

Master's Degree in Event Organization, Protocol and Business Tourism MICE



Innovation and the entrepreneurial mindset

Innovation, Data & Technology

Diego Santos

- The data society.
- The importance of the internet of things in today's society.
- Introduction to Big Data.
- The importance of Big Data in business.
- Big Data and tourism solutions.
- Small & Smart Data.
- Social science data analysis tools.
- Artificial Intelligence for tourism industry
- Blockchain for events



Society and data economy

Salario
anual de
153.000
dólares

Se toma
cinco tazas
de café
al día

Los datos
de su vida
indican que
tiene gripe

A juzgar
por su
círculo social,
probablemente
podrá devolver
un préstamo

Está
embarazada,
pero todavía
no lo sabe

Acaba
de solicitar
su séptima
tarjeta
de crédito

Reciente
cambio en sus
mensajes de
texto; quizá
tiene una
nueva novia

Se desplaza
casi
2 kilómetros
diarios para
acudir al
trabajo

Según datos
registrados
en el GPS de su
móvil, camina
9 kilómetros
al día

Sus registros
en la Web
y el teléfono
indican que le
desagrada
su médico

What is Big data?

Internet of things.



Why is useful Big data?



Cambridge Analytica



```

r_mod.use_x = False
r_mod.use_y = True
r_mod.use_z = False
operation == "MIRROR_Y":
    or_mod.use_x = False
    or_mod.use_y = True
    or_mod.use_z = False
operation == "MIRROR_Z":
    or_mod.use_x = False
    or_mod.use_y = False
    or_mod.use_z = True
    mirror_mod.use_x = True
    mirror_mod.use_y = False
    mirror_mod.use_z = False
    mirror_ob.select=1
    modifier_ob.select=1
    context.scene.objects.active = modifier_ob
    print("Selected" + str(modifier_ob)) # modifier ob is the active
    #mirror_ob.select=0
    bpy.context.selected_objects[0]
    ta.object.active_object.select = 1
    mirror_mod.use_x = False
    or_mod = modifier_ob.modifiers.new("mirror-mirror",
    elif operation == "MIRROR_X":
        mirror_mod.use_x = False
        mirror_mod.use_y = False
        mirror_mod.use_z = True
        mirror_ob.select=1
        modifier_ob.select=1
        context.scene.objects.active = modifier_ob
        print("Selected" + str(modifier_ob)) # modifier ob is the
        selected_objects[0]
        ta.name].select = 1
    
```

Big Data & Tourism.

Big Data & Tourism.









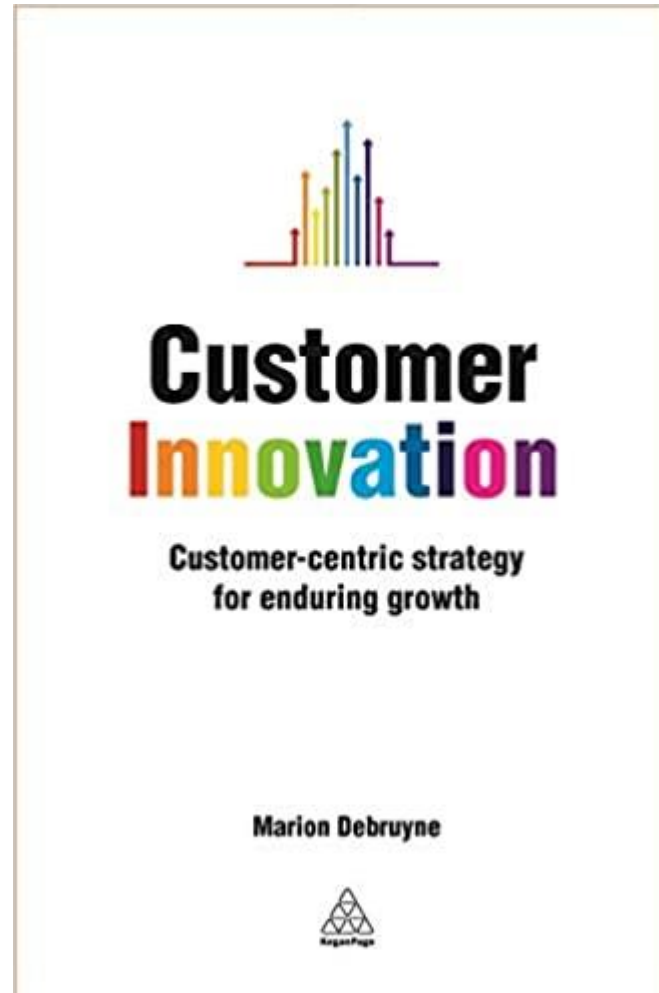
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Amazon

