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## DIGITAL PLATFORMS AND ENTREPRENEURSHIP IN TOURISM SECTOR\*

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**Abstract.** The current level and abilities of digital platforms are developing new practices of connections, communication, comprising the tourism sector in its different declinations. In its different declinations, the common model is the digitalization of tourism. The article proposals, analyses of the digital platform models related to the tourism sector. The digital platforms can characterize the new sector' phase. Despite this, the sector highlight deeply differences in terms of analysis and knowledge both at theoretical and operative level. The present study of a systematic literature review supported by multiple correspondence analysis highlight three different trajectories related to digital tourism platforms. The paper to provide a better understanding of platform competition research that contributes to our understanding of how platforms compete to produce and capture value in the tourist sector.

**Keywords:** digital platforms; tourism; systematic literature review; conceptual structure map

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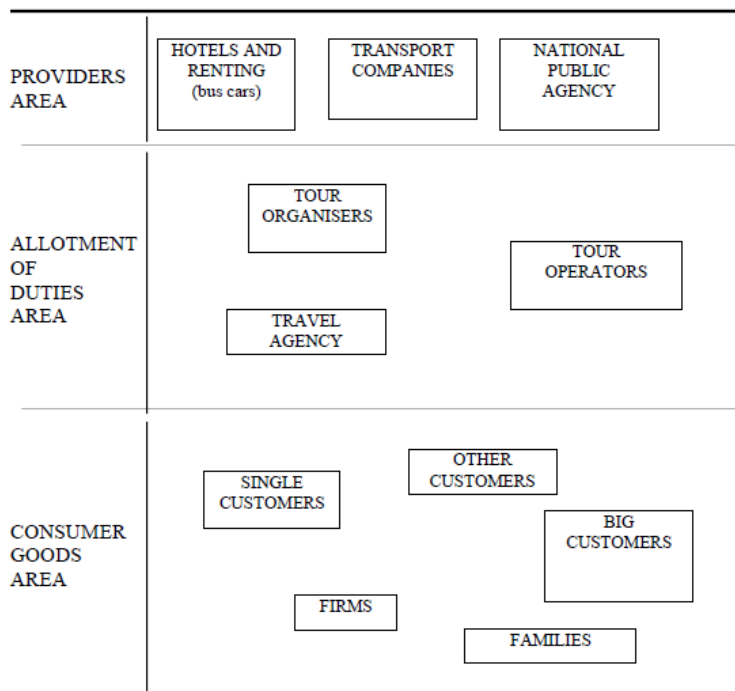
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**1. Introduction**

The tourism sector has been brutally affected by COVID-19 and the sector are leaving a negative both economic and social performance. Tourism businesses and workers are struggling against the economic crisis caused by the pandemic while many governments are applying specific measures for tourism. These measures are essential, but its positive effects will be in the long run time, in fact, the tourism sector, faces an economic crisis never known before. The decisions and actions are supported by digital platforms. It is interesting to note that in relation to accommodation, the peer-to-peer solution is a strategic pattern to support the sector. It is strategic for the tourism sector, invest in information management and to create a business value (Messeni et al 2020) of big data analytics, supported by digital global platforms. At this stage of organizational life is strategic to learn how to implement ICT. Tourism is a high-budget factor for the European States (European Commission, 2021).

The importance of the digitalization in tourism sector has underlined as part of the enactment of the digital economy program by European Commission and single States. The interaction between supply and demand using the digital platform, may contribute to create a renewed desire to travel. In order to evaluate the digital platforms the sector will be divided into three macro areas, see figure 1.



**Figure 1.** The Tourist sector

Source: our elaboration on WTO 2020

Providers’ area, allotment of duties area, consumer goods area, is useful for collecting the systematic literature review and understanding the trajectories first within the individual macro-areas and then, if they converge.

## 2. Theoretical background

The Systematic Literature Review (SLR) is well - known for other types of literature review primarily by a comprehensive literature search and specification of research questions that should be addressed (Keele, 2007). The SLR supported by multiple correspondence analysis (MCA) in order to estimate the strategic categories emerging from SLR and related to a specific area. The SLR, referring to the tourism sector, is significant in this phase to contribute both to theory and to operators in terms of knowledge and future decisions (Marino et al 2021). The digital tourist platforms are changing the perception of sector. The wide possibility to extend use and manage of ICT in the tourism sector underline the importance of artificial intelligence and robotics that are changing organizational routine (Marino et al 2021a), typologies of consumption, production and service delivery (Marino et al 2021c), management of tourism destinations. Following this research steam, the relationship between digital platforms and entrepreneurship considered strategic to improve technological and organizational variables (Nassar et al, 2021).

Furthermore, from other conceptual research emerged that to implement digital platforms in the sector, requires working in alignment, coordination, and co-creation. Implementing digital platform governance means to change the information system at all three-macro areas of the tourism sector as displays in figure 1. ICTs (Marino et al 2021b), transforms this wave of research, shifting attention in this sector to the use of digital platforms, their sharing and related elements of competition, both globally and within the same region with a high tourist vocation. The macro areas proposed in Figure 1 are still present to the attention of theoretical and operational studies concerning the tourism sector in terms of ICT tools and its declinations. This approach it is useful for accumulating knowledge in the context of the implementation of digital technologies within organizations. In order to develop the study, the methodology will help select and process the collected data.

## 3. Methodology

A SLR is a specific type of literature reviews characterized by:

- A specification of research questions that should be addressed;
- A comprehensive and unbiased search for the relevant literature;
- An explicit definition of inclusion and exclusion criteria;

We conducted our SLR in several stages:

- Formulating the research questions
- Extracting and filtering papers
- Defining evaluation and comparison criteria
- Presenting and discussing the obtained results

The remainder of this section describes the details of each stage

### 3.1 Formulating the research questions

The specification of research questions (RQs) is the most important part of any SLR as they guide authors throughout the review process. The RQs in our SLR formulated as follows:

RQ1: What are the areas and goals targeted by digital tourism platforms these last years?

RQ2: What are the formats used for the representation of digital tourism platforms?

RQ3: Do the proposed digital tourism platforms comply with the implementation mechanism specified by the UNWTO?

RQ4: How is digital tourism platforms demonstrated and evaluated?

