

STI INNSBRUCK



# ANALYSIS OF KAYSERS.AT WEBSITE

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# 1. Introduction

This document presents our analysis on website of the Kayzers 4-Star Hotel [1]. The analysis was performed to identify the types of content that are available on the website. Our intention is to be able to mark-up (annotate) the identified types with 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 the website
2. A mapping between the identified content types to Schema.org classes including their relevant properties

## 2. Website of Kayzers.at

Contents in the website are divided into a few categories and sub-categories:

1. The Kayzers: Philosophy, Impressions, Newsletter, Gutscheine, Hotel Assessment, Press, Partner, Weather, Jobs, Current Events
2. Rooms And Prices: Rooms And Prices, Gourmet- & Vital Board, Enquire & Book, Zusatzleistungen, Winter Offers, Summer Offers
3. Wellness: Kayzers Spa, Wellness Packages, Beauty Treatments, Massages, Time For Two
4. Nature & Indulgence: Natural Hideaway, Culinary Specialities, Kayzers In Winter, Kayzers In Summer
5. Movement: Tennis, Golf, Hike & Bike, Yoga & Co, Skiing In Tyrol, Cross-Country Skiing, Winter Walking, Culture, Cultural City Of Innsbruck
6. Contact: Contact, How To Get To Us, Imprint

The output from the analysis will be explained in more detail in the following sub-sections.

### 2.1 Mapping

The mapping is representing a relation between the identified content types (including properties) of the website to the classes and properties of Schema.org.

*Table 1 Mapping the identified Content Types to Schema.org*

No.	Content Type	Schema.org	
		Class	Property
1	The Kayzers	Article	
			name
			articleBody
			image
2	Rooms and Prices		
2.1	Rooms and Prices	Offer	
			name
			description

			image
		PriceSpecification	priceSpecification
			validFrom
			validThrough
			priceCurrency
			price
2.2	Gourmet & Vital Board	Offer	
			name
			description
			image
2.3	Additional Services	Offer	
			name
			description
			image
			priceCurrency
			price
		QuantitativeValue	eligibleDuration
			value
2.4	Winter Offers	Offer	
			name
			description
			image
		PriceSpecification	priceSpecification
			validFrom
			validThrough
			priceCurrency
			price
2.5	Summer Offers	Offer	
			name
			description
			image
		PriceSpecification	priceSpecification
			validFrom
			validThrough
			priceCurrency
			price
3	Wellness		
3.1	Kaysers Spa	Offer	
			name
			description
			image
3.2	Wellness Packages	Offer	
			name
			description
			image
			priceCurrency
			price
		QuantitativeValue	eligibleDuration

			value
3.3	Beauty Treatments	Offer	
			name
			description
			image
			priceCurrency
			price
		QuantitativeValue	eligibleDuration
			value
3.4	Massages	Offer	
			name
			description
			image
			priceCurrency
			price
		QuantitativeValue	eligibleDuration
			value
3.5	Time for Two	Offer	
			name
			description
			image
			priceCurrency
			price
		QuantitativeValue	eligibleDuration
			value
4	Nature & Indulgence	Offer	
			name
			description
			image
5	Movement		
5.1	Tennis	Offer	
			name
			description
			image
		PriceSpecification	priceSpecification
			name
			price
5.2	Golf, ..., Culture	Offer	
			name
			description
			image
6	Contact	Hotel	
			name
			telephone
			email
		PostalAddress	address
			streetAddress
			addressLocality

			addressRegion
			addressCountry

As shown at Table 1 we were able to identify several related classes from Schema.org where “Offer” is the most dominant ones.

Since “Offer” class in Schema.org is supposedly be accompanied by a “price” property, then the items 2.2, 3.1, 4, and 5.2 are questionable. Since these items have no “price” property, might be better if we annotate them as “Article”.

## References

- [1] Kaysers 4-Star Hotel, <http://kaysers.at>
- [2] Shema.org, <http://schema.org/>