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| Sommario/riassunto | This reprint describes the recent challenges in tourism seen from the point of view of data science. Thanks to the use of the most popular Data Science concepts, you can easily recognise trends and patterns in tourism, detect the impact of tourism on the environment, and predict future trends in tourism. This reprint starts by describing how to analyse data related to the past, then it moves on to detecting behaviours in the present, and, finally, it describes some techniques to predict future trends. By the end of the reprint, you will be able to use data science to help tourism businesses make better use of data and improve their decision making and operations.. |