PROJECT PARTNER SEARCH FORM

☑ Offer my expertise to participate as a Partner in a Horizon Europe Project

☐ I am planning to coordinate a project and I am looking for Project Partners

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TOPICS OF INTEREST

Systemic circular solutions for a sustainable tourism HORIZON-CL6

Digitalisation Services for the Public HORIZON -CL4

PARTNER INFORMATION

Pelikan (hereinafter referred to as "Pelikan") is an online travel agency (OTA) currently operating in 6 countries - Slovakia, Czech Republic, Hungary, Poland, Austria, and Germany. The biggest airline tickets vendor in Slovakia, the company Pelikan, s.r.o., has been founded in 2004, as the first online vendor of tickets, accommodation, travel insurance, and auxiliary travelers' products. Pelikan represents the smart solution for its clients that is available 24h a day / 7 days a week. All that with best prices on the market and in advance guaranteed high quality. Pelikan has around 120 employees, most of them are working in the Customer care department and IT development. As a IATA member, our partners are mostly airlines, but also the airports, local tourism boards, accommodation and tourism companies and technological partners providing complex travel solutions.

Pelikan, as described, is an established online travel agency (OTA) with a significant presence in Central Europe, providing a comprehensive range of travel-related services. The company's move towards integrating artificial intelligence (AI) in the form of an AI voice assistant and AI chatbot aims to enhance customer service efficiency and interaction quality. These technological advancements will leverage natural language processing (NLP) and machine learning to improve response times and the overall customer experience, while also allowing human employees to focus on more complex tasks.

Given your interest in joining the Horizon Europe EU funds calls, specifically within Cluster 4 (Digital and Industry) focusing on "Digitalisation Services for the Public" and Cluster 6 (Food, Bioeconomy, Natural Resources, Agriculture, and Environment) under "Systemic Circular Solutions for Sustainable Tourism," Pelikan is well-positioned to contribute to consortia in these areas.

Building on the information provided, Pelikan's initiative to implement AI technologies for the broader public positions it as a valuable partner for the introduction and implementation of AI technologies. With a large customer base, Pelikan is in a unique position to demonstrate the applicability and efficiency of these technologies in practice. Here's an expanded overview reflecting this additional aspect:

Leveraging AI for Public Benefit and Efficiency

Pelikan's integration of AI technologies, such as AI voice assistants and AI chatbots, extends beyond enhancing its own operational efficiency and customer service quality. By adopting these technologies for widespread public use, Pelikan becomes a key player in demonstrating the practical benefits of AI in everyday applications. This initiative underlines Pelikan's commitment to innovation and its potential role as a catalyst for broader adoption of AI technologies in various sectors.

Demonstrating Applicability and Efficiency in Real-World Scenarios

With its extensive customer base, Pelikan has the advantage of being able to showcase real-world applications and the effectiveness of AI technologies. This capability is especially pertinent when considering the objectives of Horizon Europe's Cluster 4 and Cluster 6, where the focus is on digitalisation for the public good and sustainable solutions in tourism, respectively.

- *Showcasing Real-World Impact: Pelikan can provide tangible evidence of how AI can enhance customer experiences, streamline operations, and contribute to sustainable practices in tourism.*
- *Serving as a Testbed for Innovation: Pelikan's platform can serve as a live environment for testing and refining AI-driven solutions, offering insights into user acceptance, technology scalability, and impact measurement. This role can significantly contribute to the consortium's objectives by providing data-driven insights and feedback loops for continuous improvement.*

Strategic Partnership for AI Implementation

As a partner in a consortium focused on digitalisation and sustainable tourism, Pelikan brings a strategic advantage through:

- *Broad Customer Engagement: The ability to engage a diverse customer base provides a robust framework for evaluating the societal acceptance and utility of AI technologies, essential for projects under Horizon Europe*
- *Proficiency in Business Intelligence and Data Analytics: Pelikan's significant expertise in BI and data analytics is crucial for the successful implementation of AI. This proficiency enables Pelikan to:*
  - *Conduct data-driven decision-making, which is foundational for developing effective and accurate AI models.*
  - *Offer personalized customer experiences through the customization capabilities enabled by deep data insights.*
  - *Utilize predictive analytics to anticipate trends and customer needs, ensuring AI solutions are proactive and responsive.*

Specific skills / technologies :Expertise brought to the project by the people / department that will do the work

Description of the Legal Entity

Pelikan has experience with international cooperation not only in the context of EU challenges but also beyond them.

Pelikan is a partner in the Smartbus project: The aim of the project is to enhance the business skills of tourism students on the international labor market. The project focuses on (1) the identification of skills' requirements of tourism university students in today's highly complex and dynamic labor market, (2) the modification of selected courses syllabus taught at partnering universities, (3) designing an online web application for students to acquire digital skills, and (4) testing the new syllabus and analyzing feedback from students. Developments in technology, climate change, and growing uncertainty caused by the recent COVID-19 crisis put pressure on the skills of university students. Smart business skills combining soft and hard features are inevitable. The project focuses on V4 countries (Slovakia, Czechia, Poland) and builds on strong cooperation with the private sector represented by Pelicantravel, Ltd. This online travel agency is active in the Slovak, Czech, and Polish markets.

