

# Poslovne i AI mogućnosti za male i srednje poduzetnike u turizmu duž Staze željezne zavjese

ICTr-CE



Workshop  
Online | 03 December 2024

Zavod Iskriva  
Urška Dolinar

STAZA  
ŽELJEZNE  
ZAVJESE



Euro  
Velo 13

# CILJEVI RADIONICE

1. Predstaviti Stazu željezne zavjese kao međunarodnu poslovnu priliku za male i srednje poduzetnike
2. Predstaviti mogućnosti i alate umjetne inteligencije (AI) za svakodnevnu upotrebu malih i srednjih poduzetnika



# DNEVNI RED

## Sesija 1: 12.30-14.00

1. Uvod: Pretvaranje izazova globalnog turizma u poslovne prilike
2. Razumijevanje turističkih trendova za poboljšanje svakodnevnog poslovanja
3. Predstavljanje Staze željezne zavjese (ICT)
4. Kako se pridružiti ICT proizvodima koji se mogu rezervirati
5. Pitanja i odgovori te zaključci

## Sesija 2: 14.30-16.00

1. Mogućnosti umjetne inteligencije za male i srednje poduzetnike u turizmu
2. Pitanja i odgovori te zaključci

# WHO ARE WE



## Institute Iskriva

- Regionalni i turistički razvoj
- Amazon of Europe Bike Trail



## UP FTS

- Fakultet za turističke studije
- Vodeća multidisciplinarna institucija za turističko obrazovanje i istraživanje u Sloveniji i srednjo-mediteranskoj Europi



## WPRED

- Održivi regionalni razvoj
- Staza željezne zavjese i EuroVelo 13

# OVA RADIONICA JE ZA:

## Male i srednje turističke poduzetnike duž staze

- Turoperatori i putničke agencije
- Pružatelji usluga
  - Smještaji, spa objekti
  - Restorani
  - Najam bicikala, popravci
- Iskustva
  - Ture s vodičem, radionice s gostima
  - Muzeji, posjetiteljski centri

## Organizacije za podršku poslovanja

- Turističke zajednica
- DMO-ovi
- Turistički info centri
- Gospodarske komore
- Hotelska udruženja, itd.

# Staza željezne zavjese

- Biciklistička staza duge udaljenosti
- EuroVelo 13 - preko 10.000 km dužine, (3.000 km u regiji Srednja Europa)
- Prolazi kroz 20 država
- <https://en.eurovelo.com/ev13>







## Bogata kulturna i prirodna baština

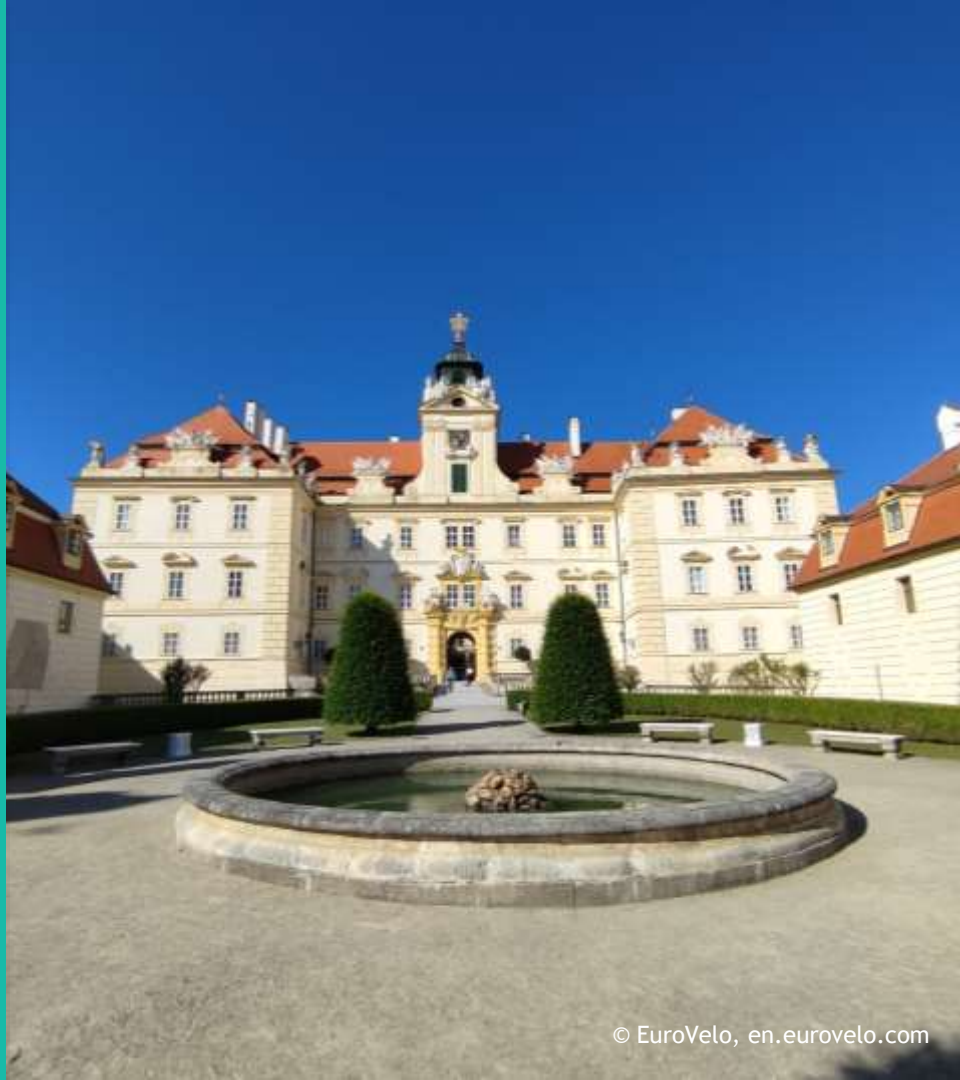
- Slikovita raznolika priroda, nacionalni parkovi i urbana područja
- Ostaci željezne zavjese





