


Chapter 8

Smart Tourism: Comprehensive Review of Big Data Analytics for Sustainable Tourism Development


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ABSTRACT

The tourism industry has progressively relied on big data analytics to improve guest service, optimize the effectiveness of operations, and boost profitability. This research outlines five significant discoveries about the potential and obstacles of utilizing big data in the tourism industry. Discoveries about the potential of big data in the tourism industry encompass the capacity to customize advertising strategies, optimize pricing techniques, improve client service, expedite operations, and minimize fraud. These chances are crucial for firms to maintain their competitiveness and fulfill customer demands. Nevertheless, harnessing big data in the hotel sector also poses substantial obstacles. The identified problems encompass the effective management of data size and effectiveness, guaranteeing robust security and privacy

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of the informative data, bridging the talent gap in big data analytics, cost management, and seamless integration of diverse software systems.

INTRODUCTION

Businesses that provide services to the public fall under the umbrella of “hospitality,” an expansive industry that includes many different types of enterprises. Because of its reputation for tailoring services to each consumer, it has quickly become one of today's world's most dynamic markets. A large portion of both the GDP and the jobs of thousands of individuals are supported by the tourism industry. An important part of the tourism industry is the hotel sector. Hotels offer more than just a place to sleep; they also provide dining, laundry, and entertainment options for their customers. There is a lot of competition in the hotel business, and they all want to make sure their guests are happy. The expansion of the tourism sector in recent years has led to a rise in the hotel industry's stock, especially in developing nations. One more important subset of the tourism sector is the food service industry. A variety of dining establishments from quick-service joints to five-star establishments, provide diners with food and drink. Competition is fierce in the food & beverage service sectors, which places a premium on food quality, flavor, and service. It must also adhere to several rules concerning the hygiene and security of food and beverages.

There is no other sector of the tourism sector quite like the bar and restaurant industry. The combination of alcoholic drinks along with entertainment at nightclubs and Discotheques makes for a great social scene. The sale of alcoholic beverages and measures to prevent underage drinking are heavily regulated in this sector. Urban regions are rife with bars, which cater to a youthful demographic. A rapidly expanding subset of the tourism industry is the food & beverage business. Restaurants offer a soothing setting where patrons may savor their favorite beverages in a casual and inviting setting. For breakfast, brunch, or a mid-afternoon snack, they frequently include light pastries and snacks. Popular tourist spots or bustling city centers commonly feature F&B outlets, which are renowned for their inviting ambience (Agrawal, 2022). A large portion of the tourism sector's revenue comes from the travel and tourism sector. Transportation, lodging, dining, and entertainment are all part of the travel and tourism industry. Offering one-of-a-kind experiences to clients is key in this cutthroat industry. Hotels, restaurants, and other hospitality services are in high demand due to the expansion of the travel and tourist business. Making sure that visitors and travellers are happy is a big part of the hotel industry's job, and it's what drives the industry forward.

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