### 3.2 Formulating the research questions

The extraction and filter of papers supported by multiple correspondence analysis (MCA) in order to create a conceptual structure map (Pagès, 2014). The software of the data analysis is the Statistical Package for the Social Sciences (SPSS) version 26.0. The final search string structured as follows: Search string = (“Tourism” OR “Digital Platforms” AND “Applic\*” OR “Delsol\*” OR “Standa\*” OR “Custom\*” OR “System”). We use several databases and search tools like Web of Science, Scopus, Science Direct, Google Scholar, IEEE Digital Library. Our SLR targets all digital tourism platforms published over the time of December 2019 – February 2021 in journals, conference/workshop proceedings, and book chapters. For this, we filtered the obtained papers according to the following exclusion criteria:

- Papers published before the considered period;
- Papers that are not published in journals, conference/workshop proceedings, and book chapters such as master and doctoral theses;
- Papers that do not propose a digital tourism platform in the three macro areas considered;
- Papers written in a language other than English;
- Papers that describe the same digital tourism platforms in the same way.

Filtering has greatly reduced the number of papers. In fact, after the paper collection, we obtained 193 papers. However, we have kept the papers that propose a digital tourism platform, whether it is a primary or secondary contribution. Accordingly, a set of 137 papers (Annex) retained for an in-depth examination in our SLR. Figure 2, displays the main steps of paper extraction and filtering process.

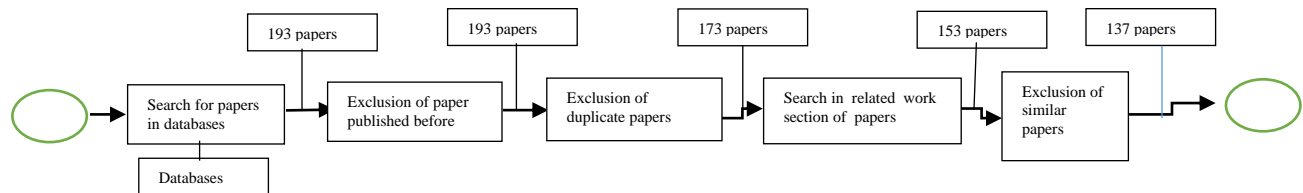


Figure 2. Process of paper extraction and filtering

Source: our elaboration

### 3.3 Defining evaluation and comparison criteria

In order to evaluate and compare the digital tourism platforms, we have defined the following criteria:

- Publication type: journal, conference/workshop proceeding, book chapter.
- Aim: indicates the reason for which the topic was proposed or the problem that it solves.
- Category: we defined two categories. The first is a particular domain of tourism: providers, allotment of duties, consumer goods. The second that aims to improve the performance: e.g., cost, security, compliance, quality. The extensions of the second category are independent of a specific domain but used in any domain.
- Digital platforms related to software: specifies the version of the software.
- Digital tourism platform name: indicates whether a name assigned to the proposed solution.
- Main domain: Designates the main domain targeted by a platform knowing.
- Demonstration: indicates whether a platform demonstrated through an operational example.

- Digital platform modality: mentions whether technologies has been implemented either by integrating it into an existing tool or by developing a new tool.
- Evaluation: specifies for each tool whether evaluated and which method used for the evaluation.
- Conformity: determines whether a platform complies with the ISO standard.

We define for each digital tourism platform the publication type ('J' for the journal, 'C' for conference or workshop and 'Ch' for chapter), the main purpose of the platform as well as the category ('Imp' for improvement and 'SD' for specific- domain).

#### **4. Results**

It is possible to note, that the majority of 137 publications type is in Journals, 120 (Table 1). We can explain this by the fact that tourism: providers, allotment of duties, consumer goods and digital platforms are consistent enough in terms of operative and theory contribution submitted to journals (Tables 2;3). In line with this, the distribution by category balanced between improvement and specific domain. Furthermore, tourism and digital platforms compared according to their name, main domain, demonstration, implementation, and evaluation. It is interesting to note that few documents 15/137 indicate the name of digital platforms, in terms of brand and tools. This is possible, considering the indirect advertising that can result. Furthermore, more than 50% of paper, have indicated domain. The domain relates to specific applications and big data communication. The papers that have indicate the domain also contain the demonstration, more than 50%. The digital platforms relate to the destination, while in a few papers there is not an evaluation approach. In addition, also in terms of theory and model, interesting information emerging related to both key factors: providers, allotment of duties, consumer goods, destination, and bottlenecks. The demonstration, implementation and evaluation, within destination are, also strictly linked to, SLR considered. These reasons highlight that all variables considered in functional properties in studies considered. The ICTs is among the most targeted areas (Marino et al., 2021).

In addition, digital platform is highly regulated by the private sector with a low level of standard e.g., ISO. However, 23/137, papers, make the comparison of digital tourism platform to their conformity and related it with ISO standard, recommendations, reused, customized, extend. It is possible to observe, that recommendation and customization are present only in 23 documents. Despite these difficulties, SLR helps to understand it: only 33/137 studied and with the results of individual works, they compared with those of other platform typologies. Furthermore all protocols use the recommended tools, although, case studies in different contexts are little explored and as a result, absentee comparisons. After to have elaborated the SLR, and extract the categories, is possible to match it with the support of the MCA analysis. The matching is related the three-macro areas considered. The Figure 3, highlight related to three macro areas, the categories present in SLR analyzed. Starting from Figure 3 is possible to identify three clusters:

- i) providers' area (at the top left),
- ii) allotment of duties (on the lower left)
- iii) Consumer goods area (on the lower right).