# Kulturna ruta Vijeća Europe u 2019.

14 mjesta UNESCO-ve  
svjetske baštine duž rute



# Preklapa se s Europskim zelenim pojasom

- Inicijativa Europske unije za zaštitu prirodne baštine i područja kao što su šume, močvare, planine i riječne doline duž nekadašnje Željezne zavjese
- Stanište mnogih ugroženih vrsta flore i faune





## ICTr projekt promovira:

- Održivost
- Ekološku svijest
- Prekograničnu suradnju
- Očuvanje kulturnih, povijesnih i ekoloških vrijednosti

# GLOBALNI IZAZOVI

## Razvoj poslovnog modela koji odgovara na:

- **Klimatske promjene** koje utječu na ekosustav i proizvodne sposobnosti
- **Globalnu konkurenciju** i izazov stvaranja dodane vrijednosti, što rezultira povećanjem mobilnosti stanovništva i resursa, stvara potrebu za promjenom organizacije rada
- **Ograničene resurse** za dobrobit društva stvaraju potrebu za ekološki i ekonomski isplativim održivim poslovnim modelima



# PRIMJER: RAZVOJ I POSLOVNI IZAZOV

5-državna destinacija

Amazon of Europe

Nepoznato

Slabo pristupačno

Ruralno s jakim iseljavanjem

Zaštićeno područja

Poslovna klima

5-country Biosphere Reserve Mura-Drava-Danube (TBR MDD)\*



# NAŠ PRISTUP

## Pretvaranje izazova u prilike

- Biciklizam kao održiva opcija prijevoza
- Rezervat biosfere 5 zemalja kao jedinstveni brend
- Nepoznata područja kao pristupna destinacija
- Povezivanje i promicanje lokalnih ponuda na međunarodnoj razini





# NAŠ ODGOVOR

## Međunarodni proizvod za biciklizam na duge staze koji nudi:

- Individualizacija - vožnja biciklom po vlastitom tempu, željama, itd.
- Čežnja za samoostvarenjem (daleko od gužve, vrućine, svakodnevnog stresa)
- Bicikli i e-bicikli - veće udaljenosti i razne znamenitosti
- Prikladno za sve uzraste, a posebno za 50+
- Biciklisti koji traže mali obiteljski smještaj i impresivna iskustva (npr. kuhanje ribljeg paprikaša)
- Regeneracija - ljudi i okolišat





+386 50 467 457



Things to do? ▾ Deals ▾ Service ▾ About destinat

## Cycling holidays



Individual tour

• Bestseller •

18-day programme  
AT - SI - HR - RS - HU

### Thru Biking South Route Tour

Begin an extraordinary cycling adventure of a lifetime. This 18-day journey takes you through 16 stages of the Amazon of Europe Bike Trail, covering a total of 700 kilometers.

From 989 € per person



Individual tour

• Bestseller •

13-day programme  
AT - SI - HR - HU

### Thru Biking North Route Tour

Imagine pedaling through the stunning landscapes of Austria, Slovenia, Hungary, and Croatia, as you conquer the entire 11-stage Amazon of Europe Bike Trail on North Route, covering a thrilling 550 kilometers.



Individual tour

7-day programme  
HR - RS - HU

### Round trip East

Pack your sense of adventure and your best bike shorts because you are going on a whirlwind ride through the charming landscapes of Croatia, Serbia, and Hungary, where the Drava and Danube rivers meet.

From 389 € per person



# CILJ & POZIV NA PRIDRUŽIVANJE

## Međunarodne ponude za rezervaciju za Stazu željezne zavjese



FROM: 1255€  
11 DAYS  
EASY

### Cycle the Baltics: Lithuania – Latvia – Estonia

[EVO](#) [EVO](#) [@ESTONIA](#) [@LATVIA](#) [@LITHUANIA](#)

Explore the Baltic coast and the National Parks of Lithuania, Latvia and Estonia on very scenic routes. The tour includes the three capital cities – Vilnius, Riga and Tallinn – with their Old towns designated as World Heritage Sites by UNESCO; the Curonian Spit which was previously closed to visitors; nowadays it is often called the Lithuanian Sahara; the beautiful Gauja River valleys and the largest and most beautiful Estonian Island of Saaremaa.



FROM: 455€  
8 DAYS  
EASY

### Cycling tour from Klaipeda to Riga (West Lithuania - Latvian Kurzeme / Courland)

[EVO](#) [EVO](#) [@LATVIA](#) [@LITHUANIA](#)

A self-guided cycle tour through some of the most beautiful areas of Lithuania before crossing into Latvia to explore its hidden treasures: Kurzeme (Courland) with its historical towns, Liepaja and Kuldiga, and finally Jūrmala seaside resort and Riga, the capital city and former Hanseatic port. The journey begins by cycling on cycle trail along the Baltic coast. The route continues through beautiful countryside in Western Latvia with its changing landscape, small villages and old towns.



FROM: 190€  
2 DAYS  
EASY

### The Wine Route by Bike

[EVB](#) [EVO](#) [@ROMANIA](#)

Our tour is a combination of gastronomic, educational and cycling activities in one of the best red wine areas of Romania. The standard route is organized for the Dealu Mare region, but we can customize the tour in any wine region, including along EuroVelo6. - Short bike route through the vineyards - One night accommodation in the area - Guided winery visits and wine tastings - Kids friendly, educational, gastronomic tour - Professional support, guiding and assistance - Bike rental, on request...



