USING BIG DATA ANALYTICS FOR MEDICAL TOURISM IN THIRUVANANTHAPURAM

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Abstract

With the explosion of data, continuously coming in from various sources, a whole new world of information mining has opened up. Big Data analytics has revolutionized many sectors such as shopping experiences and even national security. India is a country that is blessed with natural beauty like no other. Snowclad mountains, thick forests, deserts, huge rivers, lakes, backwaters, beaches – India is home to all of these. India's culture is one of the oldest in the world and is very unique. The healthcare infrastructure in India is also very advanced. India ranks among the top healthcare tourism destinations in the world. Thiruvananthapuram, at the southern tip of India is also blessed with natural beauty, with Western Ghats on one side and the Arabian Sea on the other. Thiruvananthapuram has got good healthcare infrastructure, but is not among the top 5 healthcare tourism destinations in India. This paper looks at Big Data Analytics from the perspective of the Thiruvananthapuram Healthcare Tourism sector.

Keywords: Big Data, Analytics, Tourism in India.

I. INTRODUCTION

Major advances have been made in the area of data generation and consumption. Tremendous amount of data is getting generated by the minute. A whole new segment of data analysis has been spawned from it, called Big Data. The analysis of this data not only helps in analyzing past trends, it is also being used for predictions. Big Data, Data Analytics, and Data Science are some of the terms and areas that have come up because of the data revolution.

The data explosion has revolutionized many fields by bringing in entirely new perspectives because of Big Data. Is it useful for the healthcare tourism sector in Thiruvananthapuram? How can the Healthcare tourism sector in Thiruvananthapuram utilize Big Data? These are the questions that this paper tries to answer.

Structure of the Paper

This paper starts by describing the methodology used for the study. The subsequent section introduces the concept of Big Data and the goes on to explain the same in detail. A literature study of the use of Big Data analytics for the tourism sector.is presented. In the final section, the paper draws conclusions from the study to ascertain the value of Big Data analytics for formulating policy plans to elevate Thiruvananthapuram as the top most Healthcare tourism destination in India.

Methodology

To answer the questions raised in the Introduction section, this paper does a study of the literature on the theme – Big Data and Tourism. Based on the literature study, this paper draws conclusions for the Healthcare Tourism sector in Thiruvananthapuram.

Big Data

Big Data is a term that represents large datasets – huge amounts of data, being produced every minute.