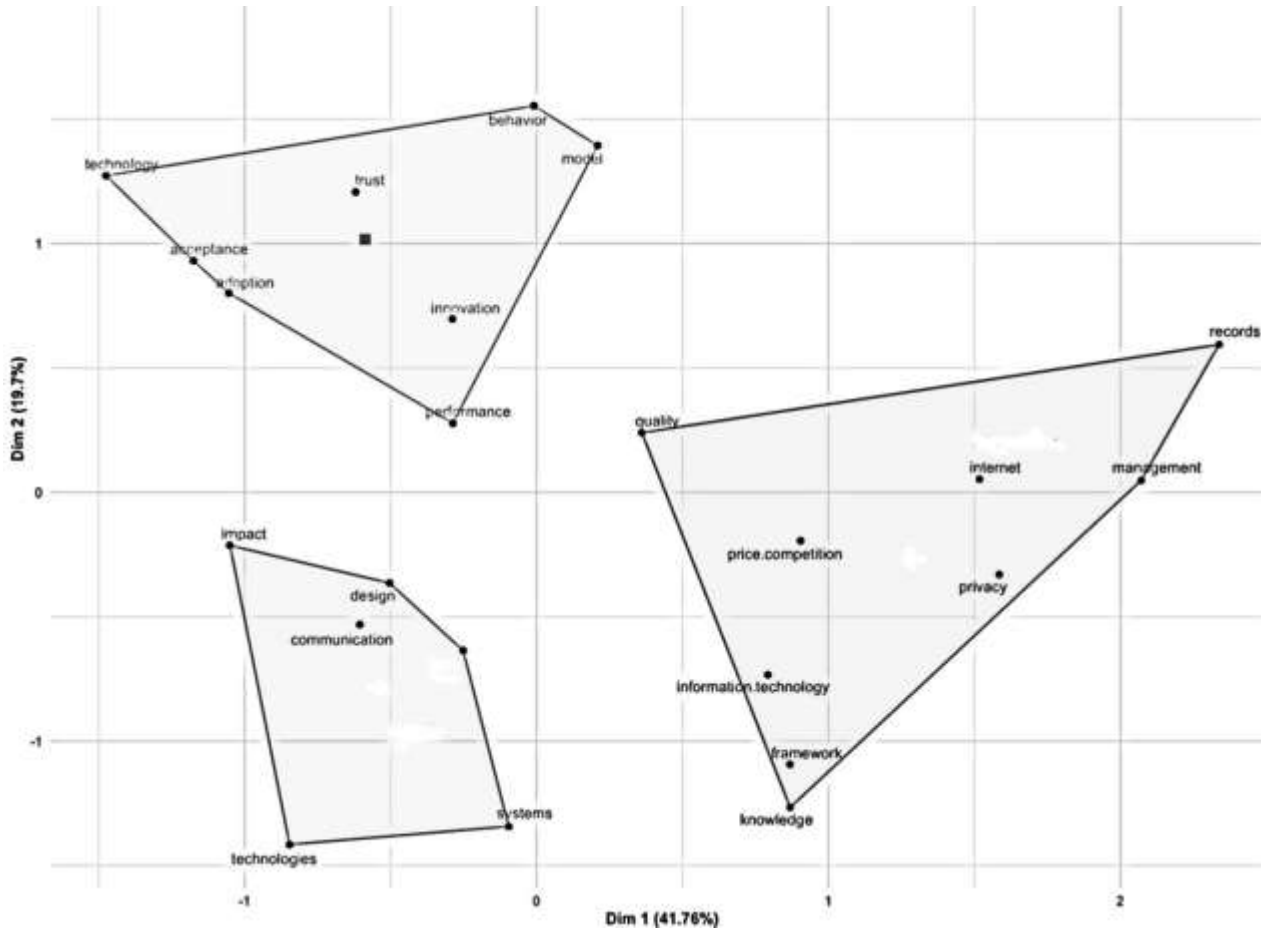


Figure 3. MCA analysis elaborating categories of SRL

Source: our elaboration

### 5. Discussion

The general consideration is related to different topics each to other linked, but only within the same area. There are not correspondences between the diversity of platforms used, the specificities of connected sites, and if there are or not, lack of systems integration that make difficult to adopt the platform. The absence in the literature of this comparison between the three areas makes it more difficult for researchers and operators to accumulate knowledge of the sector. There is also an economic point of view lack related to digital platforms and investment to sustain it. This lack is present in all three considered areas. The specific consideration is that in providers' area, the decision to use digital tourist platforms depends how platforms can affect customers' behavior. Model and technology is strictly linked to customers' behavior in provides area. The least studied categories between technology and performance are acceptance and adoption. The third, there is not a correspondence for trust and innovation. These two categories are weakness related to the others and among them. The least studied are the National Public Agency, as reported in Figure 1. Analyzing allotment of duties, in which no category exceeds zero for both axes, impactful displays the correspondence with system and in addition to missing there is a design. At the same time between impact and technology, there are no correspondences. The communication in allotment of duties has no correspondence with the other categories, may be interesting to study, how to improve the communication channels of digital platform development that meet information from customers and destinations.

This topic studied as a single category in this area. The tour organizers as reported in Figure 1, are the least studied. Analyzing consumer goods area with the highest number of categories on the lower right, displays four corners: quality, records, management and knowledge.

The relationship between them concern management that is sharing between records and knowledge. The correspondence analysis linked to consumer goods area displays also the highest number of categories without correspondences. The least studied is price competition and internet, that is the technical dimension, while, information technologies, and privacy have been studied but not always in relation to others categories. The framework, sector structure also but with more correspondences with knowledge. The categories least studied in this are the families. Starting from these assumptions may be interesting verify in providers' area, if these behaviors are reinforced by trust in the digital service. In SLR and related MCA this correspondence is not verified. Furthermore, if digital technology is convenient for the firms, and easy to use to the customers, should be affect trust topic. The trust is a strategic variable to create value in the tourism sector. Furthermore, research experiences related to the trust and digital economy can supported to develop of this topic in the tourism sector. In the area of allotment of duties, there is a contribution lack linked to the role of intermediaries. Furthermore, the overcome of this lack can contribute to the knowledge of this intermediate area that affected by the quality of service. The digital tourism platforms in this area can support a better data access, as well as accessibility, availability, and compatibility of destinations and its tools. Although most of the literature focuses on digital platforms by customers, tourist professionals may also be reluctant or favorable to its adoption. Can be interesting to develop this topic in allotment duty area.

## 6. Conclusion

The topic is part of a future research agenda as complex and inter sectorial systems of information and organization, can improve the firm performance, individuals and groups decisions within tourism sector. Following this research agenda, the studies should make more effort on the topic, by integrating it into a theory and model in order to prove its feasibility. Based on these indications, the topic has yet discussed and deepened, bringing to a synthesis the different experiences gained in the field by both operators and researchers.

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Annex

Table 1. Comparison of digital tourism platform and their publication type, aim, and category