# ICTr-CE modul 1

03.12.2024

- Kako se mijenjaju navike putnika i biciklista
- Trendovi u ruralnom turizmu
- IT izazovi i prilike za male i srednje poduzetnike



# **Kako se mijenjaju navike putnika i biciklista?**

## Povećana potražnja za održivim i aktivnim turizmom

- Putnici se okreću ekološki prihvatljivijim oblicima turizma, posebice biciklizmu, koji promiče zdrav način života i održivost.
- Biciklisti često traže ekološki prihvatljiv smještaj i radije se povezuju s lokalnim zajednicama kako bi smanjili svoj utjecaj na okoliš. To je u skladu sa širim kretanjem prema regenerativnom turizmu, čiji je cilj ne samo smanjenje utjecaja na okoliš, već i poboljšanje destinacija koje biciklisti posjećuju (Simonsen & Jorgenson, 1998.; Europski parlament, 2012).
- Budući da je cikloturizam oblik putovanja s malim učinkom, sve se više prihvaća zbog svojih ekonomskih, društvenih i ekoloških koristi (Rejón-Guardia, García-Sastre i Alemany-Hormaeche, 2018.).
- Porast cikloturizma potaknuo je destinacije na izgradnju biciklističke infrastrukture i ponudu usluga za bicikliste (Gantar, Kočiš i Pehnec, 2012.).







## Usvajanje e-bicikala

- E-bicikli su promijenili biciklističke navike olakšavajući zajednički biciklizam osobama različitih razina kondicije.
- Dramatičan razvoj koji brzo raste je usvajanje električnih bicikala. Prvo u Kini, zatim u sjevernoj Europi, a sada i u cijelom svijetu. Ukupan broj e-bicikala porastao je s 290.000 u 2000. na 35,3 milijuna u 2016. (Campbell, Cherry, Ryerson i Yang, 2016.). Više od 90% njih nalazi se u Kini, ali broj e-bicikala u sjevernoj Europi naglo raste: s 98 000 u 2006. na 1,5 milijuna u 2016. (CONEBI, 2016.). Trideset posto ukupne prodaje bicikala u 2016. u Nizozemskoj i Belgiji su e-bicikli i druge zemlje slijede ovaj trend.
- Trend e-bicikala tjera pružatelje turističkih usluga da prilagode svoje ponude, poput osiguravanja stanica za punjenje i infrastrukturu za takve bicikle (Bike Europe, 2019.).



## Integracija tehnologije

- Mobilne aplikacije i online platforme postale su sastavni dio iskustva vožnje biciklom, mijenjajući način na koji biciklisti planiraju i upravljaju svojim putovanjima.
- Aplikacije kao što su Strava i EuroVelo pružaju interaktivne karte i značajke planiranja ruta, poboljšavajući iskustvo istraživanja novih staza i povećavajući sigurnost biciklista u putovanje bez vodiča (Gantar et al., 2012.).
- Platforme društvenih mreža također utječu na biciklističke budući da mnogi biciklisti traže inspiraciju i savjete na blog sadržajima društvenih mreža (Weed et al., 2014.).



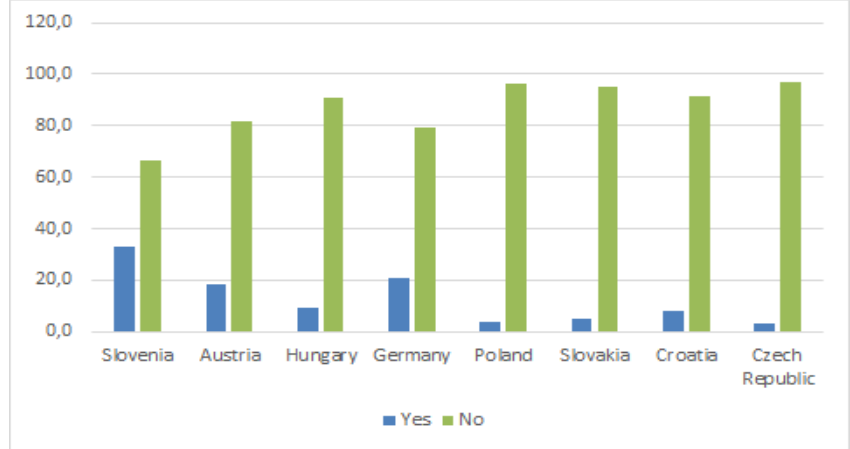


# Trendovi u ruralnom turizmu

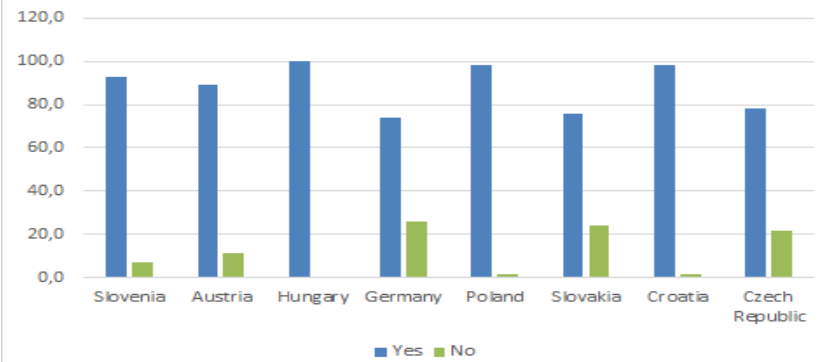
## Sve veća potražnja za ruralnim turizmom

- One of the major trends in rural tourism is the increased demand for sustainable and nature-based tourism. Tourists are increasingly seeking "green holidays" in rural areas, driven by a desire for active and environmentally conscious travel experiences (Andreev & Bratec, 2024; Dickinson & Lumsdon, 2010).
- As more travellers look for ways to reconnect with nature, rural destinations need to develop tourism offerings that emphasize sustainability and authenticity, making efficient use of natural resources (European Parliament, 2012). Businesses can improve by aligning their offerings with these sustainability values, enhancing visitor satisfaction while contributing to environmental preservation.

