

# **Big Data and the Tourism Industry: Collection and Data Flows in the Context of Tourism Activities within the European Union**

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## **Abstract**

The presentation will offer an overview of the relationship between big data flows and the tourism sector. After having analyzed the relevance that the collection and use of big data have in the tourism industry, especially from an economic perspective, the presentation will focus on obligations of private enterprises operating in the tourism field deriving from the data protection law framework of the EU. In particular, it will attempt an assessment of the rules permitting cross-border data flows within the European Union, taking into account both intra-company exchange and flows of data from one enterprise to another. The last part will be devoted to companies having their seat outside the EU and how data can be transferred from the territory of the EU to third countries.