

12.1_A

Word/Phrase	Definition	Relation to a tourism operation
augmented reality		
big data		
blog		
decision support system		
facial recognition		
internet of things		
management information system		
search engine optimization		

12.1_A Answers

Word/Phrase	Definition	Relation to a tourism operation
augmented reality /ɔːɡ,mentɪd ri'æləti/	a technology that mixes computer-generated images with those of the real world	can be used to enhance the tourist experience, for example, by providing information on a destination or sight
big data /ˌbɪɡ 'deɪtə/	large data sets that are collated by computers to identify patterns and trends	can be used to identify trends in the tourism industry for marketing purposes
blog /blɒɡ/	a website where a person, often representing an organization, writes regularly	can be used for marketing purposes, e.g., to promote a destination or provide tips for travellers
decision support system /dɪ'sɪʒən sə'pɔːt 'sɪstəm/	a computer program used to assist a company's decision-making	can be used to assist important decisions in the tourist industry
facial recognition /ˌfeɪʃl rekəɡ'nɪʃn/	a way of identifying or confirming someone's identity using their face	can be used to replace hotel keys
internet of things /'ɪntə,net ɒv θɪŋz/	the connection via the internet of devices in everyday objects, enabling them to send and receive data	can be used to create a smart hotel room that is more responsive to the needs of the guests
management information system /'mænɪdʒmənt ,ɪnfə'meɪʃn 'sɪstəm/	a set of systems and procedures that collect data from a range of sources, compile it and present it in a readable format	can be used by a travel agent to collect information about a destination or the market
search engine optimization /ˌsɜːtʃ ɛndʒɪn ,ɒptɪmaɪ'zeɪʃn/	the practice of improving a company website in order to rank more highly on a search engine so that it receives more traffic	can be used to make a hotel website appear first on search engines