TERMS AND CONDITIONS

Title of the project: Artificial Intelligence Global Startup Competition powered by UN Tourism

Country/countries of execution: Global

1. Introduction

In the era of rapid technological advancement, the tourism industry stands on the precipice of transformation, fueled by the immense potential of artificial intelligence (AI). As we witness a resurgence in international travel, with projections indicating a near-complete recovery of almost 90% of pre-pandemic levels by the close of 2023, the role of AI in shaping the future of tourism has never been more prominent.

Recent data underscores the pivotal role of AI in revolutionizing the tourism landscape. AI-powered solutions have been instrumental in enhancing personalized travel experiences, optimizing operational efficiency, and unlocking new avenues for sustainable tourism practices. From chatbots and virtual assistants streamlining customer service to predictive analytics optimizing resource allocation and demand forecasting, AI technologies are reshaping every facet of the tourism ecosystem.

Harnessing innovation, entrepreneurship, and technological advances plays a crucial role in advancing sustainable tourism development, and the tourism sector can significantly contribute to this endeavor through innovative approaches. The tourism sector is currently experiencing a profound transformation, largely propelled by the rapid evolution of AI and emerging technologies. These innovations are revolutionizing every aspect of the traveler's journey and reshaping the sector, such as:

1. AI facilitating immersive experiences that enhance the overall quality of travel through Virtual reality (VR) and augmented reality (AR);
2. AI-powered chatbots and virtual assistants are streamlining the booking process, providing real-time assistance, and addressing customer inquiries promptly and efficiently;

3. AI presents opportunities for optimizing operational efficiencies, enhancing marketing strategies, and gaining insights into consumer behaviors and trends. By leveraging data analytics and predictive modeling, businesses can make informed decisions, anticipate market demands, and innovate their offerings to stay competitive in a rapidly evolving landscape;

4. AI holds promise for promoting sustainability within the tourism sector. By analyzing environmental data and monitoring tourist activities, AI-powered solutions can help mitigate the negative impacts of tourism on fragile ecosystems and natural resources.

2. Background

According to industry reports, AI-driven innovations have led to significant improvements in traveler satisfaction, with personalized recommendations and tailored experiences driving higher engagement and loyalty. Moreover, AI-powered data analytics have enabled tourism stakeholders to gain invaluable insights into consumer preferences, market trends, and emerging opportunities, empowering them to make data-driven decisions and stay ahead of the curve in an increasingly competitive landscape.

The pace of AI adoption within businesses is accelerating, surpassing the rate of previous digital transformations by an average of 16 months. This rapid integration of AI technologies underscores the urgency for the tourism sector to embrace AI-driven transformations and leverage its potential to drive sustainable growth and innovation.

Therefore, UN Tourism aims to harness the transformative capabilities of Artificial Intelligence (AI) and deep technologies to foster an ecosystem of innovation and entrepreneurship within the tourism sector. By leveraging AI and related advancements, we need to unlock the sector's full potential in terms of economic growth, job creation, and sustainable development along People, Planet, and Prosperity.

Against this backdrop, UN Tourism is proud to announce the launch of the Artificial Intelligence Impacting Tourism Innovation Challenge. In essence, the recovery of tourism calls for more than just adaptation—it calls for innovation. It needs us to envision a future where AI becomes a cornerstone of sustainable tourism practices. This competition embodies the belief that through collaborative efforts and innovative solutions, the tourism sector can not only bounce back but emerge stronger, more resilient, and poised to lead the charge in achieving the global goals outlined in the Agenda 2030.

By leveraging AI technologies, startups, and innovators have the opportunity to revolutionize the way we travel, explore destinations, and interact with local communities.

As we embark on this journey of discovery and innovation, the competition aims to spotlight the most groundbreaking AI-driven solutions that have the potential to reshape the tourism landscape and contribute to the achievement of the Sustainable Development Goals (SDGs) by 2030. From enhancing traveler safety and accessibility to promoting cultural exchange and environmental stewardship, AI-powered initiatives have the power to drive positive change and propel the tourism industry towards a more sustainable and inclusive future.