Digital Tourism platform	Publication Type	Aim	Category
1. Almeida-Santana et al. 2020	J	The Authors, identify, main digital platforms inter-organizational research opportunities modeled through an evaluation approach	ICT
2. Kayumovich 2020	J	The Author, identify, the main opportunities for the application of automation in tourism care contexts	SD
3. Hunt, et al. 2019	J	The Authors, identify, the main phases of implementation of the technologies in e tourism contexts	SD
4. Alves et al 2020	Ch	The Authors develop a planning tourism promotion programs with information technologies	ICT
5. Talon-Ballesterro et al 2019	J	The Authors study the information and communication technologies applied in tourism contexts	SD
6. Wu 2020	C	The Author study applied information and communication technologies and economic dynamics in tourism contexts	SD
7. Pencarelli, 2020	J	The Author develop information technologies applications applied to the tourism environment	SD
8. Fereidouni, et al., 2019	C	Authors highlight difficulties in implementing digital tourism platform	SD
9. Lopez-Cordova 2020	Ch	The Author highlight the difficulties in implementing digital tourism platform in relation to value creation	ICT
10. Poux, et al. 2020	J	The Authors highlight the economic dynamics of the digital tourism platform	Adp
11. Pradhan et al 2019	C	The Authors highlight the evolution of skills and related gaps in the use of digital tourism platform	Imp
12. Ketter, 2020	J	The Authors highlight the evolution of skills and related gaps of digital tourism contexts	SD
13. Balula, et al., 2019	J	The Authors highlight the interventions necessary to use digital tourism platform	SD
14. Ardito et al., 2019	C	The Authors highlight the interventions necessary in the implementation of digital tourism platform for the creation of value	Adp
15. Remoaldo et al. 2020	J	The Authors measured the benefits of tourist services using information technology	ICT
16. Minca et al., 2019	J	The Authors measure the benefits of digital tourist platforms and related technologies	Adp
17. Ziyadin et al., 2019	J	The Authors measure the benefits of information technology in tourism contexts	SD
18. Cassia et al., 2020	J	The Authors identify factors determining the success and failure of digital tourism	Imp
19. Sharafutdinov et al 2020	J	The Authors identify key components determining the success and failure digital tourism platform	ICT
20. McGinnis et al 2020	J	The Authors identify key components beyond adoption digital tourism platforms	SD
21. Frolova et al 2019	J	The Authors identify models and theories related to digital tourism platforms	SD
22. Nikolskaya et al., 2019	J	The Authors identify key factors design of digital tourism platforms	SD
23. Mkwizu, 2019	J	The Authors study digital tourism to improve tourism literacy	SD
24. Styvén et al 2019	J	The Authors study digital tourism platforms to improve tourism professionalities	SD
25. Alghizzawi et al., 2019	C	The Authors study digital tourism platform evaluation	ICT
26. Bassano et al., 2019	J	The Authors study the relationship between innovation and digital tourism platform evaluation	Adp
27. Duignan et al., 2019	J	The Authors study cultural orientations and information systems success in public and private tourism areas	SD
28. Xiao 2019	J	The Authors study the development of digital tourism platforms and specific applications	Adp
29. Tarazona-Montoya et al., 2020	J	The Authors study software applications related to digital tourism platforms	Imp
30. Alghizzawi, 2019	J	The Author identify the interventions to promote digital tourism platforms	Adp
31. Moreno et al., 2020	J	The Authors study the impact of digital tourism platform in tourism contexts	SD
32. Reyes-Menendez, et al., 2019	J	The Authors study behavior change in digital tourism platforms	Adp
33. Kazandzhieva, et al., 2019	J	The Authors study tourism and quality service in digital tourism	SD
34. Casillo et al., 2019	J	The Authors study innovation technologies in tourism sector	SD
35. Nusair 2020	J	The Author study technologic change and implications for tourism sector	ICT
36. Hsieh et al., 2019	J	The Authors identify key factors from digital tourism	ICT
37. Treiblmaier et al., 2019	Ch	The Authors study the complexity of digital tourism platforms	Imp
38. Bu et al., 2020	C	The Authors study the complexity of digital tourism platforms	SD
39. Wali et al., 2019	J	The Authors study barriers and facilitators to the implementation of digital tourism platforms	SD
40. Casais et al., 2020	J	The Authors study behavioral intervention technologies	ICT
41. Pearce et al., 2020	J	The Authors study digital tourism platforms identifying key factors to improve outcome and resources	SD
42. Plantin et al., 2019	J	The Authors study digital tourism platforms identifying key factors to improve services and resources	SD
43. Rotta et al., 2019	J	The Authors study digital tourism platforms in tourism contexts	SD
44. Khudoyberdievich 2020	J	The Author measure digital tourism platforms in tourism contexts	SD
45. Bourliataux-Lajoinie et al., 2019	J	The Authors measure digital tourism platforms related to projects	Imp
46. Lazar 2019	J	The Author measure digital tourism platforms related to service outcomes	Adp
47. Dewi 2020	Ch	The Author highlight the global diffusion of technologies in tourism sector	ICT

