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# Application of chatbot to improve companies' competitiveness in tourism sectors

*A Data Management Plan created using DMPTuuli*

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**Template:** Data management plan for theses at JAMK University of Applied Sciences

## **Project abstract:**

The purpose of the thesis is to suggest best practices of adoption chatbots to companies in tourism factors. The aim of the research is to examine the chatbots' adoption in tourism sectors to improve companies' competitiveness and provide recommendation for better Chatbots implementation in tourism. On previous research, the authors just investigate chatbots in tourism's business by one specific case study. Therefore, the big picture of objectives phenomena or events is not analyzed carefully. To fill this gap, I plan to examine it in generated context in this study. The method is used is qualitative method by interviewing 5 experts in IT and or in Tourism.

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## **Copyright information:**

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## 1. General description of data

**What kinds of data is your research based on? What data will be collected, produced or reused? What file formats will the data be in?**

a. What kinds of data is your research based on?

Data from interview, scientific research articles, books, conferences, seminars, student thesis by texts, figure, table.

b. What data will be collected, produced or reused?

The data is from qualitative interview conducted by me. Data in verbal language through interview will be transcribed in Word form for further use. Interviewees are experts or specialist who are interesting in tourism and hospitality or It in general, especially in Chatbots

c. What file formats will the data be in?

Data from interview will be transcribed and store in Word format

**How will the consistency and quality of data be controlled?**

Data is recorded from interview, then be transcribed and be saved in my own computer and Onedrive- a cloud data storage provider- with Jamk student email and its passwords. There is synchronizing function to make sure all update will be implemented the same and at the same time in my computer and my Onedrive student account. I use both places to save data so the risk of data loss is low. This data storage provider will automatically encrypted data and update everyday and backup every month so the safety with the data is high

## 2. Ethical and Legal Compliance

**What ethical and legal issues are related to your data management, for example, the Data Protection Act and other legislation related to the processing of the data)?**

Semi structured interview is implemented in my research so the personal data including the interview bacground (name, professional field, name of company if any) may be shown in the interview or be acknowledged by interviewer before interview happens.

The interviewees' name in publicitty will be asked for permission if their real name, the fake name or annonymous name such as Mr A, Mrs B are shown.

The record with interview's voice is asked for permission before the interview. If interviewees do not allow to record, I will take note and ask them if I can use notes for my research publicity.

If it is alloed, I will take transcript and ask them if my transcript is used and use only for the resatch publicity or not.

**How do you manage the rights to the material you use, produce and share? Is the material confidential, are there any copyrights, licenses or other restrictions?**

Research permit is applied in my thesis because I plan to invite interviewees who work in Jamk currently.

### **3. Documentation and metadata**

#### **How will you document your data in order to make it findable, accessible, interoperable and re-usable for you and others?**

When the thesis get permission to public in website publication, it is available to use. According to Jamk website, the given thesis will be save during his study and will disappear when he graduate so, their is temporary preservation of the thesis

### **4. Storage and backup during the thesis project**

#### **Where will your data be stored, and how will it be backed up?**

Data is stored in Onedrive with Jamk student password and all update, change are shown in the storage history right after the act form users is implemented. The Onedrive will do back-up every month automatically

#### **Who will be responsible for controlling access to your data, and how will secured access be controlled?**

My research is conducted by only me so Im the only one who can access my data from Onedrive with Jamk student account password. Thank to the technical function of Onedrive, all access from other people or any change or edit will be saved, shown and notificate me in the Onedrive history and my notification.

If any third party would like to access this data, they will fill the data form and the process will be implemented to make sure they will not missuse the date. The right use of this data is for research online.

Sharing data during or after the research will be ased for permission to interviewees. If no, data will be deleted and not be shared

Output or findings from Semi-structured qualitative interview is unpredictable so it is hard to control copyrights, ownership of the article because of the nature of human interaction- flexible and emotional. Therefore, I will have a reflection or review with interviewees to make sure about the output of interview, ownership and copyright with all data conducted during the interview and confirm that even explicit emotion form them will not effect to their personal pravacy.

### **5. Opening, publishing and archiving the data after the thesis project**

#### **What part of the data can be made openly available or published? Where and when will the data, or its metadata, be made available?**

All my data parts are available if my interviewees agree to public all their parts.

When the thesis get permission to public in website publication, it is available to use. According to Jamk website, the given thesis will be save during his study and will disappear when he graduate so, their is temporary preservation of the thesis

#### **Where will data with long-term value be archived, and for how long?**

All research are conducted by Jamk student are pubiced and preserved in long-time for further use. No specific timing is mentioned in Jmak website except for 25 years of preservation of confidentiality of the appendices

## **6. Data management responsibilities and resources**

**Who will be responsible for specific tasks of data management during the life cycle of the research project? Estimate the resources.**

Im the person who are responsible for specific tasks of data management during the life cycle of the research.