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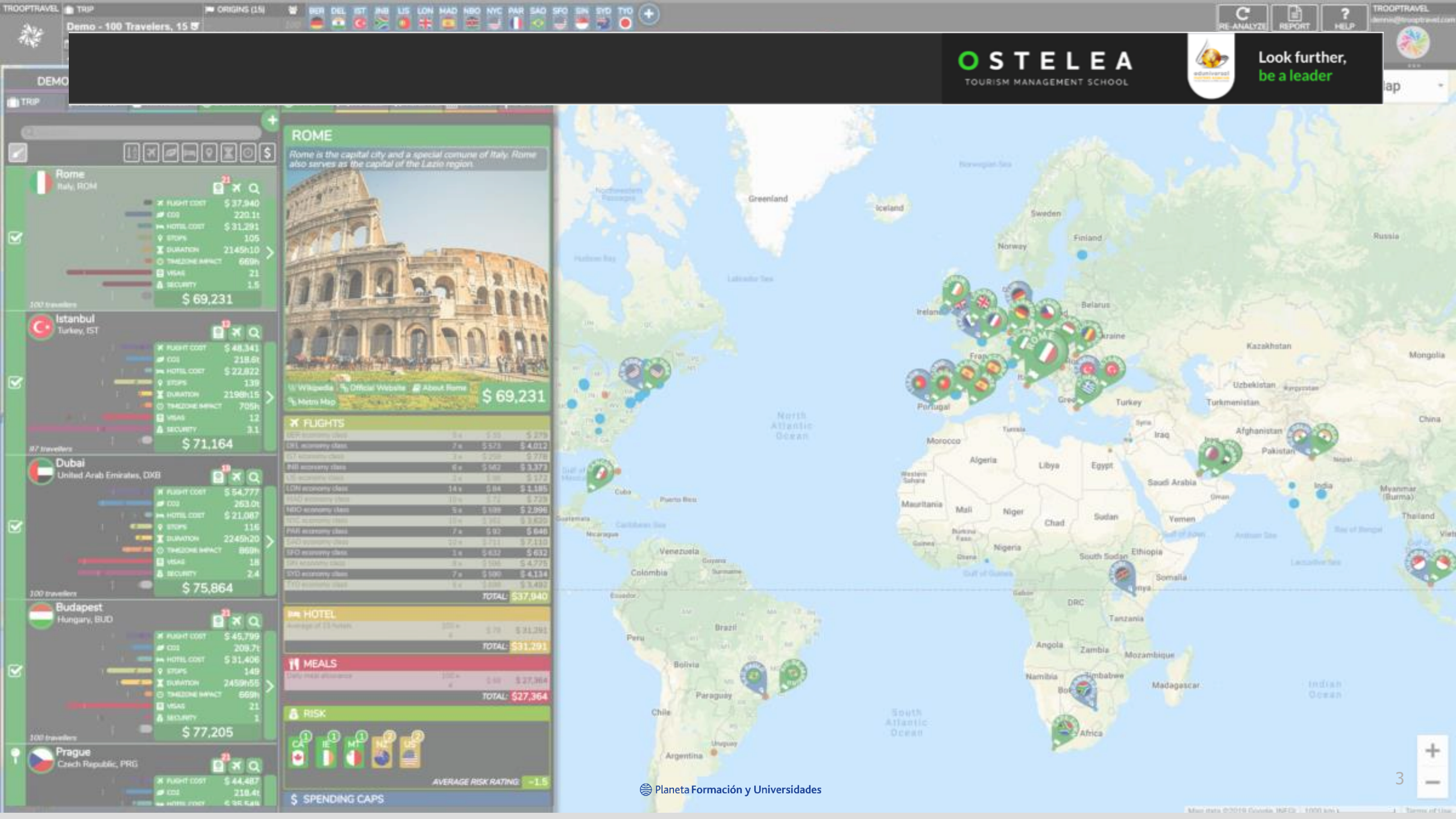
OSTELEA
TOURISM MANAGEMENT SCHOOL

Innovation and the entrepreneurial mindset
Innovation, Data & Technology
Diego Santos

