



<b>Company Name:</b>	ConsultingWhere
<b>Team / Department:</b>	Management
<b>Address:</b>	Heath End, The Common, Chipperfield, Kings Langley, WD4 9BL

**Provisional title for project:**

Use Cases of Geospatial Analysis in Tourism

**Short description of the problem that would be addressed by the project:**

In a number of developing countries, tourism is one of the sectors identified as high national priority and, as a consequence, an area of application in which geospatial analysis is felt to have a high potential to “add value” to strategic decision making on how to develop the market. This study will examine and document the findings of literature reviews. It will develop a full set of possible applications (use cases) and then evaluate the factors that might determine the socio-economic benefits of each use case. This will allow a prioritisation of use cases for future in-depth study.

**Short description of the data sources that would be used in the project, and how they would be used.**

Literatures on geospatial analysis and tourism in the context of development studies.

**Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?**

No

**Any issues of data confidentiality and IPR that would need to be resolved**

No

**Essential skills**

Experience in the design and implementation of GIS applications, quantitative, spatial analysis skills

**Desirable skills**

Familiarity with the activities and requirements of the sponsoring organisation

**Preferred degree programmes (if any)**

GIScience, geospatial analysis

**Preferred selection method**

Telephone interview

**Support and training offered by the company**

Support in identifying relevant literature for examination, and feedback on progress.

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

Travel or other expenses will be incurred and will be reimbursed as appropriate