3. Objectives

- **To Foster Innovation and Entrepreneurship:** The competition aims to foster an ecosystem of innovation and entrepreneurship within the tourism sector by leveraging AI and related advancements.
- **To Drive Sustainable Growth and Development:** It seeks to unlock the tourism sector's full potential in terms of economic growth, job creation, and sustainable development along the dimensions of People, Planet, and Prosperity.
- **To Support Sustainable Tourism Practices:** By embracing AI-driven transformations, the competition aims to promote sustainable tourism practices that contribute to positive social impact, environmental conservation, and responsible consumption.
- **To Achieve Sustainable Development Goals (SDGs) by 2030:** The competition endeavors to spotlight groundbreaking AI-driven solutions that have the potential to reshape the tourism landscape and contribute to the achievement of the Sustainable Development Goals outlined in the Agenda 2030.
- **To Encourage Collaboration and Innovative Solutions:** Through collaborative efforts and innovative solutions, the competition aims to envision a future where AI becomes a cornerstone of sustainable tourism practices, leading to a stronger, more resilient tourism industry.
- **To Empower Local Communities:** By leveraging AI technologies, startups, and innovators are encouraged to revolutionize the way we travel, explore destinations, and interact with local communities, thus empowering them economically and culturally.
- **To Promote Accessibility and Inclusivity:** The competition encourages the development of AI-powered tools and services that enhance accessibility for travelers with disabilities, ensuring inclusivity and equal opportunities for all in the tourism sector.

4. Participants

This competition is aimed at/is open to all entrepreneurs from UN Member States, whether individuals or legal entities, of legal age and with the legal capacity to enter into a contract. The projects can be focused on any methods, processes, governance structures, social impact initiatives, technological applications, among other ways of innovation. Specifically, entrepreneurs and startups should meet the following criteria:
- Be innovative in nature and provide value-added solutions for the acceleration of the Sustainable Development Goals
- Be in Early or Series A growth stage
- Be scalable
- To have a potential for international growth
- To have a tested pilot and business plan
- To have a full-time team
- To be sustainability-driven

5. Requirements

5.1. This competition features 3 categories under the 3 Ps: People, Planet and Prosperity, with different sub-categories:

1. People:

In the People category, startups are invited to harness AI-driven solutions to foster positive social impact within the tourism sector.

- Personalized Experiences: Develop AI solutions that tailor travel experiences to individual preferences, demographics, and interests, enhancing customer satisfaction and engagement.

- Accessible Tourism: Create AI-powered tools and services that enhance accessibility for travelers with disabilities, ensuring inclusivity and equal opportunities for all.

- Language Translation: Overcome language barriers in tourism by facilitating communication between tourists and locals, thereby enriching the overall travel experience.

- Chatbots and Virtual Assistants: Apply AI in customer services and booking processes, offering 24/7 support, assisting with bookings, and providing travel advice across various platforms like websites and messaging apps.

- Risk Management: Utilize AI-driven risk assessment tools to enhance travelers' safety and security by analyzing factors such as weather conditions, geopolitical events, and health risks.

2. Planet:

The Planet category challenges startups to demonstrate AI's transformative potential in addressing climate change, preserving natural ecosystems, and promoting sustainable energy within the tourism sector.

- Sustainable Resource Management: Develop AI-driven solutions to optimize resource allocation, waste management, and energy consumption in tourism destinations, thus promoting environmental sustainability.

- Eco-friendly Transportation: Implement AI technologies to enhance transportation efficiency, reduce carbon emissions, and promote eco-friendly travel options like electric vehicles and public transportation.

- Biodiversity Conservation: Utilize AI for monitoring and protecting biodiversity hotspots, identifying endangered species, and mitigating the impact of tourism on fragile ecosystems.

- Smart Destinations: Introduce smart destination management systems to enhance visitor experiences, improve infrastructure management, and optimize resource allocation in tourist destinations.

3. Prosperity:

In the Prosperity category, startups are challenged to drive responsible consumption, sustainable urban development, and innovation in tourism infrastructure through AI-driven solutions.

- Community Empowerment: Create AI-driven initiatives that empower local communities through tourism, fostering economic opportunities, cultural exchange, and entrepreneurship.

- Data-driven Decision Making: Develop AI tools for analyzing tourism data, market trends, and consumer behavior to enable informed decision-making and business growth.

- Tourism Innovation: Foster innovation in the tourism sector by leveraging AI technologies to enhance operational efficiency, streamline processes, and drive sustainable business practices.

- Predictive Maintenance: Implement AI-powered predictive maintenance to enhance operational reliability and cost savings, enabling tourism businesses to anticipate and prevent equipment failure and maintenance issues.

