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Current implementation of Big Data to Support Sustainable Tourism (Eko Rahmadian)
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Abstract

Sustainable tourism research focuses on mitigating or remediating environmental, social and economic impacts on tourism. In the past years, Big Data approaches have been applied to the field of tourism allowing for remarkable progress. However, there seems to be little evidence to support that such approaches are an inspiration to sustainable tourism and are being implemented. In this context, we aim to obtain a comprehensive overview of the use of Big Data in sustainable tourism to address various issues and understand how Big Data can support decision making in such scenarios. To that end, this research provide a thorough understanding of the state of the art of Big Data application in sustainable tourism and provide valuable insights to foster growth both in terms of research and practice, especially on the use of big data to measure sustainable tourism, and specifically the use of big data for official statistics in Indonesia.

Keywords: big data, sustainable tourism