



BSI Standards Publication

Tourism and related services — Online travel agency (OTA) — Guidelines for online accommodation booking platform services

National foreword

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A list of organizations represented on this committee can be obtained on request to its committee manager.

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Tourism and related services — Online travel agency (OTA) — Guidelines for online accommodation booking platform services

*Tourisme et services connexes — Agences de voyages en ligne
— Lignes directrices pour les services de plates-formes de
réservation d'hébergement en ligne*

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CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Email: copyright@iso.org
Website: www.iso.org

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Foreword

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This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

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Introduction

With the increasing penetration of the internet and growth in the number of smart handheld device users, as well as the growing demand for convenient tourism, the global online accommodation booking market has continually expanded and the number of the online accommodation booking platforms has grown during the past decade. Based on statistics, it is predicted that the compound annual growth rate (CAGR) from 2021 to 2026 will exceed 10 %.

While the online accommodation booking service industry continues to grow at an increasing rate, it is also facing many problems, resulting in failure to provide the promised services, which causes a large number of consumer disputes. Common problems include, for example, no room on arrival, impossibility to change or cancel a reservation, serious inconsistencies between the service description and the actual service, and the leaking of sensitive, private and financial data of the users.

It is necessary to create a global standard providing guidance on the online accommodation booking industry to promote the development of this industry around the world.

This document aims to:

- provide advice and guidance on online accommodation booking platform services;
- protect the rights and interests of users, providers and platform operators, by establishing a mutual trust mechanism among these stakeholders;
- promote the orderly and sustainable development of the online accommodation booking service industry;
- enrich existing standards and promote further standardized activities in the field of online travel agency.

