

EDATALABHQ.COM

"from big data to great tips"

“ THE AIM OF PROJECT ”

The eDataLabHQ.com specialization project aims to establish an E-Data Laboratory within the Tourism Faculty of Nevşehir Hacı Bektaş Veli University in Nevşehir. This initiative is designed to enable accommodation businesses in the region to manage their reputation and revenue based on big data. The laboratory will focus on collecting, processing, and analyzing online price and review data generated on the internet. By utilizing artificial intelligence programs, strategic recommendations will be generated to enhance the reputation and revenue management of local accommodation businesses. Additionally, the project aims to make the obtained data available for use in local governance and university education.



“ THE SIGNIFICANCE OF THE PROJECT ”

This project holds significant importance as it involves the establishment of an E-DataLab in Nevşehir, which will enable the collection, processing, and analysis of online price and review data generated on the internet for accommodation businesses in the region. Based on the results obtained, effective reputation and revenue management will be implemented, and the data will be utilized in local governance, accommodation businesses, and university education. The creation of this E-DataLab will make the project a pioneering initiative globally, as it will be the first of its kind to process and distribute online data specific to a destination.

Project Leader
Asst. Prof. Gaye DENİZ

This study is conducted within the scope of the BKP23-4 Specialization Project.



01.06.2023 - 31.05.2026



“ THE IMPACT OF THE ” PROJECT ON REGIONAL DEVELOPMENT

The project will contribute to strengthening the tourism image of the region through detailed analysis of tourists' preferences and satisfaction levels. Additionally, the training and consultancy services provided to accommodation businesses will support the development of human resources in the sector, ensuring effective management of businesses and thereby increasing the region's tourism potential. The use of data analytics and artificial intelligence-based strategic guidance will encourage businesses to make more informed decisions, enhancing the region's competitiveness. Furthermore, certificate programs created through university-industry collaboration will strengthen the integration of the younger generation into the sector, promoting regional employment.

“ THE OUTCOMES OF THE ” PROJECT

- Establishment of an 'E-Data Laboratory' within Nevşehir Hacı Bektaş Veli University's Tourism Faculty
- Storage, processing, and analysis of live digital data specific to accommodation businesses in the destination, and the creation of strategic recommendations using artificial intelligence programs to enable reputation and revenue management
- Increasing awareness among accommodation businesses operating in the region regarding reputation and revenue management
- Providing training and consultancy services to managers and employees of accommodation businesses in the destination
- Utilization of the obtained data in local governance and university education
- Preparation of an e-book using live E-DataLab data for undergraduate and postgraduate education within the scope of specialization under the Tourism Faculty and Tourism Research Institute
- Creation of an employment source for students in the sector by offering certification in reputation and revenue management
- Contributing to projects in related fields through publications and scientific results obtained



“ PROJECT TEAM ”

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- Researcher: Asst. Prof. İlker ÖZTÜRK
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