RoomMate
HOTELS
RoomMate
HOTELS

OSTELEA
TOURISM MANAGEMENT SCHOOL
Look further, be a leader

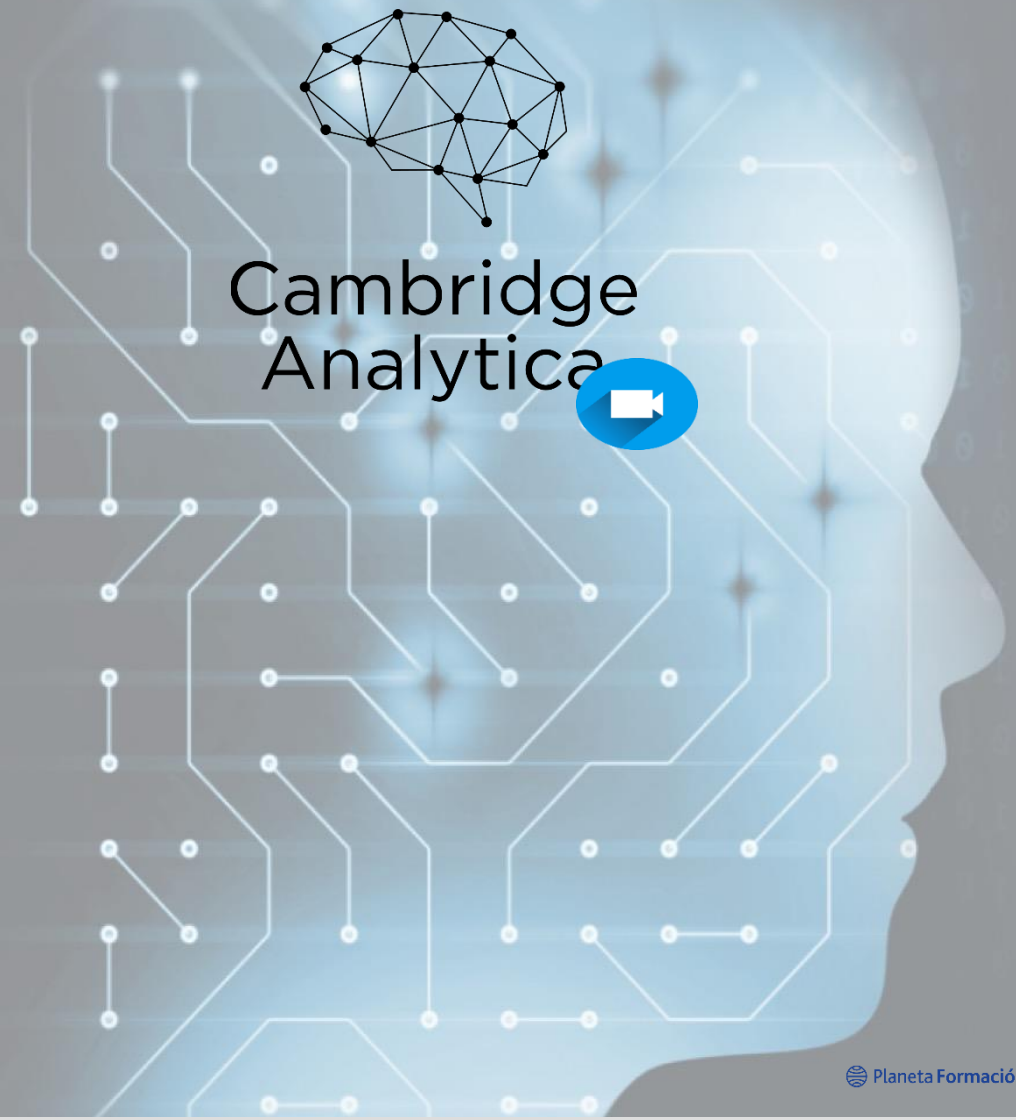


Society and data economy

What is Big data?

Internet of things.

Why is useful Big data?


Cambridge
Analytica

Big Data & Tourism.

Big Data & Tourism.