Pelikan, established as a leading online travel agency (OTA), operates with a well-defined organizational structure, legal status, and financing model that underscore its position in the travel industry. Here's an overview:

Organization Structure

Pelikan is structured to efficiently manage its wide array of services, including airline tickets, accommodation bookings, travel insurance, and other traveler's products. The company is segmented into various departments focusing on customer care, IT development, marketing, and operations. This structure enables Pelikan to maintain high-quality service delivery around the clock, ensuring customer satisfaction and operational excellence. With approximately 120 employees, the majority are dedicated to customer care and IT development, reflecting the company's commitment to excellent service and technological innovation.

Legal Status

Pelikan operates under the legal entity pelicantravel.com, s.r.o., established in 2004 in Slovakia. As a private limited liability company, it adheres to the corporate laws and regulations of Slovakia and the European Union, ensuring compliance and ethical business practices. The legal status as a limited liability company allows Pelikan to engage in commercial activities, enter contracts, and manage liabilities in a manner that protects its shareholders and directors.

Financing

Pelikan's financing structure likely includes a mix of initial capital investment, reinvested earnings, and possibly external financing sources such as loans or lines of credit. As the largest airline tickets vendor in Slovakia and a significant player in the Central European market, the company has established a solid revenue base through its service offerings. Additionally, being a member of the International Air Transport Association (IATA) enhances its credibility and access to partnership opportunities with airlines, airports, and other stakeholders in the travel industry.

This membership not only signifies the company's commitment to industry standards but also potentially opens up avenues for preferential financing options and business opportunities within the travel sector.

Partnerships and Collaborations

Pelikan's strategic partnerships with airlines, airports, local tourism boards, accommodation and tourism companies, and technology partners are integral to its business model. These collaborations support the company's financing by driving sales, expanding market reach, and fostering innovation in travel solutions. The focus on implementing AI technologies, such as voice assistants and chatbots, further illustrates Pelikan's investment in enhancing operational efficiency and customer experience, which are key to sustaining growth and financial health.

Organization structure , legal status and financing: For example university, industrial partner, consulting agency.

☐ Higher Education	☐ Research Institution	☐ Public Administration
☑ Industry /SME	☐ NGO	☐ Other: **Please specify**

Description of the (Research) Team

Research and Development leadership

Michal Škrha - VP Engineering (Oracle certified)

Michal Škrha, serving as the VP of Engineering in the Research and Development department, is a certified Java programmer with extensive experience as a Full Stack developer and solution architect on projects in banking, e-commerce, and tourism. His expertise includes leading implementation teams focused on developing software solutions with an emphasis on achieving results. Michal's work is characterized by a depth of technical knowledge and the ability to efficiently manage complex projects from design to implementation. His approach to work and his ability to anticipate and address challenges in a dynamic environment make him a valuable asset for any project that requires technical skill and leadership abilities.

Michal Chylik - Tech lead

Michal is a seasoned software engineer specializing in web technologies and databases. Currently, he leads a team of web developers, drawing on his extensive experience in building web applications from the ground up, ranging from simple to complex projects. From collaborating with clients to define specifications to crafting detailed technical plans and overseeing delivery, Michael's passion for exploring new technologies ensures that he always chooses the right tools for the job. His expertise and dedication drive our team's success in delivering top-notch solutions for our partners.

Jozef JaŠŠ - BI

Jozef, leading the Business Intelligence team, brings a wealth of expertise in data analysis, strategic decision-making, and team management to the forefront. With a background in statistical analysis and data visualization, Jozef and his team transform raw data into actionable insights that drive business growth. He oversees ETL processes, ensuring efficient data integration and management. Additionally, the BI team contributes to streamlining and automating processes within the organization. He excels in leveraging data strategically and driving innovation in BI. His leadership ensures data-driven decision-making and organizational success.

Expertise of the Team Leader

Ing. Michal Marko - project manager (IPMA C certified, ISO certified)

Michal Marko will be a key person on the project, bringing with him a certification in IPMA Level C, which denotes a recognized competence in project management with the ability to manage projects of moderate complexity, or components of complex projects, in a responsible role. In addition to his project management skills, Michal oversees data protection as the Data Protection Officer (DPO) within the company, ensuring compliance with data privacy laws and regulations such as the GDPR. His experience extends to leading several critical projects including the implementation of the General Data Protection Regulation (GDPR), Payment Card Industry Data Security Standard (PCI DSS) compliance, and alignment with ISO standards, showcasing his adeptness in managing projects that require strict adherence to legal and security standards.

Michal Marko is also one of the leaders of the innovative platform within the company, which aims to become a department that acts as an AI integrator, thereby supporting the building of a modern, competitive company in the market. This vision highlights the initiative's focus on leveraging AI to enhance operational efficiency, customer experience, and market positioning.

His role involves ensuring the alignment of AI implementation with the legal framework, paying close attention to the security of data processing. This entails a comprehensive understanding of both the technical aspects of AI and the legal and ethical considerations of deploying such technologies, especially in handling personal data and ensuring privacy. Michal's expertise in project management, data protection, and his visionary work with the AI platform make him an invaluable asset to the project, poised to guarantee that the integration of AI technologies not only enhances the company's capabilities but also adheres to stringent legal and security standards.

Potential role in the project

☑ Research   ☐ Training

☑ Dissemination   ☑ Other: *project partner, product development expertise,*
data analysis, tech lead.

Already experience as a Coordinator	☐ YES	☑ NO	
Partner	☐ YES	☑ NO	
Expert Evaluator	☐ YES	☑ NO	
CONTACT DETAILS			

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