The Future of Big data in the Tourism context

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Abstract

Identifying and utilizing the abundant data available to inform marketing intelligence is becoming a major challenge for tourism organizations globally. Analyzing Big Data can assist organizations to develop value propositions, positively influencing tourists' decision-making processes in all stages of their vacation planning. This study attempts to attain a deeper understanding of Big Data applications in tourism, as well as relevant trends and opportunities. To do so, a primary qualitative research scheme was implemented, via an online focus group of IT database professionals, who serve tourism industry in the UK, Australia and New Zealand. Results reveal Big Data may help tourism organizations, located around the world, to be more accurate and proactive in unraveling tourists' behavioral patterns. From a practical viewpoint, this can assist organizations to adapt their services and build their dynamic competitive advantage and improved destination competitiveness at the macro level.

Keywords: *BigData; IT-experts; Tourism*

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