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CHARAKTERYSTYKA ELEKTRONICZNEGO RYNKU
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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.

Translated by Katarzyna Bieluszko