



TYPE OF RESULT

New technology
New product
New service

[New knowledge or skill]



COMMERCIAL MATURITY LEVEL

Conceptual idea
[Proof of concept (design)]
[Validated in a controlled environment]
Validated in a real environment
Successfully implanted



PROTECTION LEVEL

[Non- applicable]
Patent
Software
Know - how
Utility model

Description of the solution. Problem solved

On-line travel portals have become a reference factor in travel planning; since they provide a great number of opinions and comments about the chosen destination and, more concretely, about the places, accommodation, restaurants or attractions visited, among other information.

Analysing these data would allow to create very precise flow maps about tourist mobility in determined areas and moments and thus do market segmentation researches about their preferences.



In these days the most used segmentation methods are direct surveys to tourists or analytical studies in real time about tourist mobility by using Wi-Fi connectivity. However, none of these segmentation methods is adapted for analysing massive data provided directly by tourists in travel platforms.

Our research staff has developed the algorithms used in the method hereby proposed, which creates networks between elements of the system; that would allow to do segmentation studies that, for example, may identify heterogeneity among tourists and customise

thus the services according to the users' profile.

Fields of commercial application

- Public administration and organisms competent on tourism development policies.
- Travel agencies, tour operators and companies that organise leisure activities.
- Hotel chains, holidays resorts, companies promoting commercial and recreational areas, car rental agencies, etc.

Market opportunity

Tourism market is characterised by the great heterogeneity of tourists and their preferences, which implies a significant diversity of needs and wishes.

Knowing precisely the needs of each group of tourists would contribute to improve the tourist offer (products, prices, channels, etc.) in order to provide each client, the product or service that better matches to their expectations.

For its part, defining market segments that gather homogeneous groups of tourists, with the same wishes and habits, is vital for the marketing strategies of tourist organisations.

In this case, market opportunity lies in offering a method that can be used as a tool for tourism market segmentation in order to successfully help administrations to manage the tourist destination; as well as to help companies to develop marketing strategies that would increase profitability, growth and better

market positioning.

Competitive advantage

This method distinguishes from traditional ones because it uses information provided by a network that contributes to quickly study market segments by accessing to a vast amount of data from this network structure.

This solution would allow:

- To collect data in a structured manner and to analyse them better, faster and much efficiently.
- To define new types of indicators, enriching, thus, the results.
- To work with permanently actualised data (monitoring them and collecting the historical series), allowing to draw conclusions dynamically.

Resources needed to be implemented

Although the algorithms methods are already defined, the software enabling its implementation is pending to be developed.

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