

Big Data and Strategy in Tourism Organizations



Results?

Our analysis revealed three overarching themes concerning the use of Big Data within the tourism sector:

- 1) **Size** matters when it comes to utilizing the information from Big Data sources – bigger is not perhaps better, but larger companies are more capable of harvesting the full potentials of the information.
- 2) Companies lack the required **competencies** to work with Big Data strategically.
- 3) One of the proposed solutions from the respondents was surprisingly a desire to share their data with the competitors thereby gaining a competitive leverage. **Sharing** is thus the third theme.

How?

The overall research design of the project running from 2020-2023 is an explanatory sequential mixed-methods design rooted in the pragmatic worldview, combining both qualitative and quantitative sources. The results presented here are the qualitative interviews from the project.



What?

The objective of this poster is to present the results of 12 in-depth interviews with various Destination Management Organization's (DMO's) from across Europe regarding their current use of Big Data, and how they viewed the potential of using Big Data in a more strategic way henceforth.

This poster is part of a research project that spans from 2020 - 2023. The purpose of the overall research project is to formulate a model, which will enable companies from the tourism sector to understand how to transform the vast amount of information that is to be gained from numerous Big Data sources into something tangible on a strategic level.

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BACKGROUND