

# DATA SCIENTIST IS AN EMERGING JOB IN TOURISM



When one chooses to visit a place, the traveler tries to research out everything about it - comfy hotels, travel friendly places, and obviously the overall budget. Therefore, it is crucial for the travel organizations to keep an eye on the needs of tourists. Satisfied travelers give a positive feedback, which certainly increases the chance for the organization to attract more tourists in the future. To make the guests happy, every small detail should be kept in mind, and for that a data scientist comes to help.

The work of a data scientist is considered one of the most demanding jobs at present day. They are needed in every business, whether it is a health department or tourism, data scientists are always necessary to find out data analytics.

Specifically, **in tourism a data scientist helps to know what influences the tourists to travel to a certain place**, where they love to stay, what their demands are, where they came from, are they satisfied with the services provided to them or not... All this information in turn helps the officials to improve their services and standards to attract even larger tourism. Therefore, a place which has better records of their tourist data provides better services, which makes the data scientist an emerging job in tourism.

Big Data is what makes this job an essential requirement, since the advent of internet data has increased measurelessly, the Big Data is usually defined by three V's: volume, variety, and velocity. Given below is a brief detail of these three V's of Big Data that are used by the data scientists to help the travel organizations perform better:

## Volume

"Data never sleeps", data grows every day every hour, even when a person browses a website, uploads a picture, or shares any piece of information, data grows, and it can't be slowed down. The volume of data is unbounded and can be found on various external and internal platforms.

## Variety

Data comes in two varieties; structured and unstructured data, mostly the structured data is 20% which can be found by the travel management system, while the unstructured data is 80% which is mainly gathered by social media, blogs, websites and other platforms such as TripAdvisor where people independently share their views on tourism guidance.

## Velocity

The third V, velocity, shows how rapidly that data can be found by the data scientist. According to a survey on social habits, 42% of the customers expect response within an hour after they contact a brand or company on social media.

All these three Vs put forward the data and reviews of tourists to the data scientists. One of the major tourism guide websites, TripAdvisor, is the chief example of this, the reviews of tourists about hotel's quality, value of money, sleep quality, and other services can be easily found there. A data

scientist therefore with the help of such data, can make a travel organization create a perfect tourism package according to the needs of tourists.

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