
ANNEX 1 – TECHNICAL SPECIFICATIONS

PUBLIC NOTICE OF SEARCH FOR SPONSORSHIPS IN SUPPORT OF THE ACTIVITIES OF EXPLORA S.P.A. FOR ENHANCEMENT AND PROMOTION OF TOURISM ON THE DIGITAL TOURISM ECOSYSTEM – INTEROPERABILITY OF TOURISM SERVICES

1 – Context and objectives

Explora S.p.A. is a Single-member company subject to direction and coordination of Regione Lombardia having amongst its declared purposes that of promoting tourism in the Lombardy region and the appeal of same, as well as that of enhancing the region's appeal in Italy and abroad.

To this end Explora has developed a strategy of digitisation and promotion of the tourism offering through the creation of a digital platform (the so-called “Digital Tourism Ecosystem” or “D.T.E.”), accessible to all stakeholders (Region, Municipalities, Operators in the tourism chain etc.) comprising a dedicated website www.in-lombardia.it

2 – Interoperability of tourism services

The Sponsor must guarantee for users interfacing with the website www.in-lombardia.it the ability to view its offering and to book directly on said website services auxiliary and complementary to the accommodation services that contribute to the forming of the tourism offering such as, by way of non-exhaustive example:

- (i) excursions, guided visits, day tours, experiential tours;
- (ii) means of transport (air, rail, boat etc.) and travel insurance;
- (iii) tickets for events (cultural, sporting, entertainment etc.);
- (iv) Car hire;
- (v) Left luggage;
- (vi) Personal driver;
- (vii) Fine food and wine experiences.

3 – Required activities

The required activities concerned by technical sponsorship are:

- Display and integration of the Sponsor's database on the website www.in-lombardia.it through the Digital Tourism Ecosystem;
- Determining of the translations into other languages made available by the Sponsor;
- Technical assistance provided by the Sponsor in the first stage of integration with the Ecosystem.

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4 - Minimum levels and modes of conducting the service

The display of the Sponsor's database must be rendered in API/XML format so as to enable Explora to:

- determine the order of results;
- determine how many and which offerings to display in the event of duplication of results;
- exclude certain databases and/or tourism service providers from the search.

Moreover, said format will enable Explora to provide filters and advanced search function.

The offerings viewable on the website www.in-lombardia.it, through the Digital Tourism Ecosystem, must contain the following basic information:

- Title of the Service;
- Description of the Service;
- Location;
- Price;
- Services offered;
- Images;
- Further information.