Sustainability Certification | Project partner countries | N: 76



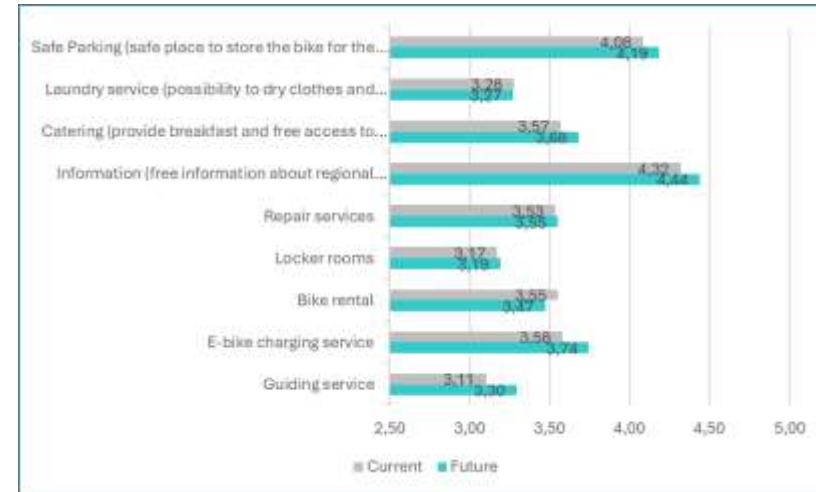
Sustainability orientation moving forward | Project partner countries | N: 776 respondents



## Biciklistički turizam u ruralnim sredinama

- Biciklistički turizam ima ključnu ulogu u razvoju ruralnog turizma. U Europi su trendovi biciklističkog turizma potaknuli razvoj infrastrukture koja unapređuje ruralna područja kao atraktivna odredišta (Stoffelen, 2018.).
- Korištenjem biciklističkih ruta, poput mreže EuroVelo, ruralne zajednice mogu privući lokalne i međunarodne bicikliste. Vlasnici malih poduzeća, kao što su oni koji pružaju biciklističke usluge ili smještaj, mogu iskoristiti prilike tako što će se posebno posvetiti potrebama biciklista (Gantar, Kočiš i Pehneć, 2012.). Poboljšanjem biciklističke infrastrukture, ponudom povezanih usluga i integracijom lokalnih proizvoda u turističko iskustvo, ruralna poduzeća mogu privući više turista.

What specific services for cyclists do you currently/future provide? (Evaluate how important it is for your business from 1 to 5, with 5 meaning the most important) | Project partner countries | N: 776



## Prihvatanje lokalnih iskustava

- Suvremeni turisti sve više traže autentična, lokalizirana iskustva u ruralnim područjima. Više vole povezivati se s lokalnim zajednicama, poljoprivrednim praksama i kulturnom baštinom (UNWTO, n.d.).
- Operateri ruralnog turizma mogu unaprijediti svoje poslovanje uključivanjem lokalnih proizvoda i tradicije u svoju ponudu, kao što su smještaj na seoskom gospodarstvu, izleti degustacije hrane i radionice koje ističu tradicionalne zanate. To može pomoći u razlikovanju njihove ponude i zadovoljiti sve veću potražnju za iskustvima ispunjena kulturom.





## Ruralno poduzetništvo i razvoj mikropoduzetništva

- Porast ruralnih mikro poduzeća u turizmu još je jedan ključni trend (Jardim, 2021.).
- Mali poduzetnici u ruralnim područjima imaju jedinstvenu poziciju da iskoriste potražnju za intimnim, personaliziranim turističkim iskustvima. Međutim, te se tvrtke suočavaju s različitim izazovima, poput ograničenog pristupa kvalificiranoj radnoj snazi i infrastrukturi (Cunha et al., 2018; Lyons et al., 2019). Kako bi odgovorili na te izazove, poduzetnici u ruralnom turizmu moraju se usredotočiti na izgradnju mreža i partnerstava koja povećavaju njihovu operativnu sposobnost.



## Izazovi i mogućnosti ruralnog turizma

- Dok ruralni turizam ima značajan potencijal, često ga koče infrastrukturni i poduzetnički izazovi, kao što su neadekvatan pristup internetu, nedostatak kvalificirane radne snage i ograničena financijska sredstva (Cunha et al., 2018.).
  - *Razvoj rekreacijskih staza u pozitivnoj je korelaciji s multiplikatorom prihoda i lokalnim gospodarskim učinkom (Lukoseviciute et al., 2023)*
- Poduzeća se mogu poboljšati rješavanjem ovih nedostataka kroz partnerstva s lokalnim vlastima, ulaganjem u bolju internetsku povezanost i sudjelovanjem u programima obuke za izgradnju poduzetničkih i menadžerskih vještina (Lyons et al., 2019.). Sposobnost inovacije i prilagodbe promjenjivim potrebama turista – bilo kroz ponudu novih vrsta iskustava, kao što je bikepacking ili praksa održivog turizma – bit će ključ uspjeha operatera ruralnog turizma.
- Longitudinalna studija o inovacijama i produktivnosti u malim i srednjim poduzećima u turizmu (Nguyen et al., 2021.) pokazuje da:
  - Tehnološke inovacije poboljšavaju vjerojatnost **produktivnosti** za 27,3%, marketinške inovacije za 28,3%;
  - **Obuka osoblja** raste za 6,9% za tehnološke i 5,7% za marketinške inovacije;
  - Tvrtke koje se **umrežavaju** radi inovacija imaju 23,6% veću vjerojatnost da će prijaviti tehnološke i 18,3% marketinške inovacije.

