it
• Organize **quality management with metadata** to guarantee competent strategies and tactics
• Organize **internal competencies** and knowledge in order to improve quality
Strategic Conclusions

Since the time for „seo-tricks“ is over, we are back to „meaningful“ content communication focussed on the user:

• Create a **clear cut image/USP** for your products, services, company, destination that you can communicate authentically

• Produce a **concept for content communication/content marketing**, including all channels

• Discover **new opportunities** for **content production** and **content syndication** within our organization/company

• **Define priorities** and find out how you can organize and communicate them by semantic means

• Find out, **how and by which channels** you can supply the user with relevant information

• **Monitor your activities**, how the user interacts with your content across channels

• Search for **contextual factors, alliances, linking to external (open) ressources** (LOD, ontologies) and find out how you can include them into your communication
Semantic technologies for SMEs
Companies, Destinations

• Destination marketing by (linked) geodata
• SEO by a product-specific semantic markup (hotel, event, region, service, product)
• Hosted search of own products and services
• Market monitoring by a hosted solution (statistics, sentiment, social engagement)
• Propagation of special events etc. by semantic technologies
• Content creation, -curation, -syndication by semantic means
Thank you!
Questions welcome!

**eastpress media**
content management, content strategy
www.eastpress.de
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**travel-semantics.com**
competence site and blog on semantics in travel and tourism

**IP(-s)**
IP-ShareMedia.de
www.ip-sharemedia.de
Georg von Nessler

experts in semantic search technology