CHARACTERISTIC OF HOSPITALITY ELECTRONIC MARKET

Summary

Nowadays, when Internet and tourism are dynamically developing, the role of e-markets is growing. Nevertheless, there are no definition on hospitality e-market in existing bibliography – Polish and foreign. This paper evaluates the main features of the electronic hospitality market. After analyzing the derivative and original sources there was made an attempt to define the hospitality e-market. Hospitality e-market is a space, where hospitality services and/or information about them are exchanged between subjects of demand and supply electronically. There were also determinate the market areas (information, distribution and transaction) and market flows streaming in them.

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