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Legal and Ethical Considerations for Tourist Data Usage

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This chapter examines compliance and regulatory issues related to data protection within the global tourism industry. It highlights several case studies for thorough observation and emphasises the need for proper and effective measures to comply with data law at national levels. It advocates for implementation of a comprehensive data protection framework, policy, and strategies to meet global data standards and align with UNSDG goals, collectively aimed at achieving sustainability within the global tourism industry.

Introduction

In the era of digital transformation, Big Data has assumed a crucial role in changing global travel and providing significant challenges and opportunities for the tourism industry, that now relies on Big and Small Data (BSD) for analytics and analysis on tourist demand, decision-making, management of knowledge flows and interaction with tourists, leading to better tourism service and efficiency (Ardito *et al.*, 2019). However, there are big issues and challenges on the horizon (Weaver, 2021). Data compliance and governance and regulatory issues pertaining to tourist data are on the rise. How does compliance with privacy and protection laws align with ethics, and the free flow of equitable exchange of travellers' data? What are the legal measures and data framework protections to safeguard such tourist data? The practice and guidance on this issue are not very clearly outlined (Clements, 2022). This is complicated by a lack of proper data and privacy governance law and regulations between developing and developed tourism industries. The usage and consent-related procedures are not properly followed and not effectively implemented at many tourism destinations around the globe (Yallop *et al.* 2023). This is because there is no single data protection law observed or enforced in the tourist destinations. This has caused