48.	Diniz et al., 2019	J	The Authors identify digital tourism platforms assessment factors	Adp
49.	Magano et al., 2020	J	The Authors study innovation technologies and its application on digital tourism platforms	SD
50.	Kontogianni et al., 2020	J	The Authors, identify, main e health inter-organizational research opportunities modeled through an evaluation approach	Adp
51.	Mohan et al 2019	J	The Authors, identify, the main opportunities for the application of automation in digital tourism platforms contexts	SD
52.	Ricart et al., 2020	J	The Authors, identify, the main phases of implementation of the technologies in e digital tourism platforms contexts	SD
53.	Benckendorff, et al., 2019	Ch	The Authors develop a planning digital tourism platforms promotion programs with information technologies	ICT
54.	Bissell 2020	J	The Author study the information and communication technologies applied in digital tourism platforms contexts	SD
55.	Suherlan et al 2019	C	The Author study applied information and communication technologies and economic dynamics in digital tourism platforms contexts	SD
56.	Guerriero et al., 2019	J	The Authors develop information technologies applications applied to the digital tourism platforms environment	SD
57.	Cardelwood et al., 2019	C	Authors highlight difficulties in implementing digital tourism platforms	Imp
58.	Popkova et al., 2020	Ch	The Author highlight the difficulties in implementing digital tourism platforms in relation to value creation	Adp
59.	Dexeus 2019	J	The Author highlight the economic dynamics of the digital tourism	ICT
60.	Azhar et al., 2019	C	The Authors highlight the evolution of skills and related gaps in the digital tourism platforms	Adp
61.	Gaberli 2019	J	The Author highlight the evolution of skills and related gaps of the digital tourism platforms	SD
62.	Robertson et al., 2020	J	The Authors highlight the interventions necessary linked to the digital tourism platforms in tourism areas	SD
63.	Grubor et al., 2019	C	The Authors highlight the interventions necessary in the implementation of digital tourism platforms for to create value	Imp
64.	Urquhart 2019	J	The Author measured the benefits of tourism areas using information technology	ICT
65.	Eferin et al., 2019	J	The Authors measure the benefits of destination programs and related technologies	SD
66.	Mulyana et al., 2020	J	The Authors measure the benefits of information technology in destination contexts	SD
67.	Gil et al., 2019	J	The Authors identify factors determining the success and failure of destination interventions	SD
68.	Pelet et al., 2019	J	The Author identify key components determining the success and failure of destination interventions	Imp
69.	Peceny et al., 2019	J	The Authors identify key components beyond adoption of digital tourism platforms	Adp
70.	Yarchi et al., 2019	J	The Authors identify models and theories related to digital tourism	ICT
71.	Nilashi et al., 2019	J	The Authors identify key factors design and implementation of digital tourism platforms	ICT
72.	Saura et al., 2020	J	The Authors study the relationship between digital tourism platforms and destination	SD
73.	Ye et al., 2020	J	The Authors study digital tourism platforms to improve tourism professionalities	Adp
74.	Malik et al., 2019	C	The Authors study digital tourism platforms evaluation	ICT
75.	Li et al 2020	J	The Authors study the relationship between destination and digital tourism platforms evaluation	ICT
76.	Antony et al., 2019	J	The Authors study cultural orientations and information systems success in public and private tourism areas	SD
77.	Schnauber-Stockmann, et al 2020	J	The Authors study the development of digital tourism platforms applications	Imp
78.	Nam et al., 2019	J	The Authors study software applications related to digital tourism	ICT
79.	Salerno 2019	J	The Author identify the interventions to promote digital tourism	ICT
80.	Aithal et al., 2019	J	The Authors study the impact of digital tourism platforms in destination contexts	SD
81.	Henver et al., 2019	J	The Authors study behavior change in the destination	Imp
82.	Sang et al., 2019	J	The Authors study digital tourism platforms and quality in tourism services	SD
83.	Champion et al., 2020	J	The Authors study innovation technologies and digital tourism platforms context	SD
84.	Arenas et al., 2019	J	The Authors study technologic change and implications for destinations	Adp
85.	Chan et al., 2020	J	The Authors identify key factors from digital tourism platforms implementation	Imp
86.	Nyurenberger et al., 2019	Ch	The Authors study the complexity of digital tourism platforms Implementation	Adp
87.	Pesonen et al., 2019	C	The Authors study the complexity of the digital tourism platforms	SD
88.	Stors 2020	J	The Author study barriers and facilitators to the implementation of digital tourism platforms services	SD
89.	Muhammedrisaevna et al., 2020	J	The Authors study behavioral intervention technologies	ICT
90.	Xu et al 2020	J	The Authors study digital tourism platforms identifying key factors to improve outcome and resources	SD
91.	Veloso et al., 2019	J	The Authors study digital tourism platforms identifying key factors to improve services and resources	SD
92.	Ballina et al., 2019	J	The Authors study digital tourism platforms contexts	SD
93.	Kumar et al., 2020	J	The Authors measure digital tourism platforms implementation in destination	SD
94.	Adeola et al., 2020	J	The Authors measure digital tourism platforms related to projects	ICT
95.	Patwary et al., 2020	J	The Authors measure digital tourism platforms related to service outcomes	Adp
96.	Komminos et al., 2019	Ch	The Authors highlight the global diffusion of digital tourism platforms	Imp
97.	Mishara et al., 2020	J	The Authors identify destination assessment factors	Adp
98.	Elkins 2019	J	The Author study innovation technologies and its application in tourism contexts	SD
99.	Lee et al., 2019	J	The Authors, identify, main tourism area inter-organizational research opportunities modeled through an evaluation approach	Adp
100.	Baronian 2020	J	The Author, identify, the main opportunities for the application of automation in destinations	SD

	J		
101. Mandic et al., 2019	J	The Authors, identify, the main phases of implementation of the technologies in tourism contexts	SD
102. Aloisi 2019	Ch	The Author develop a planning destination promotion programs with information technologies	ICT
103. Vera et al., 2019	J	The Authors study the information and communication technologies applied in tourism contexts	SD
104. Baber et al., 2019	C	The Author study applied information and communication technologies and economic dynamics in tourism areas	SD
105. Sigalat-Signes et al., 2020	J	The Authors develop information technologies applications applied to the tourism environment	SD
106. Rzevski 2019	C	Author highlight difficulties in implementing digital tourism platforms	Imp
107. Neidhardt et al., 2020	Ch	The Author highlight the difficulties in implementing digital tourism platforms in relation to value creation	Adp
108. Ramos et al., 2020	J	The Authors highlight the economic dynamics of the implementation of the digital tourism platforms	Adp
109. Polukhina et al., 2019	C	The Authors highlight the evolution of skills and related gaps in the implementation of the digital tourism platforms	Imp
110. Ortega et al., 2020	J	The Authors highlight the evolution of skills and related gaps in the implementation of the digital tourism platforms	SD
111. Cavalheiro et al., 2020	J	The Author highlight the interventions necessary in the implementation of the digital tourism platforms	SD
112. Tsokota et al., 2019	C	The Authors highlight the interventions necessary in the implementation of the digital tourism platforms for the creation of value	Imp
113. Trunfio et al., 2019	J	The Authors measured the benefits of destination using information technology	ICT
114. Gomez – Oliva et al., 2019	J	The Authors measure the benefits of the digital tourism platforms programs and related technologies	ICT
115. Stankov et al., 2019	J	The Authors measure the benefits of information technology in digital tourism platforms contexts	SD
116. Hanafiah et al 2019	J	The Authors identify factors determining the success and failure of the digital tourism platforms interventions	Imp
117. Spencer 2019	J	The Author identify key components determining the success and failure of the digital tourism platforms interventions	Imp
118. Hossain et al., 2019	J	The Authors identify key components beyond adoption of the digital tourism platforms	Adp
119. Zach et al., 2020	J	The Authors identify models and theories related to digital tourism platforms implementation	Imp
120. Lo et al., 2019	J	The Authors identify key factors design and implementation of the digital tourism platforms	Imp
121. Lam et al., 2020	J	The Authors study digital tourism platforms to improve tourism' areas	Adp
122. Karya et al., 2019	J	The Authors study digital tourism platforms to improve tourism sector	Imp
123. Fatimah et al., 2019	C	The Authors study digital tourism platforms evaluation	Adp
124. Baser et al., 2019	J	The Authors study the relationship between innovation and digital tourism platforms evaluation	Imp
125. Law et al., 2019	J	The Authors study cultural orientations and information systems success in public and private areas	SD
126. Pongiantopoulou et al., 2019	J	The Authors study the development of digital tourism platforms applications	App
127. Rallan et al., 2020	J	The Authors study software applications related to digital tourism platforms	Adp
128. Khatri 2019	J	The Author identify the interventions to promote digital tourism platforms	Adp
129. Aslam 2020	J	The Authors study the impact of e Health in health care contexts	SD
130. Ankomah et al., 2019	J	The Authors study behavior change in the digital tourism platforms	App
131. Myat et al., 2019	J	The Authors study e Health and quality in health care	SD
132. Morales Urrutia et al., 2019	J	The Authors study innovation technologies and tourism context	SD
133. Koutsi et al., 2019	J	The Authors study technologic change and implications for digital tourism platforms	Imp
134. Gaffar et al., 2019	J	The Authors identify key factors from digital tourism platforms	Adp
135. Hassan et al., 2020	Ch	The Authors study the complexity of the digital tourism platforms	Adp
136. Shrestha et al., 2020	C	The Authors study the complexity of the digital tourism platforms	SD
137. Rondovic et al., 2019	J	The Authors study barriers and facilitators to the adoption of the digital tourism platforms	SD

