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The Use of Social Big Data in Small Hospitality Businesses

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Abstract

The advent of social media has revolutionised the way hospitality businesses interact with their customers, promoting tourist engagement and fostering a co-creative approach to travel.

By analysing large volumes of data from social channels, tourism enterprises can greatly benefit from the combined use of Big Data and AI to enhance their operations and customer experience.

Given the significance of small businesses in the Italian hospitality sector, this study aims to investigate whether and how small establishments, characterised by higher online visibility, adopt Social Big Data practices.

Through an analysis of existing literature, which examines how Web 2.0 has contributed to the market approach development of small businesses and the application of qualitative interviews conducted with a series of small establishments, several emerging models of Social Big Data usage have been identified. Among these, the use of Big Data to improve operational and marketing strategies is highlighted.

The findings reveal that small hospitality businesses make significant use of social network channels, with still limited use of Social Big Data analysis primarily due to the constraints of their small size.

Keywords: big data, AI, social media, web 3.0, tourism, small accommodation