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What we see

1st 2nd 3rd

What we don't see

EFFORT PAIN TEARS GOALS JOY STRUGGLE TIME FEAR SWEAT SUFFERING DISCIPLINE RESISTANCE PATIENCE COURAGE PLANNING TACTICS VISION

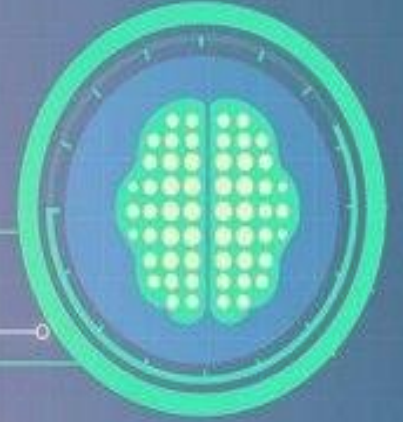
amazon

READ 2017 JEFF BEZOS LETTER TO SHAREHOLDERS



AI

A conceptual graphic featuring a human brain with glowing blue and green circuitry lines. A white square with the letters 'AI' is centered over the brain. The background is a dark blue gradient with various digital icons and lines.



DEFINITION

artificial intelligence

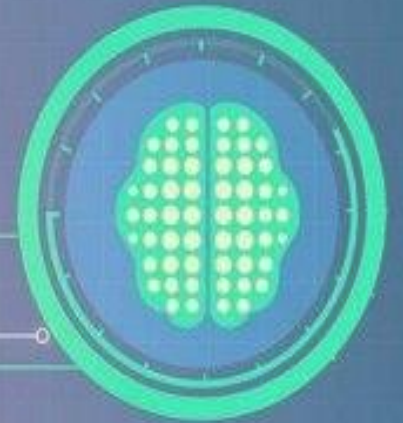
Artificial intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include [expert systems](#), natural language processing ([NLP](#)), speech recognition and [machine vision](#).

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

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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.

Exercise. Alexa for hospitality.

CLIENT

HOTELS & EVENT VENUES

AMAZON

Personalized service.
Time.

To grow expenditure. (own services)
Clients Data.

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

Personalized services.
Status.

Commissions (external services)

DATA

Privacy

Maintenance
Investment

Alexa penetration in some markets.





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Event Tickets.

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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.

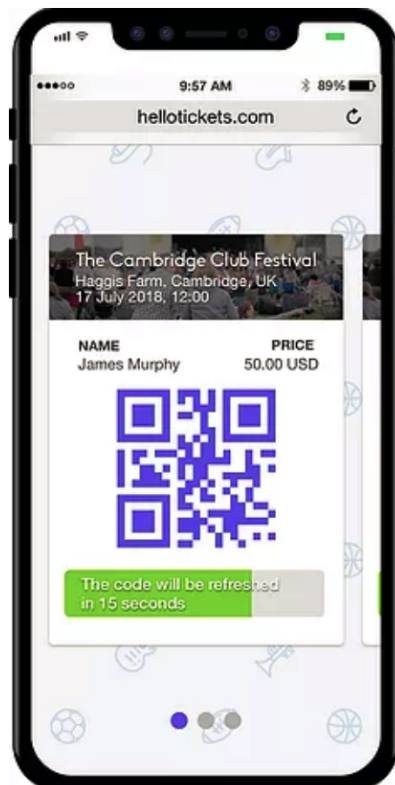
You have several readings uploaded in Blackboard.





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.

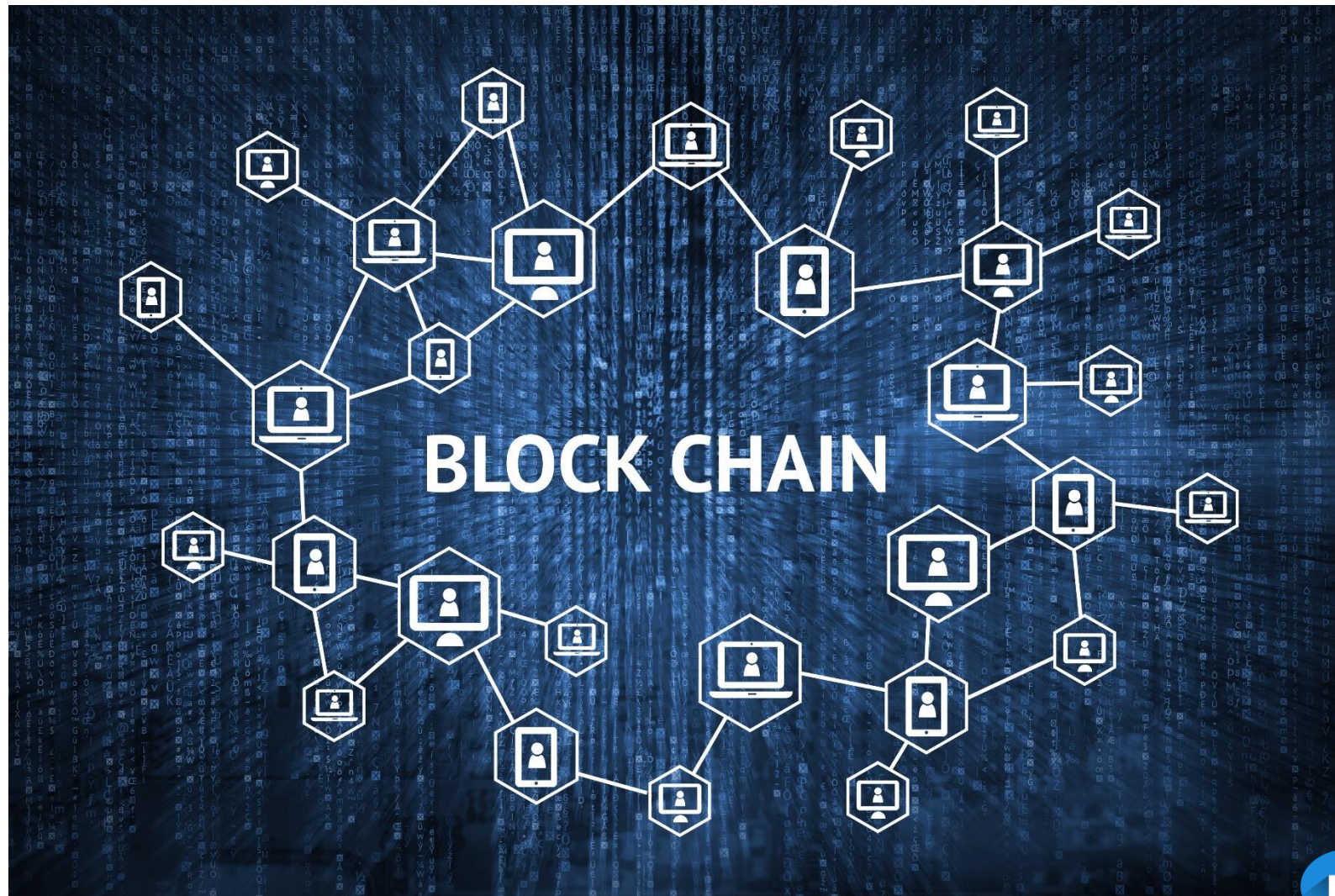
Track a ticket's entire journey

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.