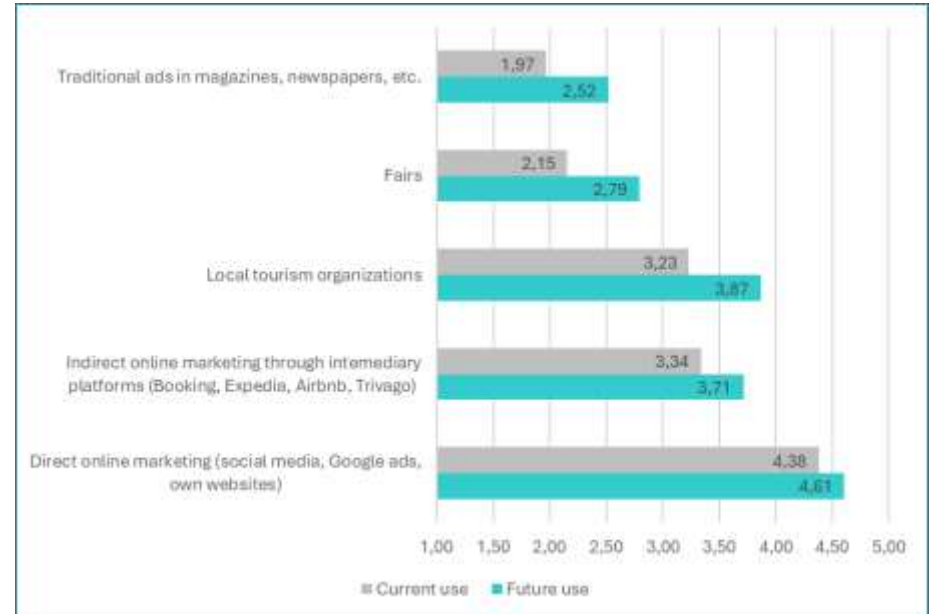


# **IT izazovi & prilike za male i srednje poduzetnike**

## Mogućnosti: digitalne platforme i marketinški alati

- Jedna od najvećih prilika koje digitalne tehnologije predstavljaju malim i srednjim poduzetnicima u turističkoj industriji je pristup globalnim tržištima putem digitalnih platformi. Mrežne putničke agencije (OTA), društvene mreže i web-mjesta s recenzijama omogućuju malim tvrtkama da dosegnu klijente daleko izvan svoje neposredne lokacije (Dredge et al., 2019.). Mali i srednji poduzetnici mogu iskoristiti platforme kao što su TripAdvisor, Booking.com i Airbnb za reklamiranje svojih usluga, dobivanje recenzija i privlačenje međunarodnih kupaca. Ove platforme pružaju marketinške alate i sustave rezervacija koji mogu značajno poboljšati vidljivost i pridobijanje kupaca.
- Digitalni marketing još je jedna prilika za male i srednje poduzetnike koja im omogućuje da izravno stupe u kontakt sa svojom ciljanom publikom putem društvenih mreža, SEO-a i kampanja putem e-pošte (Zaragoza-Sáez et al., 2022.). Međutim, mnogim malim tvrtkama možda nedostaje stručnost ili resursi za učinkovitu provedbu sveobuhvatnih strategija digitalnog marketinga.

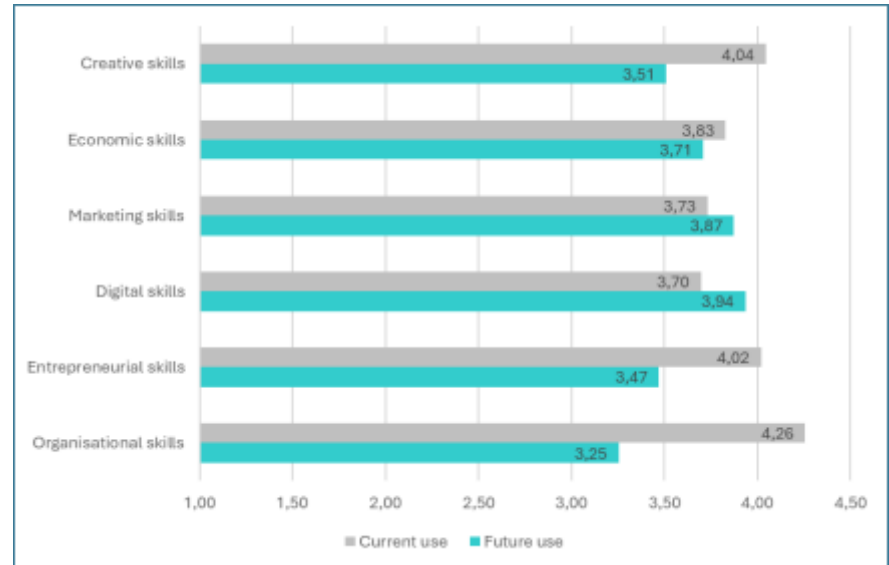
The present and future importance of promotional channels among cycling tourism SMEs from partners countries | Project partner countries | N: 776



## Izazovi: nedostatak digitalnih vještina i resursa

- Unatoč mogućnostima, značajan izazov za male i srednje poduzetnike je nedostatak digitalnih vještina i resursa među njihovim zaposlenicima (OECD, 2021.). Brojni mali i srednji poduzetnici u turizmu bore se s usvajanjem digitalnih tehnologija zbog nedostatka tehničke stručnosti ili osoblja za upravljanje novim sustavima (Carlisle et al., 2023.). Taj nedostatak digitalnih vještina posebno je očit u područjima kao što su analitika podataka, digitalni marketing i tehnologije koje pokreću umjetna inteligencija. Studija koja je uključivala 1.668 turističkih organizacija diljem Europe otkrila je da su bitne vještine kao što su internetski marketing, komunikacija i upravljanje društvenim mrežama vrlo potrebne, ali vještine AI, AR i VR pokazuju najveće nedostatke (Carlisle et al., 2023.).
- Ograničena financijska sredstva također sprječavaju mnoge male i srednje poduzetnike da ulažu u tehnološku infrastrukturu potrebnu da ostanu konkurentni. Troškovi usvajanja novih tehnologija, nadogradnje sustava ili zapošljavanja kvalificiranih stručnjaka mogu biti previsoki za manje tvrtke (OECD, 2021.).

