UNIVERSITÉ
PERPIGNAN
VIA
DOMITIA

MIC20 :
The Use of Artificial Intelligence in Tourism

For its 3rd edition, the Miro in Cube innovation contest for tourism is focusing on Artificial Intelligence (AI). From February 21st to 24th, in Perpignan, Barcelona and Palma, participants will work in teams for 56 hours to develop a range of products and services in line with the theme of the 2020 edition: artificial intelligence and tourism.

Artificial intelligence: an opportunity in the field tourism

Artificial intelligence consists in applying techniques that enable machines to replicate a form of genuine intelligence. AI is being implemented in a growing number of sectors, including the tourism sector. While many people may believe that artificial intelligence is synonymous with automation, it is above all a technological mechanism to improve the quality of the services provided and offer a dynamic customer experience. Chatbots, which are widely used for hotel reservations, are a perfect example. But what does AI have to offer in response to the problems associated with mass tourism or the environmental impact of tourism?

To answer this question, each city will present its candidates with 3 AI-related themes relevant to the specificities of its territory. Candidates will be expected to build their project around one of these themes. Some examples include AI and cultural tourism, AI and accessible tourism, AI and the development of off-season tourism or AI and the environmental impact of tourism. The objective is to stimulate the development of innovative projects to address practical, real-world problems in a context of environmental sustainability and social responsibility.

A Euroregional contest

Miro in Cube is a 56-hour hackathon (Friday evening to Sunday evening). During the contest, teams are formed and undergo an initial selection process. Teams will then benefit from mentoring and workshops throughout the competition given by experts from the worlds of tourism, entrepreneurship, technology and research. The fourth day is devoted to the final of the finals.

Building on the success of the 2019 edition, the competition will be held for the second year simultaneously in Perpignan, at the UPVD IN Cube incubator, in Barcelona, at the Canòdrom, and in Palma, at the Parc Bit – the three incubators that now form the Euroregion network.

Participants from the 3 locations will be able to communicate during live video conference sessions. This format was chosen in keeping with the innovative approach to learning implemented both at the University of Perpignan and by the IDEFI Miro Programme. This format is designed to encourage collaborative teamwork, knowledge sharing and open-mindedness, all of which are vital to innovation.

As a result, this hackathon is designed to have an impact throughout the Euroregion. Furthermore, participants in the competition can gain access to the 4YFN at the Mobile World Congress in Barcelona, which takes the contest to the global stage. Indeed, the 3 finalists from each local edition will "pitch" their project on Monday, at the heart of the world's largest mobile technology event, in the presence of the entire group of participants, coaches, juries and partners.

At the end, a grand champion will be chosen by an international jury.

New partners have joined the MIC adventure

The competition grows a little more each year, and so does the quality of the partners who work alongside us. For example, new partners from Catalonia are joining the event: the **Catalan Tourism Agency of the Government of Catalonia**, in charge of developing the tourism sector, is now a co-organizer, with technical assistance provided by **Eurecat,** the Technology Centre of Catalonia.

This year, the key innovation is the addition of a new technology partner: **Amadeus**, the world's leading provider of technology and distribution solutions for the travel and tourism industry. Through this partnership, participants will have free access to APIs (application programming interfaces) and artificial intelligence APIs from the Amadeus for Developers program. Amadeus will also provide face-to-face mentoring for the teams in Perpignan, and remote mentoring for the other two locations via the Miro in Cube application. As a technology partner, Amadeus will award a prize for the best technological solution at 4YFN in Barcelona.

The **Pyrenees-Mediterranean Euroregion**, a long-standing partner of the competition, will award the Euroregional Prize for Tourism Innovation during this third edition.

Practical information:

This contest is open to all. To register, all you need is an idea, a project or the desire to join a team and contribute your skills.

The complete program can be found at www.miroincube.eu