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## **What Do You Share with a Third-Party Internet Site?**

### **Sustainability challenges concerning privacy in the sharing of information**

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#### **Learning goals**

After studying this chapter, readers will have the ability to:

- 1** Describe the guest journey and identify the impact of Third-Party Internet sites (TPIs) on that journey;
- 2** Identify the elements in the process of information distribution when using TPIs;
- 3** Describe the business models of TPIs and their impact on hotels;
- 4** Explain the sustainability challenges linked to hotels using TPIs as a distribution channel; and
- 5** Provide examples of how hotels address these sustainability challenges.

### **Introduction**

Suppose you book a hotel room in Amsterdam via Booking.com for example, for the nights of 25 and 26 August. What happens to the information you send to Booking.com in this seemingly innocent process via the Internet? And what are the consequences for a hotel when you book a room through a so-called Third-Party Internet site (TPI), instead of the hotel's own website? These two questions are