- Virtual Reality and Augmented Reality: Enhance VR and AR applications to provide immersive experiences for travelers, transforming destination marketing and pre-travel planning.

- Dynamic Pricing: Utilize AI algorithms to optimize pricing strategies based on demand, seasonality, and other factors, maximizing revenue for hotels, airlines, and other tourism businesses.

5.2. Exclusion from participation

Those who do not comply with any of the requirements established in these terms and conditions will not be able to participate, with UN TOURISM having the right to exclude those who do not meet the established requirements, or even not to deliver the prize, as the case may be. Employees of UN TOURISM may not participate. Minors are excluded from participating in the competition. UN TOURISM shall not be liable for any false, inaccurate, obsolete, incomplete or erroneous data submitted by the participants. In such a case, the participant shall be automatically excluded from the competition, and also lose the right to the enjoyment of the prize, and shall not be entitled to make claims against UN TOURISM.

6. Application Process

Startups which comply with all the requirements described in section 5 "requirements" are able to apply to this competition by selecting one of the categories of section 5.1. above. Although projects commonly contribute to more than one SDG, the one in which the positive impact is expected to be stronger should be selected.

To become a Participant, applicants shall compete the Online registration form available on the website.

Applicants shall complete in English all required fields requested in the form.

The data that participants provide when registering in the programme must be true, and therefore any participants whose data is incorrect or incomplete shall lose any option to participate in the programme and to receive any service.

UN TOURISM will use the contact information provided through the online registration to contact participants. UN TOURISM will not be responsible for incomplete or incorrect contact information.

7. Selection process

7.1. The period for the submission of projects will begin on 27 February and end at 00:00 CEST on 30 April 2024.

7.2. The tentative calendar is as follows:

• Launch of the competition: June 2024
• Deadline for candidatures: September 2024
• Announcement of winning startups: October 2024
• Presentation of finalists and election of winning startup's pitches: November 2024

7.3. The selection criteria that will be used shall be the following:

- Contribution to the Sustainable Development Goals: coherence with the selected category / goal; demonstrated contribution to the acceleration of the goal; impact forecasts; adaptability of the projects to other Nations and territories; sustainability indicators.
- Ease of value capture via collaboration with the startup: viability of collaboration / agile implementation in the short-medium term for codevelopment of products/services, optimizing the use of existing resources/infrastructure and ability to scale the product.
- Potential business impact: potential scalability / financial return and / or development of competitive advantages for the business in the shortmedium term (e.g., access to new technologies, access to technical profiles, etc.)
- Maturity of the product/technology: degree of comparative disruptiveness / innovation in the sector (global level); degree of maturity of the MVP, technology or current product; scalability potential within the business (leveraging existing resources, infrastructure, geographies, etc.), potential value capture for the business.
- Maturity of the team and the organization: CV of the founders / team; Degree of maturity of the business (e.g., alliances / partners, initial investments, customers, initial sales, etc.); need for capital (e.g., funds to develop product, deadlines to finalize MVP etc.); entrepreneurial motivation and personal interests of the founders; Internal organization and processes (e.g., use of lean / scrum methodologies, use of outsourcing)
- Partnership readiness: experience in co-development of products (e.g., Collaboration with universities, companies, etc.); experience as a provider (e.g., sale of consulting services or part of development to a third company, experience in understanding third-party problems / defined by a third party); motivation / interest in collaborating with a corporation.

7.4. Based on the above mentioned criteria, initial screening and filtering of all applying entities will be carried out through the Plug and Play platform. The first pre-selection will yield between 30 and 50 startups that will go through the next step.

7.5. An Expert Committee will be appointed by UN TOURISM. It will be composed of an international network of investors, entrepreneurs and experts from other UN agencies, UN TOURISM Member States, Affiliate Members and other strategic allies. This Committee will evaluate the filtered projects and will carry out the selection of each winner. Decisions, made by the Committee, are final.

7.6 The evaluation process is strictly based on the specific project, not on other initiatives developed by the participants or their previous background. If the evaluation of the specific project reveals irregularities, the application will be disqualified.

8. **Industrial and Intellectual Property and Protection of Personal Data**

In case the processing of personal data is necessary for the running of the competition, the organizers of the programme assume the following commitments:
- To use the data communicated solely for the purpose of the startup competition.

