

[www.lexelerator.eu](http://www.lexelerator.eu)  
A Web 2.0 tool to access to legal  
information in e-business  
Applications in the tourism industry

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Firenze 27 May 2008

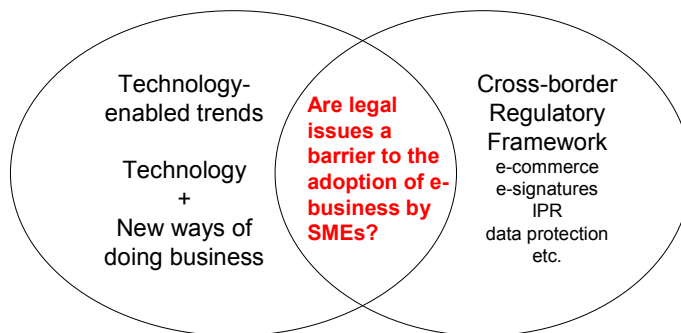
Lektor deals with legal issues for SMEs in e-business including digital business ecosystems

- A Specific Support Action, supported by the IST programme of FP6.
- 24 months duration (from 1 June 2006 to 31 May 2008)
- 6 Partners from EU, India, Chile and US
- Objectives
  - ✓ Identify legal e-business issues from the **user side**
  - ✓ **Raise awareness of legal issues** in e-business
  - ✓ Provide practical **solutions for legal knowledge sharing** that supports SMEs and helps overcoming legal insecurities
- Output: [www.lexelerator.eu](http://www.lexelerator.eu) >>> Legal Information for SMEs in e-Business

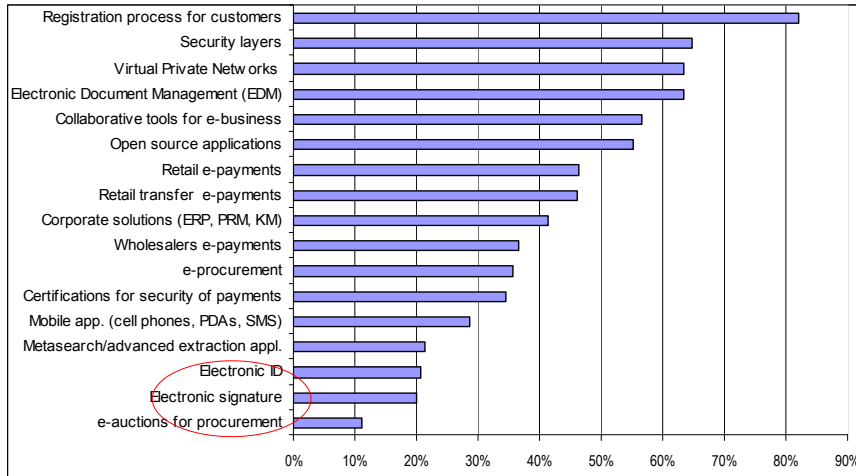
- For background information and underlying documents:  
[www.ubique.org/lektor](http://www.ubique.org/lektor)



E-business does not know any boundaries,  
the law does!



What information systems application does your company use currently?



- e-Tourism has evolved dynamically over the past 5 years >>> important implications for all intermediaries in this industry:
  - Dis-intermediation
  - Re-intermediation
- ICT enables service providers in tourism to interact directly with consumers
- High pressure on traditional intermediaries (travel agencies and tour operators)
- ICT solutions provide new opportunities for traditional players and newly emerging online intermediaries >>> offering value-added online services
- Current ICT and emerging technologies:
  - e-Ticketing in aviation industry: on-line check in, RFID technology for luggage handling
  - Dynamic packaging: different travel components are bundled at a single contact point of sale

# Lektor Main legal barriers to e-business

legal issues have a high impact on e-business: >>> 3,5 on 5-point scale

## What are the main barriers to e-business?

- Lack of awareness of the legal framework (94%)
- Lack of trust and security (of SMEs & consumers) in e-commerce (e.g. digital payments, privacy and data protection)
- Difficult access to legal and regulatory information >> insecurity
- Lack of standards for e-commerce and electronic signature
- Differences in legislation implementation among EU countries
  - Contracts enforcement
  - Copyright
  - e-invoicing
  - VAT
  - etc



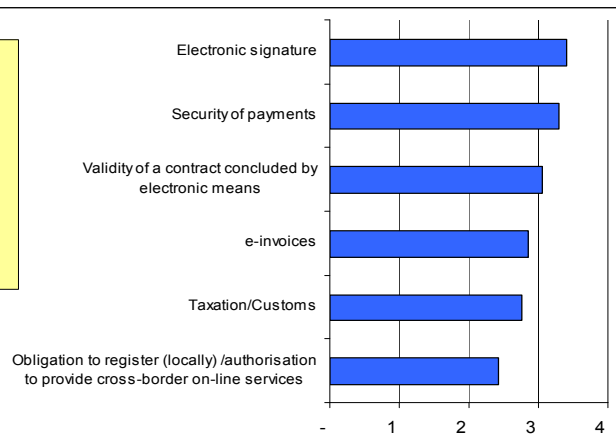
# Lektor

## e-Commerce

### How important are legal issues

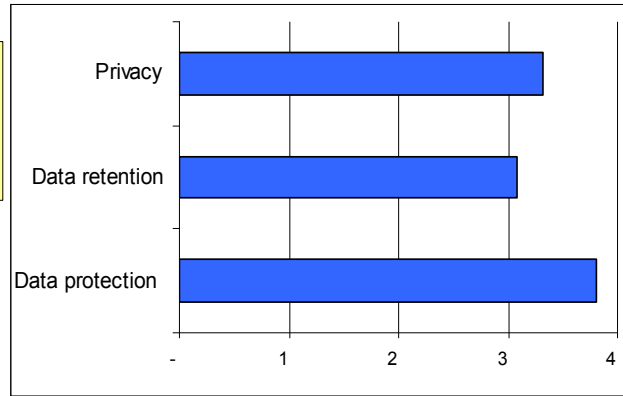
**Barriers:**

- Lack of standards for e-signature & e-invoices
- SMEs are not familiar with online payments
- Consumers do not trust in e-payments



## How important are legal issues

**Barriers:**  
• Different interpretation about data protection rules in EU countries



**Lektor project:** developed the Lexelerator, based on research among SMEs in Europe, India, USA and Chile.

- Is the current legal framework sufficient to satisfy the technological and economical development of e-business?
- Created by “digital immigrants”, it uses off-line paradigms that are often not adaptable for an on-line environment.



Digital immigrants versus Digital Natives



### Advantages of Web 2.0:

- Flexible
- Interactive
- Free
- Autonomous
- Community-building





- Legal Wiki:
    - Catalogue of legal issues in e-business
  - Blogs:
    - Electronic journals
  - Forum:
    - On-line Q and A on legal issues
  - Information Resources:
    - Useful links
    - Useful documents
    - Catalogue of legislation (EU Directives)
    - Events
    - Geographic highlights (South America, USA, India)
    - Topical highlights (eTourism, ...)
    - News
- Search engine**  
(free text &  
Advanced search  
criteria)

**THANK YOU**

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