



Portorož, 25.07.2024

SUBJECT: Invitation to Submit a Proposal for Conducting Research, Consulting, and Training on the Use of Artificial Intelligence and Other Modern Technologies to Support the Planning and Implementation of Cycling Tourism Activities Along the Former Iron Curtain Trail as Part of the ICTr-CE Project.

1. CONTENT OF THE INQUIRY:

Based on the Public Procurement Procedure Regulation of the University of Primorska No. 002-25/21 dated 2.11.2021, the contracting authority, University of Primorska, Faculty of Tourism Studies - Turistica, invites bidders to submit their written proposal for conducting research, consulting, and training on the use of artificial intelligence and other modern technologies to support the planning and implementation of cycling tourism activities along the former Iron Curtain Trail as part of the ICTr-CE project.

Information about the contracting authority: University of Primorska, Faculty of Tourism Studies – Turistica Obala 11a 6320 Portorož

2. SUBJECT AND DESCRIPTION OF THE CONTRACT

The subject of the contract includes the following requirements: At UP, Faculty of Tourism Studies – Turistica, through the international Interreg Central Europe program, as a project partner, we are implementing the ICTr-CE project – Innovative participatory sustainable business model for cycling along the Iron Curtain Trail. The aim of the project is to strengthen the innovation capacities of SMEs and other stakeholders in the tourism value chain along the cycling route of the Iron Curtain (ICTr – Iron Curtain Trail, which is also the EuroVelo 13 cycling route), by providing them with training and tailored digital solutions. We are developing an innovative international cycling product ICTr, based on a participatory business model. Part of the product is also a system for measuring impact and the ICTr Good Impact Program. Finally, we will elaborate on the transfer of solutions to all EuroVelo cycling routes. As a result of the project, SMEs and public organizations will gain innovation competencies, start using new tools, improve the quality of their offerings, and enter international markets, leading to greater competitiveness. Over three years of cooperation, we expect that SMEs, tourist communities, regions, and NGOs along the entire ICTr will participate in a joint innovation network and successfully reduce negative and promote positive impacts of cycling tourism, improving the tourism offer along the Iron Curtain Trail. As part of work package 3, within activity Act. 3.1 - Enhancing competences and co-designing stewardship along the ICTr, UP, Faculty of Tourism Studies – Turistica, expresses the need to collaborate with an external contractor to conduct research, consulting, and training on the use of artificial intelligence and other modern technologies to support the planning and implementation of cycling tourism activities along the former Iron Curtain Trail as part of the ICTr-CE project.

The service comprises two parts:

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dekanat@turistica.si Podračun: UJP Koper: 01100-600000 5649. Tax Number: 71633065.

Organisation's registration number: 1810014 004. Okrožno sodišče v Kopru, reg.vl. št. 1/06488/04



1. Research and consulting on the possibilities of using artificial intelligence and other modern technologies to support the planning and implementation of cycling tourism activities along the former Iron Curtain Trail as part of the ICTr-CE project.
2. Conducting tailored training for providers, mainly tourism SMEs, on the use of artificial intelligence and other modern technologies to support the planning and implementation of tourism activities, in all Central European countries involved in the ICTr-CE project.

First part:

1. Research and recommendations on the possibilities of using artificial intelligence and other modern technologies to support the planning and implementation of cycling tourism activities along the former Iron Curtain Trail as part of the ICTr-CE project.

The prepared document of the first part should include at least the following contents:

- What is and what is not artificial intelligence (AI)
- Use of AI in tourism
- AI and cycling tourism
- Best practices for using AI in cycling tourism
- Market potential analysis of the Iron Curtain Trail area from the perspective of cycling tourism
- Potential benefits of AI for stakeholders along the ICTr
- Recommendations for implementing AI in the daily "modus operandi" for tourism providers
- Key digital competencies in cycling tourism
- Importance of (digital) competencies for stakeholders in cycling tourism
- Recommendations for improving the competencies of tourism providers, enhancing digital functionality for users, enabling them to use AI to ease their daily work.

Second part:

Conducting tailored training for providers, mainly tourism SMEs, on the use of artificial intelligence and other modern technologies to support the planning and implementation of tourism activities, in all countries involved in the ICTr-CE project.