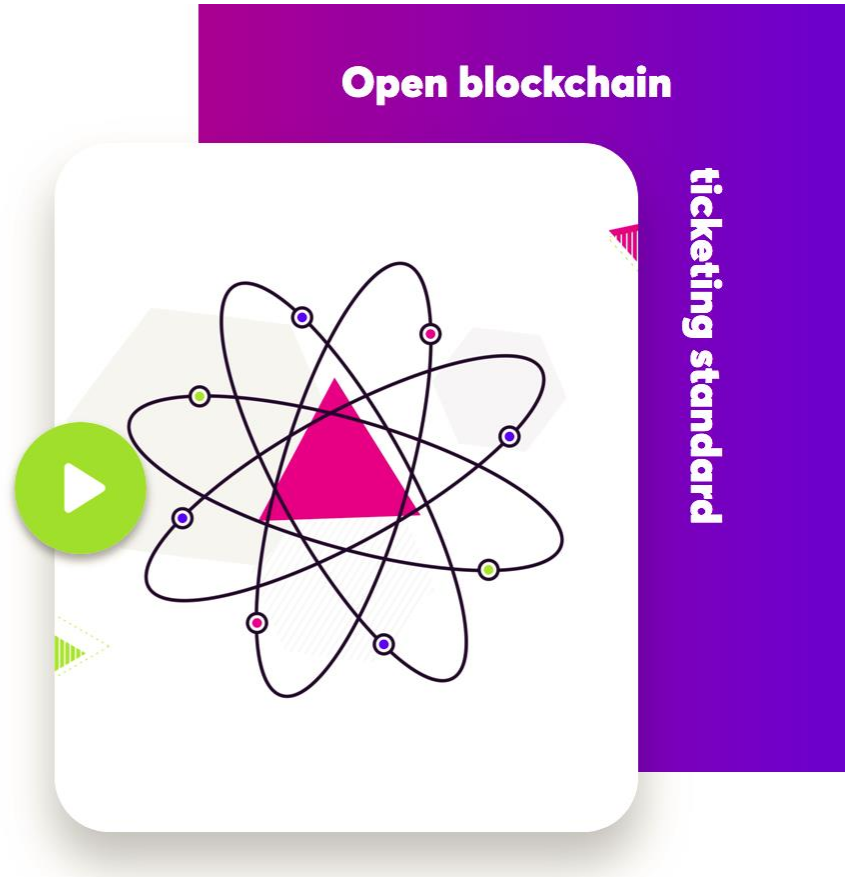




The Aventus Protocol

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.

COOL COUSIN

Revolutionizing travel with
a sharing economy
powered by blockchain



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VR & AR.

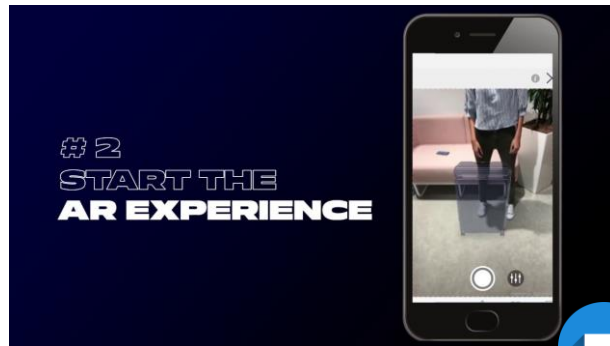
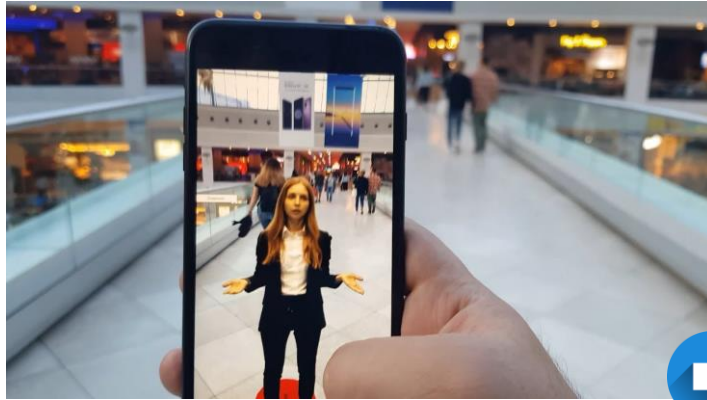
Diego Santos

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.





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	MAINSTAGE	ELIXIR CLUB	Q-DANCE
ADAM BEYER ANNA CHARLOTTE DE WITTE YVES DERUYTER	AFROJACK ALAN WALKER ARMIN VAN BUUREN DIMITRI VEGAS & LIKE MIKE LOST FREQUENCIES NERVO OLIVER HELDENS PAUL KALKBRENNER STEVE AOKI	B JONES FEDDE LE GRAND KLINGANDE MR. PIG REGARD ROBIN SCHULZ	D-BLOCK & S-TE-FAN DA TWEKAZ RAN-D
FREEDOM	CAVE	AFTERLIFE	
CLAPTONE JACK BACK SOLARDO	CARNAGE EPTIC MODESTEP NIGHTMRE	DIXON STEPHAN BODZIN TALE OF US	

SUNDAY JULY 26

CORE	MAINSTAGE	ELIXIR CLUB	Q-DANCE
ADRIATIQUE CELLINI JORIS VOORN PATRICE BAUMEL	DAVID GUETTA DON DIABLO KOLSCH MARTIN GARRIX SUNNERY JAMES & RYAN MARCIANO TIESTO TIMMY TRUMPET VINTAGE CULTURE	BASSJACKERS CAT DEALERS DJ LICIOUS EDX LAIDBACK LUKE YVES V	COONE SUB ZERO PROJECT WILDSTYLEZ
FREEDOM	CAVE	ATMOSPHERE	
ANDREW RAYEL MARLO NWYR VINI VICI	GRYFFIN NETSKY SAN HOLO YELLOW CLAW	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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