Legend: 'J' for the journal, 'C' for conference or workshop and 'Ch' for chapter. 'Imp' for improvement and 'SD' for specific- domain, Adp for Acknowledge of digital platforms

**Table 2.** Comparison of digital tourism platform to their Authors, digital platform name, domain, demonstration, adoption, and evaluation

Authors	Digital Tourism Platforms	Domain	Demonstration	Adoption	Evaluation
Almeida-Santana et al. 2020	NA	NA	NA	Theory and Model	Cwa
Kayumovich 2020	Yes	NA	NA	Destination	Cwa
Hunt, et al. 2019	Yes	NA	NA	Destination	Cwa
Alves et al 2020	NA	NA	NA	Theory and Model	Cwa

Talon-Ballesteros et al 2019	Yes	NA	NA	Destination	Cwa
Wu 2020	NA	NA	NA	Theory and Model	Cwa
Pencarelli, 2020	Yes	Blockchain	Yes	Destination	Cwa
Fereidouni, et al., 2019	NA	NA	NA	Theory and Model	Cwa
Lopez-Cordova 2020	NA	NA	NA	Theory and Model	Cwa
Poux, et al. 2020	NA	NA	NA	Theory and Model	Cwa
Pradhan et al 2019	NA	NA	NA	Theory and Model	NA
Ketter, 2020	Yes	NA	Yes	Destination	Cwa
Balula, et al., 2019	NA	NA	NA	Theory and Model	NA
Ardito et al., 2019	NA	NA	NA	Theory and Model	Cwa
Remoaldo et al, 2020	Yes	NA	Yes	Destination	Cwa
Minca et al., 2019	NA	NA	NA	Theory and Model	NA
Ziyadin et al., 2019	Yes	SW	Yes	Destination	Cwa
Cassia et al., 2020	NA	NA	NA	Theory and Model	Cwa
Sharafutdinov et al 2020	Yes	SW	Yes	Destination	Cwa
McGinnis et al 2020	NA	NA	NA	Theory and Model	Cwa
Frolova et al 2019	NA	NA	NA	Theory and Model	Cwa
Nikolskaya et al., 2019	Yes	SW	Yes	Destination	NA
Mkwizu, 2019	NA	NA	NA	Theory and Model	Cwa
Styvén et al 2019	Yes	SW	Yes	Destination	Cwa
Alghizzawi et al., 2019	Yes	SW	Yes	Destination	Cwa
Bassano et al., 2019	NA	NA	NA	Theory and Model	Cwa
Duignan et al., 2019	NA	NA	NA	Theory and Model	Cwa
Xiao 2019	Yes	SW	Yes	Destination	NA
Tarazona-Montoya et al., 2020	Yes	SW	Yes	Destination	Cwa
Alghizzawi, 2019	NA	NA	NA	Theory and Model	Cwa
Moreno et al., 2020	NA	NA	NA	Theory and Model	Cwa
Reyes-Menendez, et al., 2019	NA	SW	Yes	Destination	Cwa
Kazandzhieva, et al., 2019	NA	NA	NA	Theory and Model	Cwa
Casillo et al., 2019	Yes	Big Data	Yes	Destination	Cwa
Nusair 2020	NA	NA	NA	Theory and Model	NA
Hsieh et al., 2019	NA	Big Data	Yes	Destination	Cwa
Treiblmaier et al., 2019	NA	NA	NA	Theory and Model	Cwa
Bu et al., 2020	Yes	SW	Yes	Destination	Cwa
Wali et al., 2019	NA	NA	NA	Theory and Model	Cwa
Casais et al., 2020	NA	NA	NA	Theory and Model	Cwa
Pearce et al., 2020	Yes	Big Data	Yes	Destination	Cwa
Plantin et al., 2019	NA	NA	NA	Theory and Model	Cwa
Rotta et al., 2019	Yes	Big Data	Yes	Destination	NA
Khudoyberdievich 2020	NA	Big Data	Yes	Destination	Cwa
Bourliataux-Lajoinie et al., 2019	NA	Big Data	Yes	Destination	Cwa
Lazar 2019	NA	NA	NA	Theory and Model	Cwa
Dewi 2020	NA	NA	NA	Theory and Model	Cwa
Diniz et al., 2019	Yes	NA	Yes	Destination	Cwa
Magano et al., 2020	Yes	SW	Yes	Destination	Cwa
Kontogianni et al., 2020	NA	NA	NA	Theory and Model	Cwa
Mohan et al 2019	Yes	Big Data	Yes	Destination	Cwa
Ricart et al., 2020	Yes	Big Data	Yes	Destination	Cwa
Benckendorff, et al., 2019	NA	NA	NA	Theory and Model	Cwa
Bissell 2020	Yes	Yes	Yes	Destination	Cwa
Suherlan et al 2019	NA	NA	NA	Theory and Model	Cwa
Guerrero et al., 2019	Yes	Blockchain	Yes	Destination	Cwa
Cardelwood et al., 2019	NA	NA	NA	Theory and Model	Cwa
Popkova et al., 2020	NA	NA	NA	Theory and Model	Cwa
Dexeus 2019	NA	NA	NA	Theory and Model	Cwa
Azhar et al., 2019	NA	NA	NA	Theory and Model	NA
Gaberli 2019	Yes	SW	Yes	Destination	Cwa
Robertson et al., 2020	NA	NA	NA	Theory and Model	NA
Grubor et al., 2019	NA	NA	NA	Theory and Model	Cwa
Urquhart 2019	Yes	SW	Yes	Destination	Cwa
Eferin et al., 2019	NA	NA	NA	Theory and Model	NA
Mulyana et al., 2020	Yes	Big Data	Yes	Destination	Cwa
Gil et al., 2019	NA	NA	NA	Theory and Model	Cwa
Pelet et al., 2019	Yes	Big Data	Yes	Destination	Cwa
Peceny et al., 2019	NA	NA	NA	Theory and Model	Cwa
Yarchi et al., 2019	NA	NA	NA	Theory and Model	Cwa
Nilashi et al., 2019	Yes	SW	Yes	Destination	NA
Saura et al., 2020	NA	NA	NA	Theory and Model	Cwa
Ye et al., 2020	Yes	SW	Yes	Destination	Cwa
Malik et al., 2019	Yes	Big Data	Yes	Destination	Cwa

