HACKATHON



CHALLENGES



How might we reduce tourism-related carbon emissions and improve resource consumption efficiency (e.g., water, energy)?

How to use data and digital transformation to engage tourists and the tourism and hospitality players in more sustainable behaviors, ranging from a more environmentally efficient tourist journey to an improved resources efficiency as we move towards circular economy.





How might we improve mobility standards in tourism with the goal to reduce environmental impacts and maximize health benefits?

Leveraging technology and the integration of mobility solutions allow to support more sustainable traveling habits altogether. Health and well-being can be positively impacted by encouraging data sharing between operators and as such, providing a seamless transaction experience. This can impact and influence several players in the touristic ecosystems, such as hospitality, travel insurance, restaurants, nature and ocean tourism, etc.





How might we create a seamless touristic journey through technology and services' integration?

Imagine a future in which your tourist journey's experience is fully enhanced by the digitalization of all support activities (from pre-booking stages until experiencing the destination), with more digital interactions supported by data shared in a customized, secure and private way between the different players of the tourism ecosystem.





How might we identify and manage overcrowding in touristic places?

Given the growing pressure of tourism in the most popular touristic attractions, how to take advantage of multiple data sources, both public and private, to change the paradigm of crowd management? In addition, this challenge addresses how to manage the demand across multiple points of interest reducing the pressure at any given point and increasing the global revenue

















April 26-27

- 10:00 Ideation (2 hours)
- 15:00 Analytics (2 hours)
- Power BI Fundamentals
- Al in Power Bl / Azure



April 28-29



April 30 – May 2

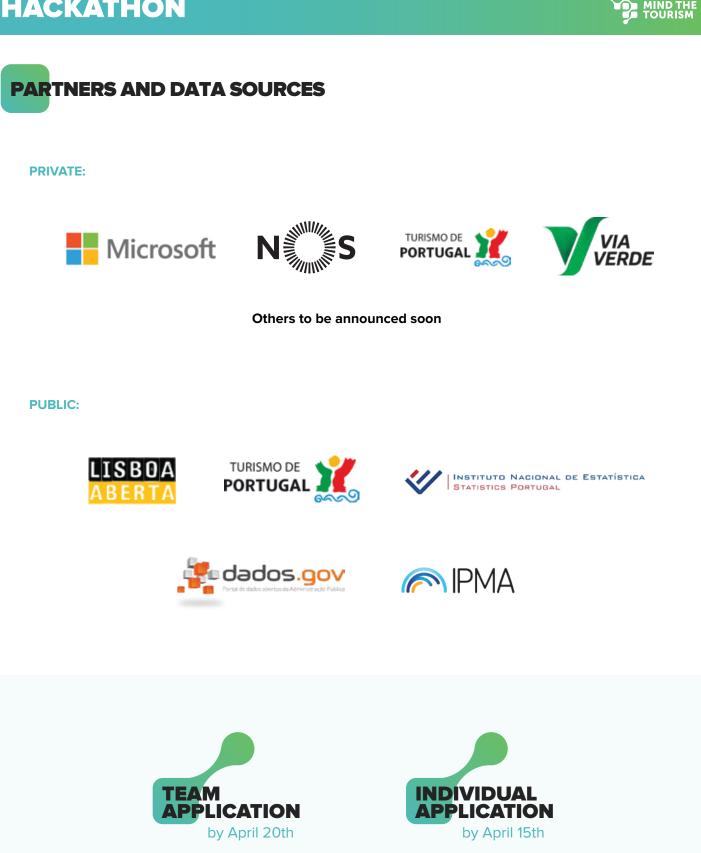
Progress check points
May 1 11AM + 4PM



(Pitch) - April 2, 6PM



Microsoft Teams "Mind The Tourism"



Organized by: toho Nova Hospitality Hatform NYA N(e)ST PLANETIERS

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