

Distribution Content Management Workgroup

Charter & Objectives

The objective of this workgroup is to facilitate the collection, aggregation, management and distribution of descriptive and illustrative content to create a compelling user experience. Content is defined to include anything except rates, availability, and inventory types of information. It includes information that is descriptive or illustrative (text or visuals) and may come in a variety of formats, e.g. images, videos, text, or XML descriptions.

Business Benefits

- Creates a single point of (framework for) access where users of content can obtain it, regardless of who has it or how it is stored.
- Creates a single point of (framework for) access where publishers of content can provide it, regardless of who needs it.
- Helps ensure content published into channels remains current.
- Helps manage digital rights on content.
- Expands the ability to accurately and completely describe the hotel environment using various types of media.
- Ensures that content channels have accurate and finely detailed metadata to allow delivery of content relevant to their consumer base.
- Supports self-management of content by large hotel groups while facilitating the development of intermediary content management systems to serve smaller hotel groups and independents.

Past & Planned Deliverables

- Completed documentation of business requirements
- Performed low level review of all relevant OpenTravel messages
- Submitted enhancements to the OpenTravel 2006B and 2007A specifications to assist in the content management process
- Documented usage cases for schema usage and transaction processing
- Now finalizing specifications for certification

Participants

Amadeus Hospitality
Global Hyatt Corporation
Hotel Electronic Distribution Network Assoc.
Hilton Hotels Corporation
IBM Corporation
Lanyon
Leonardo Media
MICROS Systems
Mövenpick Hotels & Resorts
OpenTravel™ Alliance
Pegasus Solutions
Sabre Holdings Corp.
Starwood Hotels & Resorts Worldwide, Inc.
Translations.com
TravelCLICK
Travel Technology Initiative
TRUST International
VFM Interactive
Wipro Technologies

Content Management Messaging Structure