Small Data and Small Business

David Parkins

Google

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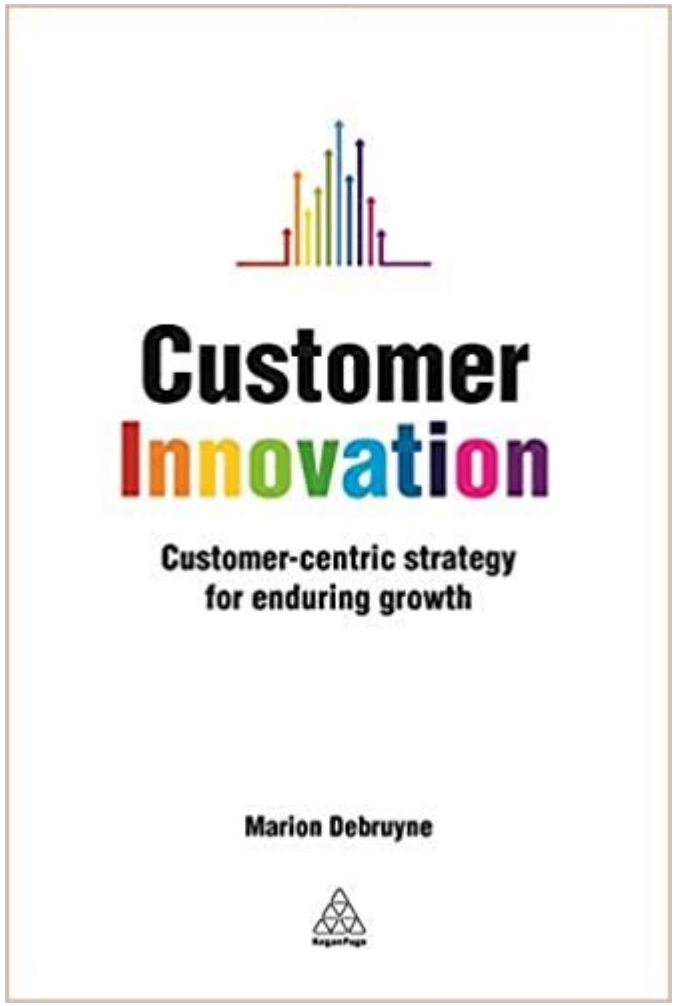
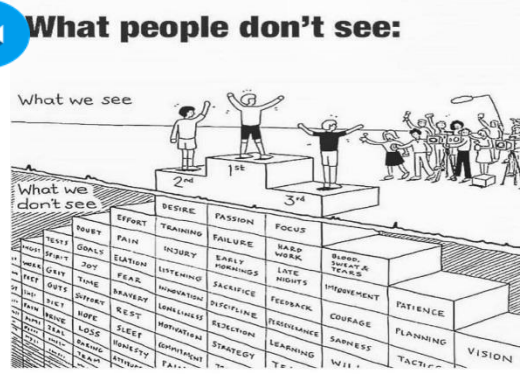
Amazon

Diego Santos


Customer
Innovation
Customer-centric strategy
for enduring growth
Marion Debruyne

The most important single thing is to focus obsessively on the customer. Our goal is to be earth's most customer-centric company.
— Jeff Bezos —
AZ QUOTES


What people don't see:
What we see
What we don't see
1st
2nd
3rd
DESIRE
PASSION
FOCUS
EFFORT
TRAINING
FAILURE
HARD WORK
PAIN
INJURY
LATE NIGHTS
PATIENCE
COURAGE
PLANNING
VISION

READ 2017 JEFF BEZOS LETTER TO SHAREHOLDERS

AI

DEFINITION

artificial intelligence

Artificial intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing (NLP), speech recognition and machine vision.

AI programming focuses on three cognitive skills: learning, reasoning and self-correction.

Learning processes. This aspect of AI programming focuses on acquiring data and creating rules for how to turn the data into actionable information. The rules, which are called algorithms, provide computing devices with step-by-step instructions for how to complete a specific task.

Reasoning processes. This aspect of AI programming focuses on choosing the right algorithm to reach a desired outcome.

Self-correction processes. This aspect of AI programming is designed to continually fine-tune algorithms and ensure they provide the most accurate results possible.

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Exercise

Diego Santos

amazon

Do you think Alexa useful for tourism?

Prepare a presentation where you explain pros and cons of Alexa for Hospitality.

Groups. Max 5 students.

Exercice. Alexa for hospitality.

CLIENT

Personalized service.
Time.

Privacy

HOTELS & EVENT VENUES

To grow expenditure. (own services)
Clients Data.

Personalized services.
Status.
Commissions (external services)

Maintenance
Investment
Alexa penetration in some markets.

