

Digital Society

When platforms challenge professions: alliances and divisions among Swiss hoteliers

Lecture by

Dr. Muriel Surdez

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Tourism has been profoundly shaped by the digital transformation. This presentation examines the impact of online platforms on the Swiss hotel industry, with a particular focus on hoteliers. Drawing on sociological theories of professional groups and platform economies, it highlights how platforms do not affect the tourism industry uniformly. Instead, the rise of online platforms has led to a reconfiguration of relations, fostering both alliances and divisions among hoteliers. Prof. Surdez offers a detailed exploration of these varying dynamics, revealing how digital platforms are not simply a technological novelty for the hotel industry but a sociotechnical phenomenon that is actively reshaping professional boundaries, practices, and hierarchies.

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