

عنوان مقاله:

Using a Data Warehouse to improve analyzing Tourism Data

محل انتشار:

نهمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر کسب و کار الکترونیکی (سال: 1394)

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خلاصه مقاله:

The Data Warehouse can be described as an integrated data source that is used to analyze huge amount of data. Data warehouses are used to process and aggregate data to survey and find out earlier unidentified proto-types, styles and relationships to produce information for superior decision making. Although databases can be used for this purpose, analyzing databases requires complex nested query processing which is inefficient on huge amount of data. One of the important business fields that contains huge databases is Tourism. In this paper, we propose a data warehouse for the flexible analysis of Tourism data that are collected from databases in travel agencies to help managers, governments, etc. to better decision making about tourism issues. The performance comparison between tourism database and tourism data warehouse analysis for a huge amount of data, show the advantages of the proposed analysis approach.

کلمات کلیدی:

Data Warehouse, Tourism Data, analytical system, Simulation

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