AMAZON

Market dominance & product segmentation
To grow sales (Amazon Prime)

DATA

Connect
Lambda
Personalize
Polly
Forecast
aws
Cognitive CX
Lex
Alexa
Transcribe
Machine Learning
Comprehend
Pinpoint
Translate

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Event Tickets.
Diego Santos

seatwave
a ticketmaster® company

Rosalía to perform in Barcelona's Palau Sant Jordi on December 7

Concert will be singing superstar's first large-scale solo performance in Catalan capital

16 September 2019 07:23 PM by ACN | Barcelona

SHARE

Catalan superstar singer, **Rosalía**, will soon perform in her homeland with a concert on December 7 at the **Palau Sant Jordi** stadium in Barcelona.

Tickets for the December concerts went on sale to the general public on September 20, but they lasted **less than two hours** before being completely sold out, given Rosalía's rising popularity.

Tickets for the concert cost between €28-€65, but various resale outlets are already advertising tickets over €1,000 following the fast sellout.

Live Events it's a company that will organize Rosalia 2021 tour. But to survive, the company needs to avoid a problem that they have experienced in the past: reselling tickets.

The CEO calls you to ask for advice to solve this problem. What do you tell him? Prepare a presentation.

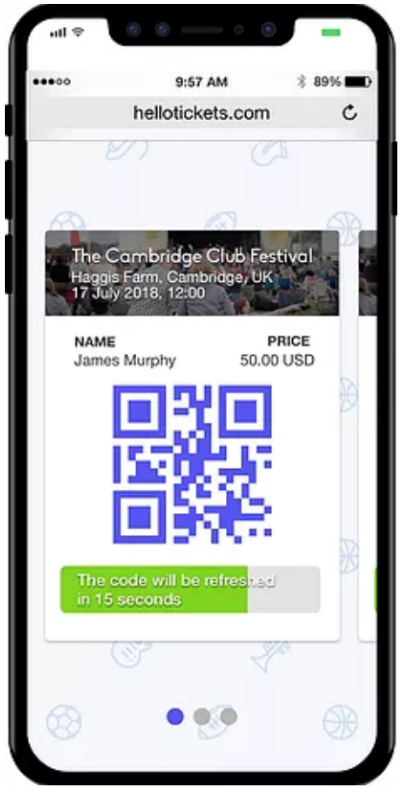
You have several readings uploaded in Blackboard.

vevo

ticketmaster
SECRET
SCALPING?

Introducing the Smart Ticket

Tracer has developed the Smart Ticket to give you 100% control over the entire ticket journey.



Your policy, your rules

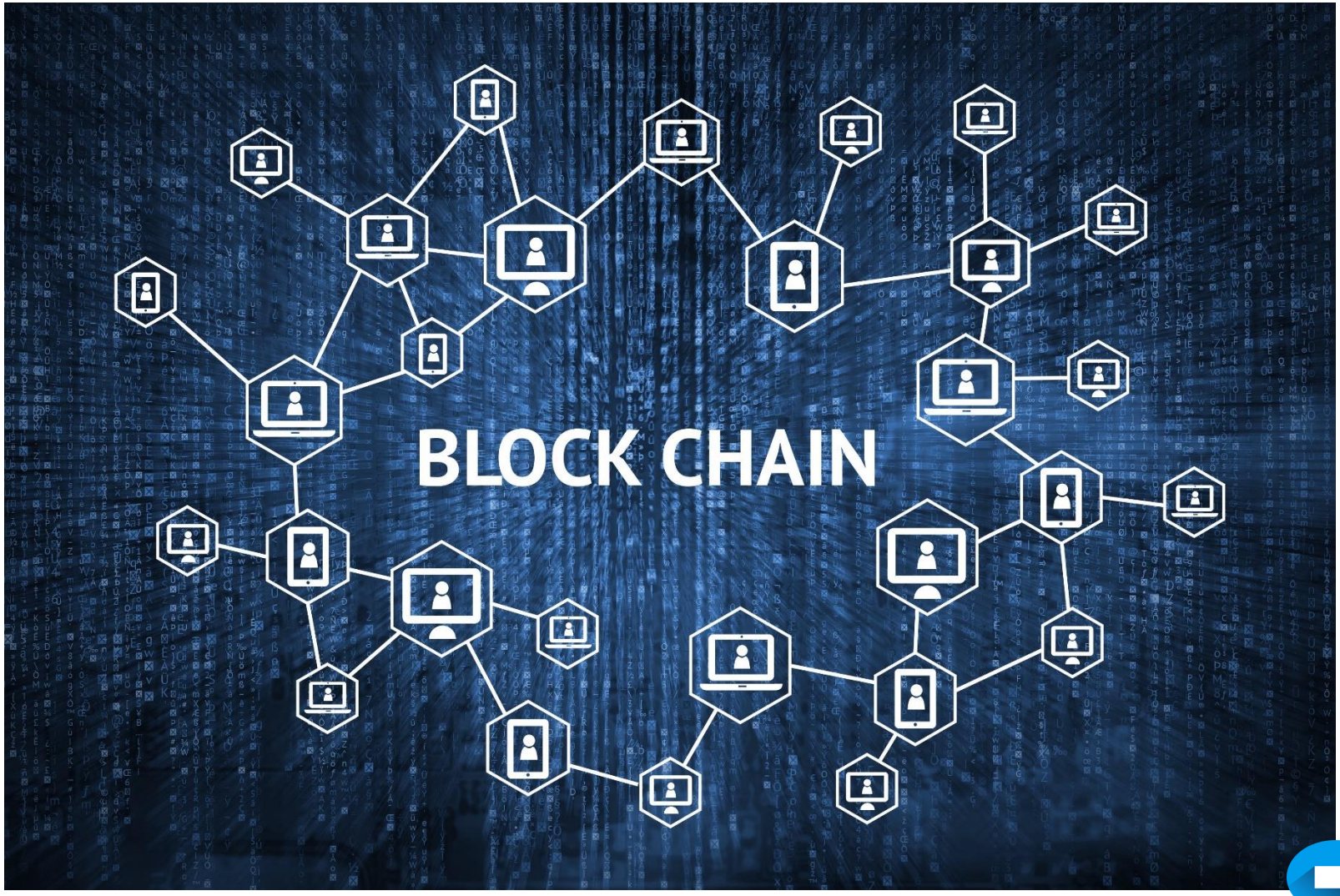
By leveraging the power of blockchain technology, promoters and ticketing companies can define exact rules for each ticket individually. For instance, whether a ticket can be resold, the price it sells at and what happens to the profits each time it is sold on.

