

INPLASY PROTOCOL

To cite: Vaz et al. A systematic literature review of Big Data in tourism industry: a state of the art and future directions. Inplasy protocol 202250012. doi: 10.37766/inplasy2022.5.0012

Received: 03 May 2022

Published: 03 May 2022

Corresponding author:
Maria João Vaz

mariavictorino7@gmail.com

Author Affiliation:
Instituto de Ciências Sociais,
Universidade do Minho (Braga,
Portugal).

Support: None.

Review Stage at time of this submission: Preliminary searches.

Conflicts of interest:
None declared.

A systematic literature review of Big Data in tourism industry: a state of the art and future directions

Vaz, M¹; Machado, H².

Review question / Objective: P.E.O: Population, exposure, outcome. What privacy and data protection challenges are linked by different stakeholders, to the Big Data's application in the tourism sector: P - stakeholders; E - Big Data in tourism; O - privacy and data protection challenges.

Condition being studied: This investigation aims to map the social and ethical controversies associated with the use of Big Data, addressing the “technological optimism” that tends to surround the use of these techniques in the tourism sector, which may compromise sustainable tourism in the long term.

Main outcome(s): It allows to develop an awareness of benefits and risks and to involve all stakeholders in the debate. It will increase transparency, and promote more accessible communication while promoting the sharing of experiences and opinions from different interest groups. This type of solution should be implemented at an early stage of the process.

INPLASY registration number: This protocol was registered with the International Platform of Registered Systematic Review and Meta-Analysis Protocols (INPLASY) on 03 May 2022 and was last updated on 03 May 2022 (registration number INPLASY202250012).

INTRODUCTION

Review question / Objective: P.E.O: Population, exposure, outcome. What privacy and data protection challenges are linked by different stakeholders, to the Big Data's application in the tourism sector: P -

stakeholders; E - Big Data in tourism; O - privacy and data protection challenges.

Condition being studied: This investigation aims to map the social and ethical controversies associated with the use of Big Data, addressing the “technological

optimism” that tends to surround the use of these techniques in the tourism sector, which may compromise sustainable tourism in the long term.

METHODS

Participant or population: Stakeholders: tourism professionals, public and private tourism entities, data analysts, government decision-makers and academics

Intervention: None.

Comparator: None.

Study designs to be included: P.E.O: Population, exposure, outcome.

Eligibility criteria: English language, spanish language, portuguese language, peer review articles, excluding grey literature.

Information sources: Scopus and web of science.

Main outcome(s): It allows to develop an awareness of benefits and risks and to involve all stakeholders in the debate. It will increase transparency, and promote more accessible communication while promoting the sharing of experiences and opinions from different interest groups. This type of solution should be implemented at an early stage of the process.

Quality assessment / Risk of bias analysis: Peer-reviewed articles may guarantee the quality analysis.

Strategy of data synthesis: In development process.

Subgroup analysis: In development process.

Sensitivity analysis: None.

Country(ies) involved: Portugal.

Keywords: technological advance, social sciences, tourism sector, stakeholders, social benefits, social risks, human rights;

ethical issuesBig data; ” OR “Artificial Intelligence”).

Contributions of each author:

Author 1 - Maria João Vaz.

Email: mariavictorino7@gmail.com

Author 2 - Helena Machado.