

# INNOVATIVE TECHNOLOGIES FOR MICE TOURISM



Meetings, conventions and fairs are often the first event where technological innovations are released, which are later introduced to the rest of the tourism industry. Last year, we have seen presentations of several novelties in MICE tourism: from facial recognition to access large events, to 3D food printers.

## **Facial recognition**

Fully functional facial recognition systems that are being implemented in airports can be found in fairs and convention centers.

This technology allows thousands of people to rapidly access the inside of a venue where a large event is being held. But first, attendees must have sent in their picture. If they didn't, they have to go through the normal attendee registration process.

Facial recognition technologies for MICE tourism are faster, safer and also more unforgettable systems, because they make people remember any event.

## **Augmented reality**

The augmented reality allows us to project data and images about things we see through a smart device, such as Google Glass or the screen of our smartphones.

The augmented reality that is already available in the market through apps for smartphones and tablets has different advantages: It can be easily used in group meetings, it works flawlessly, and today's modern phones are prepared for this technology.

## **Mixed reality**

Through a new type of holographic glasses, users can see 3D holograms in their surroundings, from infographics, to objects and animals, etc. In this sense, a new environment or "mixed reality" is created.

Experts predict that augmented reality technologies for MICE tourism may have numerous applications and uses in the industry, since they don't isolate the user (as opposed to virtual reality) but take advantage of the environment.

However, prices of mixed reality glasses and headsets range from 2,300 to 3,500 euros; and since it is a relatively new system, its possibilities are still being discovered.

## **Food made in 3D printers**

3D printers that “manufacture” food begin to make their way through the world of meetings and conventions.

This type of machines use liquid foods (melted chocolate, cheese paste, spread, fruit juices and jelly...) and can “print” layer by layer different types of pies, cakes or pastries with artistic forms, or even company logos, famous paintings, etc.

The first models available in the market still have very limited features, but it is expected that in the future these machines will allow each assistant to “customize” their own menu.

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