The second part includes the following activities:

The second part includes the following tasks:

- Preparation of educational materials
- Conducting a preparatory workshop with project partners
- Conducting a live educational workshop (approximately 4 school hours) in each participating country (a total of 8 workshops), which includes: travel to the location, 1-2 overnight stays, workshop delivery, coordination meeting with the partner in the country, evaluation of the workshop delivery

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- Workshops should be conducted in the following countries:
 1. Slovenia
 2. Hungary
 3. Austria
 4. Czech Republic
 5. Slovakia
 6. Poland
 7. Germany
 8. Croatia.

The services from the first and second parts will be conducted in English to make the prepared materials available to all project partners and stakeholders. If necessary, due to the participating companies, the project partner in each country will provide translation of the workshop into the national language.

3. TIMELINE

The service will be carried out in two phases:

Phase 1: Design of the document from the first part and plan for conducting workshops from the second part: by 31.8.2024 (40% of the service)

Phase 2: Final document from the first part and conducted trainings from the second part: by 30.10.2024 (60% of the service)

The above deadlines are in line with the project timeline, which can be adjusted in agreement with the contracting authority.

4. CONDITIONS FOR PARTICIPATION OF THE CONTRACTOR

1. A PhD in information management sciences or related fields.
2. At least five years of market presence or relevant work experience related to tourism and modern technologies, as evidenced by the attached CV of the contractor or contractors who will perform the service.
3. References for conducting training for tourism stakeholders on modern technologies and artificial intelligence: at least two references in the years 2021 – 2024 (present references with contact details: training title, legal entity for which you conducted the training, name and surname of the contact person, phone number, or email address).
4. References for implementing projects for tourism stakeholders on modern technologies and artificial intelligence: at least 2 completed projects worth over €10,000 in the years 2021 – 2024 (present references with contact details: project title, legal entity for which you conducted the project, name and surname of the contact person, phone number, or email address).
5. References for conducting training on artificial intelligence or modern technologies: at least 10 references in the years 2021 – 2024 (present references with contact details: training title, legal entity for which you

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conducted the training, name and surname of the contact person, phone number, or email address).

5. CONTRACT SIGNING

The contracting authority will sign a contract with the contractor who offers the most appropriate bid according to the criteria described in Chapter 7. If the selected bidder does not respond with the signed version of the contract within eight (8) working days of receiving the invitation to sign the contract and does not send or deliver it to the address/seat of the contracting authority, the contracting authority may consider that the selected bidder has withdrawn from the offer. The expected start date for the execution of services is immediately after signing the contract and by prior arrangement with the contracting authority. All other provisions will be defined in the contract.

If the public procurement exceeds the value of €10,000 excluding VAT, the following provisions must be observed:

- Provisions of the 6th paragraph of Article 14 of the ZIntPK, according to which the contracting authority must obtain a signed ownership statement. The signed statement is a condition for issuing the order form or signing the contract.
- Provisions of the 2nd paragraph of Article 14 of the ZIntPK, according to which the contracting authority must include an anti-corruption clause in the order form or contract.

6. NEGOTIATIONS

The contracting authority reserves the right to conduct negotiations.

The contracting authority reserves the right to cancel the inquiry or not to select any bidder without any liability to anyone.

7. CRITERIA FOR SELECTION AND COMMISSION

When evaluating the bids, the contracting authority will consider only timely and complete bids that meet all the conditions listed in Chapter 4.

Bids will be evaluated according to the following criteria:

- Experience with the application of AI in business processes: 30%
- Experience in conducting training for tourism SMEs: 40%
- Offered price: 30%

The selection commission will be composed of experts from UP FTŠ Turistica and representatives of the partner consortium.



8. DEADLINE FOR RECEIVING BIDS

The contracting authority will consider all bids that arrive by email at tadej.rogelja@fts.upr.si no later than the end of the day on Friday, August 9, 2024. The bid will be considered complete if it contains all the forms, namely:

1. Proforma invoice with specifications of service and tax: execution of part 1 and part 2, price with and without VAT.
2. CV of the service provider or providers, showing work experience in tourism.
3. References with contact details and other evidence from Chapter 4 (3-5).

All forms must be completed, signed, and stamped.

9. INFORMATION

You can contact the following email address for additional clarifications no later than 3 days before the submission deadline.

Contact person: tadej.rogelja@fts.upr.si

The legally binding version of the call is in Slovenian language (attached). This translation to English is provided for your convenience.

You are cordially invited to submit a bid.