

STI INNSBRUCK



ANALYSIS OF HRS.COM WEBSITE

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1. Introduction

This document presents our analysis on a hotel page which is available on the website of the HRS.com [1]. The analysis was performed to identify the available content types on the hotel page and map them to the relevant classes from Schema.org [2].

The outputs of this analysis are:

1. Various content types which were successfully identified from the available content of a hotel page
2. A mapping between the identified content types to Schema.org classes including their relevant properties

2. A Hotel page on the Website of HRS.com

The content of a hotel page on the HRS.com is divided into six parts:

1. Summary
2. Photos & Videos
3. Important Information
4. Prices
5. Location
6. Evaluations

Analysis on each part will be explained in more detail in the following sub-sections, where in each part the available types of contents will be identified and listed.

2.1 Summary

No.	Name	Example
1	Hotel	
	Name	The Penz
	Stars	* * * * (four stars)
	Address	
	- Street address	Adolf-Pichler-Platz 3
	- City	Innsbruck
	- Postal Code	6020
	- Region	Tirol
	- Country	Austria
2	Distance	
	from City/Town center	0.1 mi
	from Trade fair complex	0.6 mi
	from train station	0.5 mi
	from airport	2.3 mi
3	Rating	

	Quantitative value	8.5
	Qualitative value	Very good
	Total number of evaluations	50 hotel evaluations

2.2 Photos & Videos

No.	Name	Example
1	Photo	
	Title	Lobby
	URL (thumb/original)	...
2	Video	
	Title	HRS video
	URL (thumb/video)	...

2.3 Important Information

No.	Name	Example
1	Hotel facilities	Reception (lobby), Elevator, Non-smoking room: 22, Restaurant(s): 1, ...
2	Room facilities	Soundproof windows, Windows for opening, Hairdye, ...
3	In-house services	English-speaking staff available during the day, English-speaking staff available at night, Laundry service
4	Style of hotel and ambience	The Penz is a modern...
5	Special features of the hotel	Exudes modernity...
6	Hotel data	
	- Year when the hotel was built	2002
	- Number of floors	5
	- Total number of rooms	94
	- Number of double rooms	94
	- Rooms which have 2 separate beds	46
	- Rooms which have a double bad	46
	- Rooms which are suitable as three-bed rooms	4
	- Categories	Bed-and-breakfast hotel, City hotel, Business hotel, Art/design hotel
7	Service times	
	- Reception	Occupied 24 hours a day
	- Reception manned at weekends	Occupied 24 hours a day
	- Earliest check-in	00:00
	- Latest check-out	16:00
8	Accepted payment methods	Electronic cash, Billing to

		corporate, Diners Club, Visa, Eurocard/MasterCard, American Express
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2.4 Prices

No.	Name	Example
1	Category of the room	Standard room
2	Capacity of the room	Single room
3	Tariff model	
	- Cancellation	Standard / Guarantee
	- Advance payment	Without
	- On site payment	With
4	Average price per night	135
	- Currency	Euro
	- VAT	Included
	- Service tax	Included
	- Breakfast	Not Included
	- Breakfast Price	20
5	Special offer	1 bottle of mineral water for HRS guests

2.5 Location

No.	Name	Example
1	Address	
	- Street address	Adolf-Pichler-Platz 3
	- City	Innsbruck
	- Postal Code	6020
	- Region	Tirol
	- Country	Austria
2	Textual location description	Located in ...
3	Distance unit	Km, miles
4	Distance to the Surroundings	
	- City/town center	0.1 mi
	- Taxi rank	
	- Bus/streetcar	
	- Public parking	
	- ...	
5	Distance to the Sports/leisure facilities	
	- Stadium/sports hall	1.9 mi
	- Public swimming pool	
	- Indoor tennis	
	- Ski lift	
	- ...	

2.6 Evaluations

No.	Name	Example
1	Quantitative value	8.5
2	Qualitative value	Very good
3	Total number of evaluations	50 hotel
4	Recommendation percentage	97 %
5	Evaluation Items	
	- Value for money	8
	- Ambiance/atmosphere in hotel	8.6
	- Friendliness of staff	9.1
	- ...	
6	Review	
	- Date	
	- Author	
	- Type of customer	Elderly couple, Private/Business trip, ...
	- Quantitative value	8.3
	- Positive text	
	- Negative text	
	- Language	English/German

3. Mapping to Schema.org

The mapping is representing a relation between the identified content types (including properties) explained in the previous section into the relevant classes and properties of Schema.org.

No.	Content Type	Schema.org	
		Class	Property
1	Summary		
1.1	Hotel	Hotel	
	Name		name
	Stars	Rating	
			ratingValue
	Address	PostalAddress	address
			streetAddress
			postalCode
			addressRegion
			addressCountry
1.2	Distance	??	
	- Location name		??
	- Distance value		??
	- Distance unit		??

1.3	Evaluation Rating	AggregateRating	aggregateRating
			ratingValue
			itemReviewed
2	Photos & Videos		
2.1	Photos	ImageObject	photo
			caption
			contentUrl
		ImageObject	thumbnail
			contentUrl
2.2	Videos	Movie	??
			name
			url
3	Important Information		
3.1	Hotel facilities	??	
3.2	Room facilities	??	
3.3	In-house services	??	
3.4	Style of hotel and ambience	??	
3.5	Special feature of the hotel	??	
3.6	Hotel data	??	
	- Year when the hotel was built		
	- Number of floors		
	- Total number of rooms		
	- Number of double rooms		
	- Rooms which have 2 separate beds		
	- Rooms which have a double bad		
	- Rooms which are suitable as three-bed rooms		
	- Categories		
3.7	Service times	??	
	- Reception		
	- Reception manned at weekends		
	- Earliest check-in		
	- Latest check-out		
3.8	Accepted payment methods	??	paymentAccepted
			name
4	Prices		
4.1	Category of the room	??	
4.2	Capacity of the room	??	
4.3	Tariff model	??	
	- Cancelation		

	- Advance payment		
	- On site payment		
4.4	Average price per night	??	
	- Currency		
	- VAT		
	- Service tax		
	- Breakfast		
	- Breakfast Price		
4.5	Special offer	??	
5	Location		
5.1	Address	PostalAddress	address
			streetAddress
			postalCode
			addressRegion
			addressCountry
5.2	Textual location description		description
5.3	Distance unit	??	
5.4	Distance to the Surroundings	??	
	- Location name		
	- Distance value		
5.5	Distance to the Sports/leisure facilities	??	
	- Location name		
	- Distance value		
6	Evaluation	AggregateRating	aggregateRating
6.1	Quantitative value		ratingValue
6.2	Qualitative value		??
6.3	Total number of evaluations		itemReviewed
6.4	Recommendation percentage		??
6.5	Evaluation items	Rating	
	- Item name		name
	- Item value		ratingValue
6.6	Review	Review	
	- Date		dateCreated
	- Author	Person	author
			givenName
			familyName
	- Type of customer		??
	- Positive text		reviewBody
	- Negative text		reviewBody
	- Language		inLanguage
		Rating	reviewRating

	- Quantitative value		ratingValue

Notes:

1. Two red question marks (??) is indicating that there is no relevant class or property from Schema.org was found.
2. The red class or property name is indicating that the specified class or property exists in the Schema.org, but it is not directly connected and still questionable.

References

- [1] HRS.com, <http://www.hrs.com>
- [2] Shema.org, <http://schema.org/>