

專題演講

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演講題目：Big Data X Smart Tourism

演講摘要：

The development in Information and Communication Technology (ICT) has changed the way how people live in the past decades. The data collected from all resources including web, finance, logistics, sensors and etc. grows exponentially. The extremely large data sets, or said big data, that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.

On the other hand, travel and tourism has been one of the important economic activities in most countries around the world. ICT has changed the industry structure and business strategy in travel and tourism in the past decades. Sample cases that applied ICT in Travel and tourism will be discussed in the lecture.