Li et al 2020	NA	NA	NA	Theory and Model	Cwa
Antony et al., 2019	NA	NA	NA	Theory and Model	Cwa
Schnauber-Stockmann, et al 2020	Yes	SW	Yes	Destination	NA
Nam et al., 2019	Yes	SW	Yes	Destination	Cwa
Salerno 2019	NA	NA	NA	Theory and Model	Cwa
Aithal et al., 2019	NA	NA	NA	Theory and Model	Cwa
Henver et al., 2019	NA	Big Data	Yes	Destination	Cwa
Sang et al., 2019	NA	NA	NA	Theory and Model	Cwa
Champion et al., 2020	Yes	Big Data	Yes	Destination	Cwa
Arenas et al., 2019	NA	NA	NA	Theory and Model	NA
Chan et al., 2020	NA	SW	Yes	Destination	Cwa
Nyurenberger et al., 2019	NA	NA	NA	Theory and Model	Cwa
Pesonen et al., 2019	Yes	SW	Yes	Destination	Cwa
Stors 2020	NA	NA	NA	Theory and Model	Cwa
Muhammedrisaevna et al., 2020	NA	NA	NA	Theory and Model	Cwa
Xu et al 2020	Yes	Big Data	Yes	Destination	Cwa
Veloso et al., 2019	NA	NA	NA	Theory and Model	Cwa
Ballina et al., 2019	Yes	SW	Yes	Destination	NA
Kumar et al., 2020	NA	SW	Yes	Destination	Cwa
Adeola et al., 2020	NA	Big Data	Yes	Destination	Cwa
Patwary et al., 2020	NA	NA	NA	Theory and Model	Cwa
Komminos et al., 2019	NA	NA	NA	Theory and Model	Cwa
Mishara et al., 2020	Yes	NA	Yes	Destination	Cwa
Elkins 2019	Yes	SW	Yes	Destination	Cwa
Lee et al., 2019	NA	NA	NA	Theory and Model	Cwa
Baronian 2020	Yes	SW	Yes	Destination	Cwa
Mandic et al., 2019	Yes	App	Yes	Destination	Cwa
Aloisi 2019	NA	NA	NA	Theory and Model	Cwa
Vera et al., 2019	Yes	Yes	Yes	Destination	Cwa
Baber et al., 2019	NA	NA	NA	Theory and Model	Cwa
Sigalat-Signes et al., 2020	Yes	Blockchain	Yes	Destination	Cwa
Rzevski 2019	NA	NA	NA	Theory and Model	Cwa
Neidhardt et al., 2020	NA	NA	NA	Theory and Model	Cwa
Ramos et al., 2020	NA	NA	NA	Theory and Model	Cwa
Polukhina et al., 2019	NA	NA	NA	Theory and Model	NA
Ortega et al., 2020	YES	SW	Yes	Destination	Cwa
Cavalheiro et al., 2020	NA	NA	NA	Theory and Model	NA
Tsokota et al., 2019	NA	NA	NA	Theory and Model	Cwa
Trunfio et al., 2019	Yes	Big Data	Yes	Destination	Cwa
Gomez – Oliva et al., 2019	NA	NA	NA	Theory and Model	NA
Stankov et al., 2019	Yes	SW	Yes	Destination	Cwa
Hanafiah et al 2019	NA	NA	NA	Theory and Model	Cwa
Spencer 2019	Yes	SW	Yes	Destination	Cwa
Hossain et al., 2019	NA	NA	NA	Theory and Model	Cwa
Zach et al., 2020	NA	NA	NA	Theory and Model	Cwa
Lo et al., 2019	Yes	SW	Yes	Destination	NA
Lam et al., 2020	NA	NA	NA	Theory and Model	Cwa
Karya et al., 2019	Yes	Big Data	Yes	Destination	Cwa
Fatimah et al., 2019	Yes	SW	Yes	Destination	Cwa
Baser et al., 2019	NA	NA	NA	Theory and Model	Cwa
Law et al., 2019	NA	NA	NA	Theory and Model	Cwa
Pongiantopoulou et al., 2019	Yes	SW	Yes	Destination	NA
Rallan et al., 2020	Yes	SW	Yes	Destination	Cwa
Khatri 2019	NA	NA	NA	Theory and Model	Cwa
Aslam 2020	NA	NA	NA	Theory and Model	Cwa
Ankomah et al., 2019	NA	Big Data	Yes	Destination	Cwa
Myat et al., 2019	NA	NA	NA	Theory and Model	Cwa
Morales Urrutia et al., 2019	Yes	Big Data	Yes	Destination	Cwa
Koutsi et al., 2019	NA	NA	NA	Theory and Model	NA
Gaffar et al., 2019	NA	SW	Yes	Destination	Cwa
Hassan et al., 2020	NA	NA	NA	Theory and Model	Cwa
Shrestha et al., 2020	Yes	SW	Yes	Destination	Cwa
Rondovic et al., 2019	NA	NA	NA	Theory and Model	Cwa

Legend: Cwa for Comparison with other approaches, NA for Not Available

**Table 3.** Comparison of digital tourism platforms to their application in providers' area, allotment of duty and consumer goods are: standard, recommendations, reused, customized, extended

