

# Describing a ski school with schema.org types

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# The Goal

- Attempt to find a meaningful mapping of a ski school using schema.org types
  - Not as straight-forward as it could be
  - Typesystem appears somewhat random
    - Rather specific types next to very general ones

# My Choice

- Declare a ski school a LocalBusiness
  - Child of Thing/Organization and Thing/Place
- Another option:  
LocalBusiness/SportsActivityLocation/SportsClub
  - Does not add any properties
  - Can appear as values of ExerciseAction

# LocalBusiness type

- The relevant properties:
  - openingHours
  - paymentAccepted
- Properties inherited from Organization
  - Contact data like faxNumber, telephone, email, ContactPoint
  - Address
  - Founder, employees
  - Various IDs
  - Job offers
  - The makesOffer property

# Offer type

- The makesOffer property of Organization provides the means to specify and enumerate the services the ski school offers
- The Offer type has useful properties
  - Detailed availability options
    - Temporal or local restrictions
  - eligibleCustomerType: “children from 6 to 10 y/o”
  - eligibleRegion
- But: no apparent way to group offered services
  - Children’s skiing, Snowboard, Cross-country

# LocalBusiness cont'd

- The properties inherited from Place allow to describe the “spatial” aspects of the business
  - hasMap
  - geo
  - logo
- Many other properties are made obsolete by the Organization part of LocalBusiness

# Demo

- Using `ski-seefeld.at`

Thank you!

Any questions?