The importance of present and future skills of the cycling tourism SMEs from partner countries | Project partner countries | N: 776



## Prilagodba novim tehnologijama: nužnost za rast

- Kako bi držali korak s digitalnom transformacijom, mali i srednji poduzetnici moraju razumjeti kako usvajanje tehnologija može poboljšati njihovo svakodnevno poslovanje. Digitalizacija internih procesa (npr. sustava rezervacija, menadžment klijenata i obrade plaćanja) povećava operativnu učinkovitost, smanjuje ručni rad i poboljšava korisničku uslugu (Europska komisija, 2021.). Na primjer, integracija sustava online rezervacija i digitalnih komunikacijskih kanala može pojednostaviti operacije, smanjiti administrativne zadatke i omogućiti tvrtkama da se usredotoče na poboljšanje iskustva korisnika.
- Kako tehnologije vođene umjetnom inteligencijom kao što su proširena stvarnost (AR) i virtualna stvarnost (VR) nastavljaju rasti u turizmu, mala i srednja poduzeća imaju priliku stvoriti jedinstvena, personalizirana iskustva koja zadovoljavaju zahtjeve modernih potrošača za impresivnim i interaktivnim putovanjima (Carlisle et al. ., 2023). Međutim, kako bi u potpunosti iskoristili te tehnologije, mali i srednji poduzetnici morat će uložiti u obuku osoblja i infrastrukturu.



## Digitalna transformacja i inovacje

- Strategija digitalne tranzicije Europske komisije za turizam naglašava važnost usavršavanja i prekvalificiranja radne snage, posebno u kontekstu malih i srednjih poduzetnika u turizmu (Europska komisija, 2021.). Tvrtnke koje ulažu u obuku zaposlenika na digitalnim alatima i platformama vjerojatnije će vidjeti dugoročne koristi kao što su poboljšano pružanje usluga, bolje upravljanje resursima i poboljšana komunikacija s klijentima.
- Vještine e-poslovanja ključne su za snalaženje u digitalnim inovacijama i osiguravanje da tvrtka može učinkovito koristiti digitalne alate za brendiranje, marketing, prikupljanje podataka i menadžment kupaca (Zaragoza-Sáez et al., 2022.). Mali i srednji poduzetnici koji se mogu prilagoditi ovim promjenama ne samo da će poboljšati svoje svakodnevno poslovanje, već će također biti u boljem položaju za natjecanje s većim poduzetnicima koji već koriste napredne digitalne alate.
- [LINK: European Innovation Council and SMEs Executive Agency \(EISMEA\), \*\*Funding opportunities\*\*](#)

## Strateški koraci za male i srednje poduzetnike u prevladavanju izazova

- Kako bi prevladali te izazove, mali i srednji poduzetnici mogu se usredotočiti na izgradnju partnerstava s većim organizacijama ili pružateljima tehnoloških usluga za pristup digitalnim alatima po nižoj cijeni. Inicijative koje podupiru vlade i industrija, kao što su Tranzicijski put za turizam i Program EU za turizam 2030., malim i srednjim poduzetnicima omogućuju pristup programima obuke, digitalnim alatima i drugim resursima za podršku njihovoj digitalnoj transformaciji (Europska komisija, 2021.).
- Mali i srednji poduzetnici također mogu usvojiti programe samoučenja i potaknuti svoje zaposlenike na kontinuirano obrazovanje, potičući radnu snagu koja je prilagodljiva i opremljena za rukovanje digitalnim inovacijama (PANTOUR, 2019.). Razvijanjem agilnosti i fleksibilnosti u bavljenju digitalnim procesima, poduzeća mogu ostati konkurentna čak i u slučaju disruptivnih tehnoloških promjena.
  - [LINK: Country skills reports focusing on tourism and tourism employment.](#)
  - [LINK: A comprehensive pack of tourism skills toolkit.](#)



# Pitanja?



interreg  
CENTRAL EUROPE



Co-funded by  
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ICT4CE

# Hvala!

# Iron Curtain Trail

Nekada podijeljena sada ponovno  
povezujuća Srednja Europa

Modul 1, ICTr-CE | 03. prosinac 2024.

WESTPANNON  
Tibor Polgár

## O stazi željezne zavjese

- Drugi svjetski rat - Europa je politički i ideološki podijeljena (zapadni i istočni blok)
- Winston Churchill - Govor u Fultonu  
*, Sjena je pala na istočnu Europu, koja je sada odsječena od slobodnog svijeta „željeznom zavjesom“.*
- U drugoj polovici 1940-ih tehničke barijere postupno su postavljene duž graničnih područja
- Do 1990-ih postojalo je nekoliko vrsta željezne zavjese (npr. minski sustav, sustav električne signalizacije)

# THE IRON CURTAIN

The militarised border that divided Europe into two zones from 1952-1989



- Western Bloc NATO
- Eastern Bloc WTO
- Non Aligned
- Militarily Non Aligned
- Iron Curtain

\*Albania withdrew from the Warsaw Pact, WTO, (Communist Bloc) in 1968



<https://atlo.team/a-magyarorszagi-vasfuggony-tortenete/>



## O Stazi željezne zavjese

- Od 1980-ih počinje razdoblje oporavka (Gorbačov)
- Paneuropski piknik u Sopronu
- Pad Berlinskog zida
- Nakon 1990. - rušenje i prekid staze Željezne zavjese

2004. proširenje šengena



# Europski zeleni pojas

- Nema industrijskih zona
- Zona „ničija zemlja”
- Bioraznolikost, netaknuta priroda
- Posebna vrijednost prirodnih i tradicijski kultiviranih krajobraza uz rubna područja
- 2003. - rođenje Europske inicijative za zeleni pojas (Bonn)
- Europski zeleni pojas izniman je simbol europske povijesti



