



MIC20

The use of Artificial Intelligence in tourism



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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.

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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.



The Miro in Cube application

In 2019, in a move to be environmentally friendly and to digitize all the supporting material, the Miro Programme developed an application to facilitate communication between participants and coaches during the competition. This custom-designed tool facilitates knowledge sharing and the exchange of best practices across the three locations, while operating in a multilingual environment, and is especially suitable for managing remote mentoring sessions.



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.



Local finals

1st prize

- 1 year of incubation with support in the incubator where the project was born.
- 2 months of support in one of the network's incubators (Perpignan, Palma or Barcelona).
- 10,000 € allocation for services.
- Access to the 2021 edition of 4YFN.

2nd prize

- 6 months of tailored support to help create and structure the project, including subject-area expertise in leisure tourism and, depending on the project, networking through the *AD'OCC Sport* regional incubator.

3rd prize

- 2 months of support from the *Open Tourisme Lab* accelerator in Nîmes including free access to its coworking space (and meetings with supported start-ups and participating partners) and access/follow-up for a professional event related to the prizewinner's activity.

International final

Euroregional Prize for Innovation in Tourism

- 5,000 € in services provided by the Pyrenees-Mediterranean Euroregion.
- Presentation of the project during MIC21 at *4YFN* in Barcelona.

Amadeus Award for the best technological solution



The UPVD: an innovative and dynamic university

Since 2012, the University of Perpignan Via Domitia has been running the IDEFI MIRO Programme, an innovative educational program that focuses on training in the field of cultural tourism. This program provides an invaluable forum for monitoring new developments in the field.

Alongside this, the University of Perpignan Via Domitia has created a business incubator

whose mission is to encourage the emergence of innovative projects by providing personalized guidance, training and material and financial support.

The Miro in Cube contest is the result of the combination of the Miro Programme's knowledge and know-how in the field of tourism and of UPVD IN CUBE's expertise in the creation of new businesses.



About the competition's host institutions



UPVD IN CUBE is the University of Perpignan's incubator for innovative companies. Open 7 days a week and 24 hours a day, it aims to promote the development of innovative companies by providing tailored support right from the idea stage. UPVD IN CUBE offers project leaders from all backgrounds privileged access to its laboratories and its research platform in addition to providing its expertise in the area of education. As the only site of its kind in the Pyrénées-Orientales, UPVD IN CUBE has developed a dynamic environment to foster the creation of innovative activities in the area.

For more information: <https://www.in-cube.upvd.fr/>



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G VICEPRESIDÈNCIA
O I CONSELLERIA
I INNOVACIÓ,
B RECERCA I TURISME
/ FUNDACIÓ BIT

The **BIT Foundation** (*Fundació Balears d'Innovació i Tecnologia*) encourages and supports entrepreneurial projects focusing on new technologies (ICT) in the fields of tourism, biotechnology, the environment and renewable energies, particularly within the framework of its #Emprenbit program. This foundation dedicated to innovation is behind the incubators on the islands of Mallorca, through the "Parc Bit", and Menorca, through the "Centre Bit".

For more information: <https://www.parcbit.es/>



Peninsula operates Barcelona's incubator, the *Canòdrom*. Led by Simon Lee, this incubator supports innovative companies and projects, particularly in the areas of culture and creativity. Located in a 10,000 m2 building, Peninsula specializes in early stage projects by guiding entrepreneurs from the initial idea to the creation of a viable product, in addition to coaching on how to obtain access to financing.

For more information: <https://peninsula.co/> and <https://canodrom.com/>

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

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