- To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
- To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure or unauthorized access.
- If there is another entity in charge of processing, to impose the same protection obligations established in the applicable regulations.
- The participant may exercise his rights of access, rectification, cancellation and opposition by sending a postal mail to the registered office of UN TOURISM, indicated in the heading the present Terms and Conditions, to contact UN TOURISM indicating the right that the participant wants to exercise and attaching a copy of the participant's Passport, National Identity Document (DNI) or equivalent documentation.

The participant expressly consents, and this through the mere fact of participating in the programme presented herein, that UN TOURISM may use of his / her name in order to make the winning project known to the rest of the participants and without any remuneration being generated in his/her favour.

In submitting their applications, the project promoters guarantee that:
- The projects are original of their authors and/or they have free disposal or ownership over them. Participants undertake to exempt the organizers from any responsibility and hold them free of liability with respect to any legal action, claim or demand that may be filed in relation to intellectual property rights or personal data of third parties with respect to the projects they submit.
- In the event that the projects are a unitary result of the collaboration of several participants, the project will be treated as a collaborative work, with the resulting rights belonging to all of them as co-authors.
- The participant authorizes UN TOURISM to upload the project summary to their respective official websites, and accepts that visitors to the web pages have access to said information in accordance with the conditions of use of said website.
- The participant authorizes the use by UN TOURISM of the name and title of his/her project, without time limit, for the purpose of being mentioned on the website or for any actions or events related in any way with UN TOURISM, as well as for its recording in the historical archives and storage media of diverse nature of UN TOURISM and linked to the programme.
- The UN TOURISM shall not claim any ownership over the information offered or any industrial or intellectual property it may contain. The participant does not assign to the UN TOURISM industrial or intellectual property rights derived from the projects.
- The participant expressly authorizes UN TOURISM to use their personal information with the objective of sharing information with them regarding events and activities that may be of their interest.
- The participants accept their transfer of data to the UN TOURISM once the contest has ended.

9. Benefits and prizes

Benefits may be awarded to outstanding participants, which may include funding, connection with potential investors, mentoring to strengthen or scale the prototype, visibility opportunities through the communications strategy of entities allied to the call

and access to networks of contacts. Details about the prizes and their distribution will be communicated to the selected participants during the development of the Challenge.

10. Final considerations

This programme may be modified, interrupted and/or cancelled if there are justified circumstances that so warrant. Likewise, UN TOURISM reserve the right to declare all or any of the benefits unawarded, in the event that no submitted project meets the expected quality, in the opinion of the decision-making team.

UN TOURISM cannot be held responsible for any deficiencies of the platform and for any IT-related problems or networks, or any other reason that may result in the loss, damage or delay of entries. A list of frequently asked questions ("FAQ") will be available on the competition platform. In the event of any conflict between these terms and conditions and our FAQ, these terms and conditions shall prevail.

11. Acceptance of the terms and conditions

Mere participation in the Competition implies the acceptance of the entire content of these Terms and Conditions. The non-acceptance of any of the points that make up these Terms and Conditions supposes non-participation in the Competition and, in the event of being selected and/or being declared the winner,
the automatic waiver of the prize.

12. Applicable Law and Dispute Settlement

These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law.

Nothing in these Terms and Conditions or in relation to them shall be construed as a waiver of the privileges and immunities of the UN TOURISM under national or international law, and/or submitting UN TOURISM to any national court jurisdiction.

13. Use of the Name, Emblem and Logo

Participants shall not, in any manner whatsoever, use the name, acronym, emblem or official seal of UN TOURISM or of the United Nations in relation to their activities or otherwise without the prior written permission of UN TOURISM, to be provided at the sole discretion of UN TOURISM in each instance.

Under no circumstances shall authorization be provided to use the name, emblem or official seal of UN TOURISM or the UN, or any acronym of the name of UN TOURISM or the UN, for commercial purposes. This obligation does not lapse upon termination of the Agreement.

14. Limitation of Liability and Indemnity

Under no circumstances, shall the UN TOURISM be responsible to Participants for any loss, direct, indirect, incidental, special or consequential damage, liability or expense incurred or suffered that is claimed to have resulted from or in connection with the Competition.

Participants agree to indemnify and hold harmless UN TOURISM from and against any and all legal liability, claims, losses, actions, damages and expenses that may occur, directly or indirectly, from or in relation to this Competition, including, without limitation, any infringement of the intellectual property rights, of the personal data or other rights of any third party with respect