# Europski zeleni pojas



**Before 1989:** Görzdorf with the death strip



**After 1989:** Nature is back again in Görzdorf

Source: Presentation by Michael Cramer  
Szombathely, February 7th, 2013 (ICT project)

# EuroVelo 13 - Rođenje biciklističke rute

- 2005. - Rođenje Staze željezne zavjese
- *“Stazu željezne zavjese treba podržati kao primjer meke mobilnosti i kao simbol ponovnog ujedinjenja Europe.”*
- Uzor: staza Berlinskog zida (160 km) □ Staza njemačke granice
- „Staza željezne zavjese” dio je europskog kolektivnog sjećanja
- Staza od Barentsovog do Crnog mora
- Pokriva 20 zemalja (14 je iz EU), više od 9000 km



Izvor: Michael Cramer  
Szombathely, February 7th, 2013 (ICT project)



# EuroVelo 13 - Rođenje biciklističke rute

- Studija ocjenjuje izazove i mogućnosti za cikloturizam u Europi
- Izričito se spominje “Staza željezne zavjese”
- Povijest kao jedini potencijal za turizam u udaljenim regijama
- Transnacionalne radionice na putu Željezne zavjese 2009./2010. (Varšava, Šopron, Sofija)
- Makedonija: Memorandum o razumijevanju

Izvor: Michael Cramer, Szombathely, February 7th, 2013 (ICT project)



DIRECTORATE-GENERAL FOR INTERNAL POLICIES  
POLICY DEPARTMENT **B**  
STRUCTURAL AND COHESION POLICIES



THE EUROPEAN CYCLE ROUTE NETWORK EUROVELO

STUDY

EN DE FR

2009

# EuroVelo 13 - Rođenje biciklističke rute

## Glavna načela:

1. što bliže bivšoj granici
2. što udobnije
3. izbjegavanje vrlo frekventnih cesta
4. često prelaženje nekadašnje granice
5. integriranje brojnih povijesnih spomenika

# EuroVelo 13 - Staza željezne zavjese

- EuroVelo je mreža od 17 dugih biciklističkih ruta koje križaju i povezuju Europu
- Rute mogu koristiti cikloturisti na duge udaljenosti, kao i lokalno stanovništvo koje svakodnevno putuje
- Samo rute odobrene od strane ECF-a mogu se zvati EuroVelo
- Ciljevi inicijative Eurovelo :
  1. Kvaliteta
  2. Komunikacija
  3. Promocija





# EuroVelo 13 - Staza željezne zavjese

- Više od 10 550 km žive povijesti (14 UNESCO mjesta)
- Jedinstvena priroda i kulturna baština uz stazu - turistički potencijal
- Najduža EuroVelo ruta u Europi
- Nekoliko projekata u prošlosti

  
Iron Curtain Trail



Source: <https://en.eurovelo.hu/ev13>

# Staza željezne zavjese kao kulturna ruta



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



- Podsjetnik na mir i pomirenje
- Staza željezne zavjese pokriva 20 europskih zemalja
- Povezuje brojne povijesne građevine, spomenike, muzeje i znamenitosti
- Nacionalni parkovi s raznolikom florom i faunom i jedinstvenim krajolicima, koji su ostali gotovo netaknuti jer su činili dio graničnih područja
- Certificiran 2019., recertificiran 2023.

# Staza željezne zavjese kao priča

- Željezna zavjesa baština je „Zajedničkog europskog sjećanja“
- „Nekada podijeljeni, sada povezani”
- Dobro dokumentirano (istraživanja, video zapisi, slike)
- Živa povijest (mnogi ljudi su živjeli u ovim vremenima)
- Emblematična mjesta (širom Europe) i manje, regionalno ili lokalno poznate priče
- Europske inicijative:
  - EuroVelo 13
  - Kulturna ruta
  - Europska mirovna inicijativa



# Staza željezne zavjese- turistički potencijali

## Poljska

- Brodogradilište Gdansk
- Muzej Drugog svjetskog rata u Gdanjsku
- Topnička baterija u Redłowu
- Nacionalni park Słowiński
- Nacionalni park Woliński
- Zajednička dionica EuroVelo 10 (Baltička ruta) i EuroVelo 13





# Staza željezne zavjese- turistički potencijali

## Njemačka

- Otok Usedom
- Nacionalni park Zapadno Pomorje Lagoon Area
- Grenzhus Schlagsdorf
- Granični prijelaz Marienborn
- Rijeka Laba
- Nacionalni park Harz
- Točka Alfa
- Mödlareuth ("Mali Berlin")



# Staza željezne zavjese- turistički potencijali

## Češka

- Spomenik Svetom Križu
- Rozvadov - spomenik rezanju bodljikave žice 1989. i Muzej željezne zavjese
- Napuštena sela (Mostek, Pleš)
- Nacionalni park Bohemian Forest
- Čížov ICT izložba na otvorenom
- „Vrata slobode”
- Lednice-Valtice UNESCO kulturni krajolik





# Staza željezne zavjese- turistički potencijali

## Austrija

- Greenbelt Center Windhaag
- Izložba “Iron Curtain Scene” u dvorcu Weitra
- Centar nacionalnog parka Thayatal
- Dvorac Hof i Most slobode
- Bildein, Grenzerfahrungsweg



# Staza željezne zavjese- turistički potencijali

## Slovačka

- Trostruki bod Slovačke, Češke i Austrije
- Bunker Piesočná
- Spomenik Željezne zavjese, Devínska Nová Ves
- Dvorac Devin
- Bratislava
- Bunker BS-8 Hřbitov