Track a ticket's entire journey

The artist or promoter can now trace the ticket's entire journey as well as the customer's ownership data, no matter where the ticket is sold, or how many times a ticket is re-sold.

Zero fraud, full control

Fans no longer have to worry about buying fraudulent tickets. For them, the process is seamless. Everything happens behind the scenes thanks to discreet but highly powerful blockchain tech.

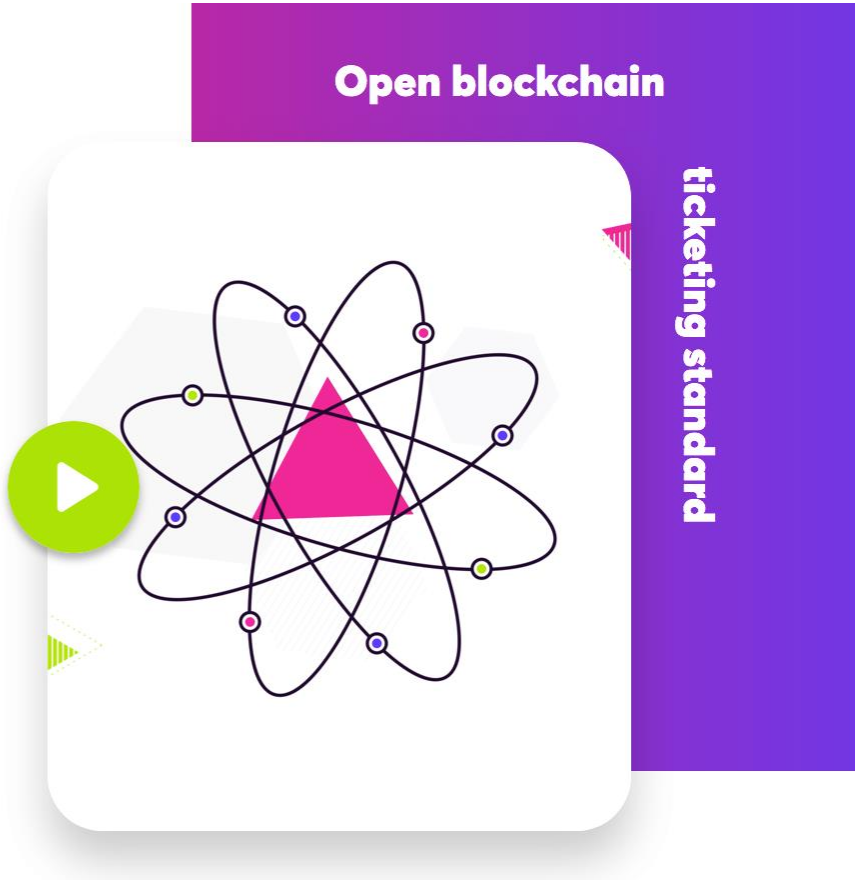

BLOCK CHAIN

The Aventus Protocol

The Aventus open blockchain ticketing standard allows you to create next generation smart tickets which:

1. Guarantees oversight, control, and communication with the fan throughout the life of the ticket

2. Allows third parties to innovate around your tickets whilst always benefitting you

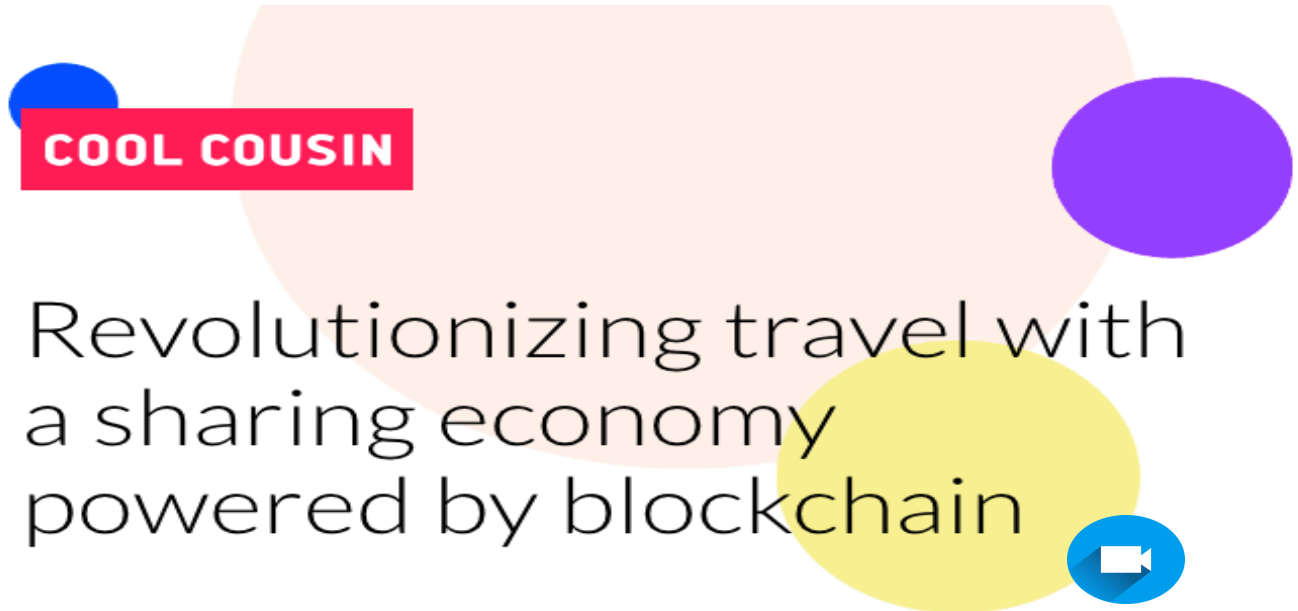


BLOCKCHAIN NEWS, COMPANIES, ICO NEWS, NEWS

Once TripAdvisor Trampled Travel Agents, Now It's Time for Blockchain to Take the Lead

BY MARIA KONASH ON TUESDAY, MARCH 13TH, 2018 6:35PM UTC | 0 COMMENTS

Blockchain technology may have the potential to take over mainstream travelling websites like Yelp, TripAdvisor, and AirBnB.



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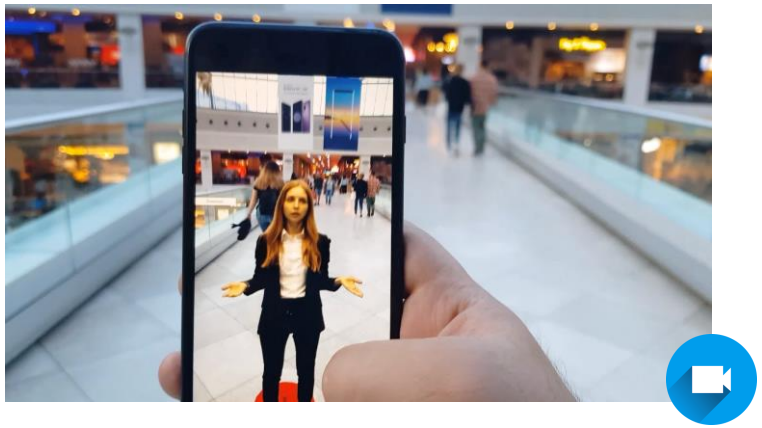
VR & AR.
Diego Santos

