



# Application Form Jakob 2025

The Award for Quality and Excellence in Tourism

Topic: **Use of Digitisation in natural and cultural heritage in Tourism**

Application deadline: **15 October 2024**

**Gospodarsko razstavišče d.o.o.**

Dunajska cesta 18, 1000 Ljubljana

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## 1. Application Information

Applicant's full name

Address, postal code, city

Country

Telephone

E-mail

Website

Director (first name, last name)

Contact person (first name, last name)

Contact person's e-mail

Contact person's telephone

## 2. Name of Programme Competing for Jakob prize

## 3. Short Description of Competing Programme (max. 30 words)

### TENDER CONDITIONS FOR JAKOB AWARD 2025

The international 2025 Jakob Award is an award for quality and excellence presented at the international Alpe-Adria Fair in Ljubljana.

**The theme for the 2025 Award is**

**»USE OF DIGITISATION IN NATURAL AND CULTURAL HERITAGE IN TOURISM«**

The international 2025 Jakob Award focuses on the innovative use of digitisation in natural and cultural heritage in tourism. In the case of cultural heritage, both its tangible and intangible contents should be taken into account.

The Expert Jury, consisting of representatives of heritage and digital fields, will, from the applications received, select up to five of the best projects already in progress and of distinctly innovative character. The best of these will be selected to receive the 2025 Jakob Award and to be awarded the title of **Ambassador of the Innovative Use of Digitisation in Tourism**.

#### Call for proposals - documentation and tendering conditions

The Jakob Award will be given to those projects from the specified subject areas that are distinctly innovative. This means that they create new possibilities and contents for both natural and cultural heritage through the use of digitisation, bringing them closer to tourists and familiarising them with completely new contents of natural and cultural heritage in terms of substance, technology visuals and in other ways.

The Jury will look at innovative solutions that are already being implemented, and not at ideas and projects that are still in its conceptual stages.

#### Your application must include:

- Name (title) of the theme you are submitting.
- Identification of the developer / operator of the theme or product, his/her detailed address and other contacts.
- Indication of the authors of the innovative theme.
- A clear and detailed description of the content of the theme or product linked to the advertised theme (up to 2 pages). The real innovation of the proposed project or programme should be specifically stated.
- The applicant should also include visual material on the proposed theme or product (video, photographs, brochures, etc.).

Place and date:

#### Participation

Participation is open to various tourist operators or authors of already realized and implemented innovative and original projects or programmes. These can be individuals, enterprises, societies and other touristic operators.

#### Expert committee

An expert committee will survey all completed applications and select the winning innovative solution based on expert assessment. The committee is appointed by Director of the GR – Ljubljana Convention and Exhibition Centre.

#### Awarding

The Jakob prize 2025 will be awarded at the opening of the Alpe-Adria fair.

#### The winner receives:

- Jakob award 2025 presented as a unique glass sculpture.
- Diploma Jakob 2025.
- Free and unfurnished exhibition space at the fair (9 m<sup>2</sup>) for the presentation of the awarded project on the next Alpe-Adria fair.
- The description of the project on the fair website (365 days).
- A post in the professional web magazine 'Turizem' by Slovenian Tourist Organization.
- The title of Ambassador of the Innovative Use of Digitisation in Tourism.

All other participants in the competition will receive a diploma. The project descriptions of the other finalists are published on the Alpe-Adria Fair website (365 days), all other participants are mentioned there (365 days).

#### Application deadline

Applicants must send their application forms along with the relevant documentation by 15 October 2024 to the following address:

Send the documentation:

- by post: Mednarodna nagrada Jakob 2025, Gospodarsko razstavišče d.o.o., Dunajska 18, 1000 Ljubljana, Slovenija.
- by e-mail: [alpeadria@gr-sejem.si](mailto:alpeadria@gr-sejem.si)

4/ By signing this Application Form, we confirm that we fully understand the rules and conditions of 2025 Jakob Prize on [www.alpeadria.si](http://www.alpeadria.si), confirm them and agree with them.

Stamp:

Signature: