TITLE

Competitive Intelligence for hotel establishments.

LAB & PEOPLE

- Name of the hosting lab: Institute for Research on Sustainable Social Development (INDESS)
- General activities of the lab: The INDESS engages in research, policy development, knowledge dissemination, capacity building, and advocacy to promote sustainable social development. Through collaborations, data analysis, and interdisciplinary approaches, INDESS aims to address social challenges, foster community engagement, and contribute to positive and equitable social change.
- Website: https://indess.uca.es/
- Number of staff / PhD: 200 aprox.
- Supervisor name and contact: María Paula Lechuga Sancho

TOPIC OF THE INTERNSHIP

- Scientific context of the internship (max 20 lines)

Competitive Intelligence aims to provide organizations with valuable insights and strategic information to gain a competitive advantage. In particular, in the process of understanding and interpreting competitors' strategies in the tourism sector, managers can utilize tools that range from basic ones, such as direct observation of establishments or simply reading reviews and online content generated by customers, to more advanced ones based on massive internet data downloads, text mining, and social network analysis as big data techniques. In this sense, the growing development of internet platforms that collect user ratings and opinions offers great opportunities for research and their application in tools for strategic decision-making.

Therefore, the general objective I would like to pursue with the master's student is to develop an analysis and competitive intelligence model for hotel establishments based on an integrated model of text mining and co-word analysis. To achieve this goal, the intention is to adapt the recently proposed competitive intelligence model for the hotel sector by Köseoglu et al. (2021), replacing the proposed text-net analysis with strategic mapping representation and the dynamic approach inherent in co-word analysis, a methodology derived from Bibliometrics in which the requesting professor has proven expertise and whose validity is sufficiently demonstrated for exploring the conceptual structure of information contained in large volumes of data.

Keywords : Competitive analysis; competitive intelligence; strategic analysis; hotels; big data; text mining; co-word; network analytics; online reviews

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● Tasks and duties entrusted to the student:

- Literature Review: Conducting a comprehensive review of relevant literature on competitive intelligence in the tourism sector to identify existing research gaps and establish a theoretical foundation for the project.

- Data Collection: Designing and implementing strategies for data collection, which may include surveys, interviews, observations, or secondary data analysis such as online reviews, to gather information on competitive intelligence practices in the tourism industry. Also, it would be necessary to identify and evaluate existing competitive intelligence practices in the tourism sector, highlighting their strengths, weaknesses, and potential areas of improvement.

- Data Analysis: Applying appropriate analytical techniques, such as statistical analysis or content analysis, to analyze the collected data and derive meaningful insights related to competitive intelligence in the tourism sector.

- Report Writing: Prepare reports or research papers summarizing the research objectives, methodology, findings, and conclusions, adhering to academic writing standards and guidelines.

- Dissemination of Findings: Collaborating with the project team to disseminate research findings through publications, presentations, and potentially at conferences or seminars or other appropriate channels to contribute to the scientific community and industry practitioners.

- Skills to be acquired or developed:

1. Research Skills: Conducting thorough literature reviews, gathering relevant data, and analyzing research findings.

2. Data Analysis: Utilizing statistical tools and techniques to analyze and interpret data related to competitive intelligence in the tourism sector.

3. Critical Thinking: Assessing and evaluating the validity and reliability of research findings and drawing logical conclusions.

4. Problem-solving: Identifying challenges and developing innovative solutions to address competitive intelligence issues in the tourism sector.

5. Strategic Thinking: Understanding the broader strategic context of the tourism industry and applying competitive intelligence insights to inform strategic decision-making.

6. Communication Skills: Effectively presenting research findings and insights to both academic and industry audiences, both orally and in writing.

7. Collaborative Skills: Working with industry professionals and academic advisors to gather data, exchange knowledge, and validate research outcomes.

8. Ethical Considerations: Understanding and adhering to ethical guidelines when collecting and using data, ensuring confidentiality and privacy.

9. Adaptability: Being open to learning new methodologies, tools, and techniques relevant to competitive intelligence in the evolving tourism sector.

10. Technology Proficiency: Utilizing software and technological tools for data collection, analysis, and visualization.

11. Project Management: Planning, organizing, and executing a research project within specified timelines and resource constraints.

12. Presentation Skills: Delivering clear and compelling presentations that effectively communicate research findings and recommendations.

13. Entrepreneurial Mindset: Identifying opportunities for innovation and entrepreneurship within the tourism sector based on competitive intelligence insights.

14. Decision-making: Applying critical thinking and analytical skills to support informed decision-making by utilizing competitive intelligence data.

15. Cross-cultural Competence: Understanding the diverse cultural context of the tourism industry and considering its influence on competitive intelligence strategies.

16. Time Management: Efficiently managing time and resources to meet project deadlines and deliver high-quality research outcomes.

17. Attention to Detail: Maintaining accuracy and precision in data collection, analysis, and reporting.

18. Continuous Learning: Staying updated with the latest research, trends, and developments in the field of competitive intelligence and the tourism sector.

19. Networking: Building professional connections within the academic and industry community to foster collaboration and exchange of knowledge.

20. Entrepreneurial Thinking: Identifying opportunities for innovation and entrepreneurship within the tourism sector based on competitive intelligence insights.

PROFILE OF THE DESIRED STUDENT

- Minimum level of study required: Máster degree

- Field(s) of study: Business, Management, Tourism.

- Scientific skills :

1. Proficiency in research methodology specific to competitive intelligence in the tourism sector, mainly being able to make comparative analysis of online review platforms in the tourism sector, and design a web scraping procedure for mass data downloading.

2. Strong data analysis and statistical skills for interpreting and analyzing competitive intelligence data.

3. Ability to critically evaluate literature, think analytically, and communicate research findings effectively.

- Language skills required : English, and Spanish proficiency will be valued.

THE INTERNSHIP ASSIGNMENT:

Desired duration of the internship (in months): 9

Desired Starting date of the mission: *(please indicate the level of flexibility). High flexibility*

Indicative weekly schedule: *25h / week*

Remuneration : No

Erasmus grant / Internship agreement: *an internship agreement will be signed.*

To SEA-EU students:

If you're interested please send your CV and letter of motivation to the scientist in charge, paula.lechuga@uca.es before the 30/09/2023.