Authors	Conformity	Standar	Recommendations	Reused	Customized	Extended
Almeida-Santana et al. 2020	NA	NA				
Kayumovich 2020	Yes	Yes	X		X	X
Hunt, et al. 2019	Yes	Yes	X	X	X	X
Alves et al 2020	NA	NA				
Talon-Ballestero et al 2019	Yes	Yes	X		X	
Wu 2020	NA	NA				
Pencarelli, 2020	Yes	NA			X	X
Fereidouni, et al., 2019	NA	NA				
Lopez-Cordova 2020	NA	NA				
Poux, et al. 2020	NA	NA				
Pradhan et al 2019	NA	NA				
Ketter, 2020	Yes	Yes	X	X	X	X
Balula, et al., 2019	NA	NA				
Ardito et al., 2019	NA	NA				
Remoaldo et al, 2020	Yes	Yes	X		X	X
Minca et al., 2019	NA	NA				
Ziyadin et al., 2019	Yes	Yes	X		X	X
Cassia et al., 2020	NA	NA				
Sharafutdinov et al 2020	Yes	Yes	X	X	X	X
McGinnis et al 2020	NA	NA				
Frolova et al 2019	NA	NA				
Nikolskaya et al., 2019	Yes	Yes	X	X	X	X
Mkwizu, 2019	NA	NA				
Styvén et al 2019	Yes	Yes	X		X	X
Alghizzawi et al., 2019	Yes	Yes	X		X	X
Bassano et al., 2019	NA	NA				
Duignan et al., 2019	NA	NA				
Xiao 2019	Yes	Yes	X		X	X
Tarazona-Montoya et al., 2020	Yes	Yes	X	X	X	X
Alghizzawi, 2019	NA	NA				
Moreno et al., 2020	NA	NA				
Reyes-Menendez, et al., 2019	NA	Yes	X		X	X
Kazandzhieva, et al., 2019	NA	NA				
Casillo et al., 2019	Yes	Yes	X	X	X	X
Nusair 2020	NA	NA				
Hsieh et al., 2019	NA	Yes	X		X	X
Treiblmaier et al., 2019	NA	NA				
Bu et al., 2020	Yes	Yes	X		X	X
Wali et al., 2019	NA	NA				
Casais et al., 2020	NA	NA				
Pearce et al., 2020	Yes	Yes	X	X	X	X
Plantin et al., 2019	NA	NA				
Rotta et al., 2019	Yes	Yes	X	X	X	X
Khudoyberdievich 2020	NA	Yes	X		X	X
Bourliataux-Lajoinie et al., 2019	NA	Yes	X		X	X
Lazar 2019	NA	NA				
Dewi 2020	NA	NA				
Diniz et al., 2019	Yes	NA	X		X	X
Magano et al., 2020	Yes	Yes	X	X	X	X
Kontogianni et al., 2020	NA	NA				
Mohan et al 2019	Yes	Yes	X		X	X
Ricart et al., 2020	Yes	Yes	X	X	X	X
Benckendorff, et al., 2019	NA	NA				
Bissell 2020	Yes	Yes	X		X	
Suherlan et al 2019	NA	NA				
Guerrero et al., 2019	Yes	NA			X	X
Cardelwood et al., 2019	NA	NA				
Popkova et al., 2020	NA	NA				
Dexeus 2019	NA	NA				
Azhar et al., 2019	NA	NA				
Gaberli 2019	Yes	Yes	X	X	X	X
Robertson et al., 2020	NA	NA				
Grubor et al., 2019	NA	NA				
Urquhart 2019	Yes	Yes	X		X	X
Eferin et al., 2019	NA	NA				
Mulyana et al., 2020	Yes	Yes	X		X	X
Gil et al., 2019	NA	NA				



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Pelet et al., 2019	Yes	Yes	X	X	X	X
Pecený et al., 2019	NA	NA				
Yarchi et al., 2019	NA	NA				
Nilashi et al., 2019	Yes	Yes	X	X	X	X
Saura et al., 2020	NA	NA				
Ye et al., 2020	Yes	Yes	X		X	X
Malik et al., 2019	Yes	Yes	X		X	X
Li et al 2020	NA	NA				
Antony et al., 2019	NA	NA				
Schnauber-Stockmann, et al 2020	Yes	Yes	X		X	X
Nam et al., 2019	Yes	Yes	X	X	X	X
Salerno 2019	NA	NA				
Aithal et al., 2019	NA	NA				
Henver et al., 2019	NA	Yes	X		X	X
Sang et al., 2019	NA	NA				
Champion et al., 2020	Yes	Yes	X	X	X	X
Arenas et al., 2019	NA	NA				
Chan et al., 2020	NA	Yes	X		X	X
Nyurenberger et al., 2019	NA	NA				
Pesonen et al., 2019	Yes	Yes	X		X	X
Stors 2020	NA	NA				
Muhammedrisaevna et al., 2020	NA	NA				
Xu et al 2020	Yes	Yes	X	X	X	X
Veloso et al., 2019	NA	NA				
Ballina et al., 2019	Yes	Yes	X	X	X	X
Kumar et al., 2020	NA	Yes	X		X	X
Adeola et al., 2020	NA	Yes	X		X	X
Patwary et al., 2020	NA	NA				
Komminos et al., 2019	NA	NA				
Mishara et al., 2020	Yes	NA	X		X	X
Elkins 2019	Yes	Yes	X	X	X	X
Lee et al., 2019	NA	NA				
Baronian 2020	Yes	Yes	X		X	X
Mandic et al., 2019	Yes	Yes	X	X	X	X
Aloisi 2019	NA	NA				
Vera et al., 2019	Yes	Yes	X		X	
Baber et al., 2019	NA	NA				
Sigalat-Signes et al., 2020	Yes	NA			X	X
Rzevski 2019	NA	NA				
Neidhardt et al., 2020	NA	NA				
Ramos et al., 2020	NA	NA				
Polukhina et al., 2019	NA	NA				
Ortega et al., 2020	Yes	Yes	X	X	X	X
Cavalheiro et al., 2020	NA	NA				
Tsokota et al., 2019	NA	NA				
Trunfio et al., 2019	Yes	Yes	X		X	X
Gomez – Oliva et al., 2019	NA	NA				
Stankov et al., 2019	Yes	Yes	X		X	X
Hanafiah et al 2019	NA	NA				
Spencer 2019	Yes	Yes	X	X	X	X
Hossain et al., 2019	NA	NA				
Zach et al., 2020	NA	NA				
Lo et al., 2019	Yes	Yes	X	X	X	X
Lam et al., 2020	NA	NA				
Karya et al., 2019	Yes	Yes	X		X	X
Fatimah et al., 2019	Yes	Yes	X		X	X
Baser et al., 2019	NA	NA				
Law et al., 2019	NA	NA				
Pongiantopoulou et al., 2019	Yes	Yes	X		X	X
Rallan et al., 2020	Yes	Yes	X	X	X	X
Khatri 2019	NA	NA				
Aslam 2020	NA	NA				
Ankomah et al., 2019	NA	Yes	X		X	X
Myat et al., 2019	NA	NA				
Morales Urrutia et al., 2019	Yes	Yes	X	X	X	X
Koutsis et al., 2019	NA	NA				
Gaffar et al., 2019	NA	Yes	X		X	X
Hassan et al., 2020	NA	NA				
Shrestha et al., 2020	Yes	Yes	X		X	X
Rondovic et al., 2019	NA	NA				

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