Augmented Reality: Explained

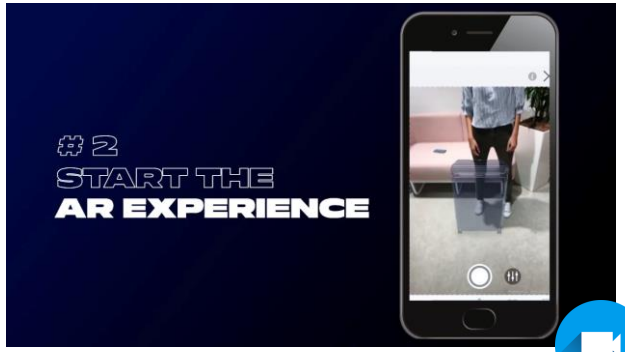
Augmented reality, or AR, is a digital technology, which makes changes to a person's perception of their physical surroundings, when viewed through a particular device. The technology has similarities with virtual reality, but AR does not replace the real-world environment, but augments it by overlaying digital components.

To date, perhaps the most notable example of an augmented reality app is Pokemon Go. However, the technology extends beyond the gaming world and into the world of marketing. Here, marketers will usually use AR to add graphics or useful information to an environment viewed through a compatible device.

Typically, augmented reality is experienced through a smartphone, tablet, or similar device. As a result, it is less expensive for the consumer than most virtual reality-enabled headsets or devices. In many cases, AR also works hand-in-hand with other mobile technologies, including cameras and GPS tracking.



Cancel


2
START THE
AR EXPERIENCE

Ponte Vecchio

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Planeta Formación y Universidades

ANNOUNCEMENTS

Looking Glass Reveals New 8K Holographic Display Monitor

HARRY BAKER - NOVEMBER 12, 2019

Do you think AR, VR are useful for events?

Prepare a presentation.

TOMORROWLAND
AROUND THE WORLD
IN ALPHABETICAL ORDER
SATURDAY JULY 25
CORE
ADAM BEYER
ANNA
CHARLOTTE DE WITTE
YVES DERUYTER
MAINSTAGE
AFROJACK
ALAN WALKER
ARMIN VAN BUUREN
DIMITRI VEGAS & LIKE MIKE
LOST FREQUENCIES
NERVO
OLIVER HELDENS
PAUL KALKBRENNER
STEVE AOKI
ELIXIR
CLUB
B JONES
FEDDE LE GRAND
KLINGANDE
MR. PIG
REGARD
ROBIN SCHULZ
Q-DANCE
D-BLOCK & S-TE-FAN
DA TWEEKAZ
RAN-D
FREEDOM
CLAPTONE
JACK BACK
SOLARDO
CAVE
CARNAGE
EPTIC
MODESTEP
NGHTMRE
AFTERLIFE
DIXON
STEPHAN BODZIN
TALE OF US
SUNDAY JULY 26
CORE
ADRIATIQUE
CELLINI
JORIS VOORN
PATRICE BÄUMEL
MAINSTAGE
DAVID GUETTA
DON DIABLO
KOLSCH
MARTIN GARRIX
SUNNERY JAMES & RYAN MARCIANO
TIËSTO
TIMMY TRUMPET
VINTAGE CULTURE
ELIXIR
CLUB
BASSJACKERS
CAT DEALERS
DJ LICIOUS
EDX
LAIDBACK LUKE
YVES V
Q-DANCE
COONE
SUB ZERO PROJECT
WILDSTYLEZ
FREEDOM
ANDREW RAYEL
MARLO
NWYR
VINI VICI
CAVE
GRYFFIN
NETSKY
SAN HOLO
YELLOW CLAW
ATMOSPHERE
AMELIE LENS
JOYHAUSER
REINIER ZONNEVELD
SOME SPECIAL PERFORMANCES WILL BE ADDED SOON
THE DIGITAL FESTIVAL
THE REFLECTION OF LOVE
CHAPTER I

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Final Project.
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