

The impact of web 2.0 on the website use of small Italian hotels

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Abstract

The digital revolution is causing profound transformations, characterized by the way in which companies and customers approach the market, helping to significantly transform the tourism sector. Traditionally, the Internet was used to search for timetables, find information and compare prices, or to book basic tourist products. Today, thanks to Web 2.0, people can create their own trip by following the advice and examples of other users on the Net who have shared the contents of their tour and expressed opinions on their own travel experience.

The aim of the study is to investigate how small accommodation enterprises use their website, following the development of Web 2.0, which differs from the initial concept of the Internet because it departs from the classic static websites, and is declined through a careful analysis of the literature and following the collection of the main elements on 60 websites of small Italian hotels.

The results of the research show that small hotel enterprises present a limited use of the website, limited to the web presence, while the customer relationship is managed through social networks.

Keywords: web site, web 2.0, small hotels, digital marketing, marketing communication, Italy