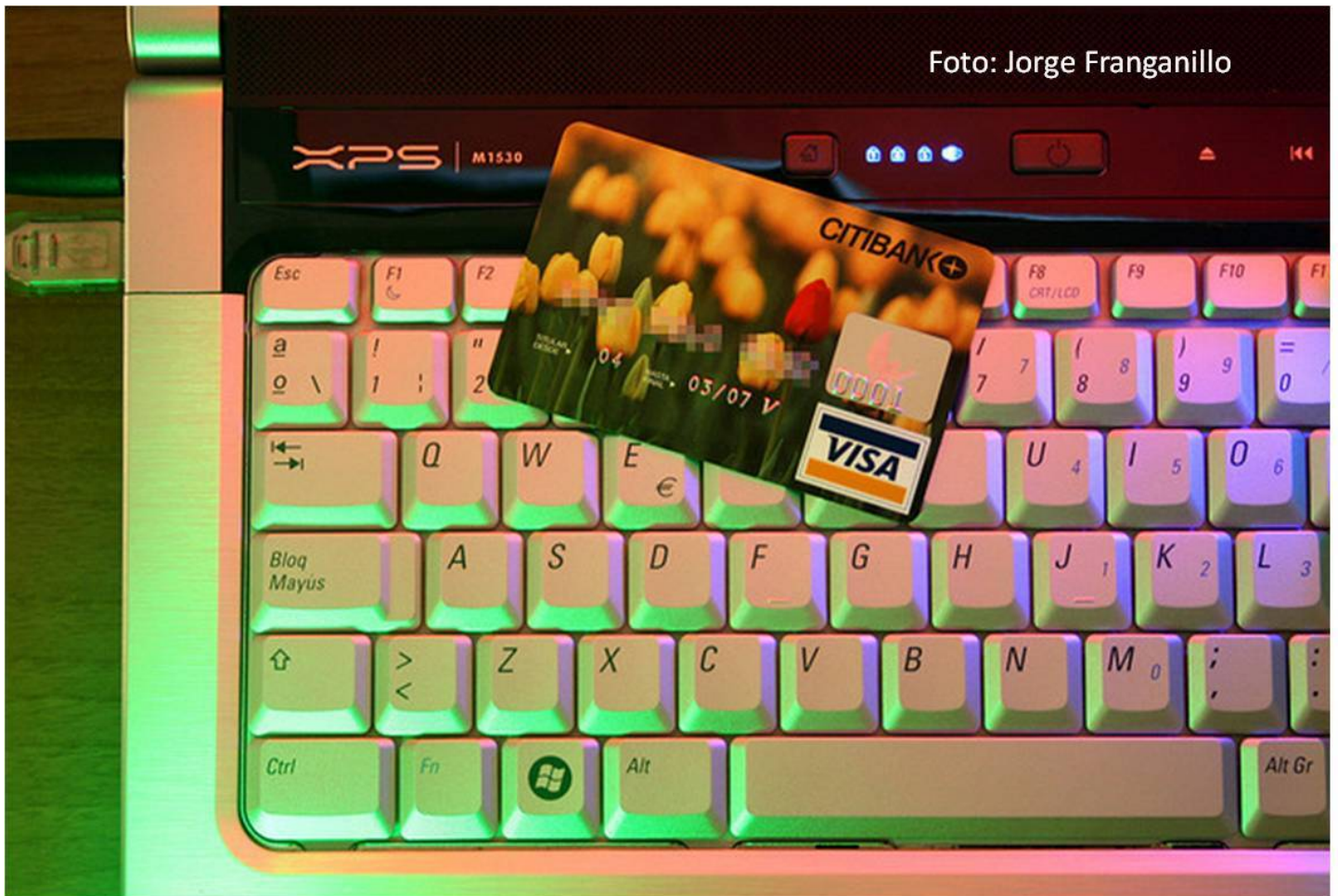


INTERNATIONAL BIG DATA

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Las provincias de Las Palmas y Badajoz instalarán un sistema de captación de información a tiempo real sobre los turistas con el objetivo de conocer mejor los hábitos de sus turistas

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Big Data is finding its way in different areas of society, also in the economy. The provinces of Las Palmas and Badajoz are willing to implement a system for capturing information in real time with the aim of analyzing in depth their behavioral roles in order to improve the service provided.

The system has been developed by the company Segittur (State Society for Tourism Innovation and Technology Management), in the words of one of the company's managers "knowing the exact consumption habits of tourists,

their schedules , your preferences or your next tourist destination, it will be possible to offer a more personalized service, improving the competitiveness of cities that implement this system compared to those that do not".

This idea was presented at the reference Demonstration Center for Innovation in the tourism field of Las Palmas.

There are no comments yet.