

**Part 2: Case study report (25 marks, 1 week)**

Instructions: Work individually. The student is expected to submit a report that answers the questions below. The maximum page of the report is 10 pages (excluding title page, table of contents and reference, but including appendix) in PDF format. The student can include online materials, screenshots and/or codes to support the answer.

1. Identify an online big data resource of your choice.
  - (a) Justify why the given resource is considered big data, based on the 7V's concept of Big Data.
  - (b) Justify how the identified resource can be useful to tourism industry.  
(5 marks)
  
2. Explain the most suitable method to store the big data resource (from Question 1) from the choices below:
  - (a) Relational database,
  - (b) MongoDB, and/or
  - (c) Other suitable method(s)Justify your answer based on the advantages and disadvantages of these methods.  
(5 marks)
  
3. Demonstrate the process to store and access the big data resource (from Question 1), then extract meaningful outcomes for the tourism industry. (10 marks)
  
4. Draw a big data pipeline based on the discussion from Question 1 to Question 3.  
(5 marks)

**END**