# Staza željezne zavjese- turistički potencijali

## Mađarska

- Bridge at Andau
- Fertő-Neusiedl AT-HU UNESCO mjesta (krajolik, dvorci)
- Pan-European picnic park
- Dvorci (Kőszeg, Siklós)
- Nacionalni parkovi (Fertő-Hanság, Órség, Duna-Drava)
- Fortifikacijski sustav
- „Amazon of Europe”
- Villány i njegova vinska regija+ Pécs





# Staza željezne zavjese- turistički potencijali

## Mađarska

- Apátistvánfalva, Museum of Border Guards
- Lovászi, ICT muzej i bunker (Páka, Molnári)
- Park prijateljstva u Zitkovci-Bödeháza
- Hodos, stražarski toranj
- Szalafő, Park of Border Guards
- Felsőcsatár, ICT muzej



# Staza željezne zavjese- turistički potencijali

## Slovenija

- Lendava + vidikovac



# Staza željezne zavjese- turistički potencijali

## Hrvatska

- Koprivnica
- Hlebine, Galerija naivne umjetnosti
- Spomenik u Batini
- Osijek
- Park prirode Kopački rit





Pitanja?

Hvala na pozornosti!

# Izvori slika

## Poljska:

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<https://www.eurotopics.net/en/247286/solidarno-40-years-on-a-controversial-legacy>

## Njemačka:

<https://web.de/magazine/politik/berlins-buergermeister-gedenken-mahnung-40002660>

<https://www.bundesregierung.de/breg-en/service/archive/media-center/the-line-of-east-german-trabants-and-wartburgs-at-the-border-crossing-point-helmstedt-marienborn-seems-endless--255548>

<https://www.pointalpha.com/en/>

<https://www.the-wanderlusters.com/europe/modlareuth-little-berlin/>

## Češka:

<https://www.interreg-central.eu/news/tracing-the-iron-curtain-a-cycling-adventure-with-explorer-tour-central/>

[https://www.lidovky.cz/ceska-pozice/iron-curtain-museums-sprout-along-czech-borders.A110516\\_155413\\_pozice\\_14944](https://www.lidovky.cz/ceska-pozice/iron-curtain-museums-sprout-along-czech-borders.A110516_155413_pozice_14944)

## Austrija:

<https://www.schauplatz-eiserner-vorhang.at/en/schauplatz-eiserner-vorhang/iron-curtain-a-synonym.html>

<https://www.nichtzuhause.at/fahrradbruecke-der-freiheit-3/>

<https://bildein.at/kultur-und-freizeit/grenzerfahrungsweg/>

[https://www.weinidylle.at/de/poi/grenzerfahrungsweg\\_bildein](https://www.weinidylle.at/de/poi/grenzerfahrungsweg_bildein)

## Slovačka:

<https://biveros.com/border-tripoint/>

<https://www.visitbratislava.com/things-to-do/gems-of-communist-bratislava-and-remains-of-the-iron-curtain/>

<https://bunker.bs8.sk/>

[https://onlvslovakia.com/en/travel/castles/devin\\_castle](https://onlvslovakia.com/en/travel/castles/devin_castle)

# Izvori slika

## Mađarska:

<https://vilagorokseg.e-epites.hu/helyszinek/ferto.html>

<https://www.sopronkirandulas.hu/sopron/paneuropai-piknik-emlekhely.html>

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<https://drivemagazine.sk/hu/belfold/egy-darabka-mediterraneum-villany/>

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<https://funiq.hu/4134-vasf%C3%BCgg%C3%B6ny-t%C3%BAra-kist%C3%BAra-a-bar%C3%A1ts%C3%A1g-park-k%C3%B6rny%C3%A9k%C3%A9n>

<https://www.facebook.com/ironcurtainmuseum.felsocsatar/>

<https://zalakocka.hu/murafolde/2024/01/05/negyevszakos-turizmus/>

## Slovenija:

<https://szigetihaz.hu/en/vinarium-lendava/>

## Hrvatska:

<https://www.unboundtraveler.com/blog/holiday/eurovelo13-7-days-on-the-longest-cycling-route-in-europe/>

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<https://croatia.hr/hu-hu/termesztet/kopacsi-ret>

ICTR - CE  
PROJEKT

RECEPTION



## ICTr - CE projekt - Inovativni participativni održivi poslovni model za bicikljanje Stazom željezne zavjese

- Trajanje: 03/2023. - 02/2026. (36 mjeseci)
- Proračun projekta : 2,67 M EUR
- 12 partnera iz 8 država (PL, DE, HR, HU, SI, AT, SK, CZ)
- Vodeći partner: Westpannon
- Sufinancirano iz Programa Interreg Central Europe



# Ciljevi projekta

- Razviti participativni poslovni model - ujediniti pružatelje turističkih usluga (smještaj, restorani, atrakcije, itd.) uz ICTr pod brendom Iron Curtain Trail (mogućnost rezerviranja i zajednički marketing)
- Kreiranje i promoviranje jedinstvenih paketa za biciklistički odmor
- Baviti se socio-ekonomskim i ekološkim utjecajima sektora turizma





## Ciljevi projekta

- Ojačati lokalna i međunarodna partnerstva poticanjem suradnje između malih i srednjih poduzetnika, turističkih zajednica i drugih organizacija za potporu poslovanju
- Omogućiti obuku malim i srednjim poduzetnicima u turizmu kako bi poboljšali svoje digitalne vještine i potaknuli zajedničko stvaranje, umrežavanje i razvoj nove turističke ponude



# AMAZON OF EUROPE REZERVACIJSKI CENTAR

## Proširenje poslova na ICTr

### Amazon of Europe Booking Center

To provide the most comfortable adventures for our guests, the **Amazon of Europe destination has its own Info & Booking Center where you can book your full package holidays** – all you need for a trouble-free and unforgettable experience in the Amazon of Europe.

The comprehensive services of the Amazon of Europe Info & Booking Center include:

- Unique individual travel planning and booking with online booking system.
- Top advice from an experienced and competent team.
- Accommodation in best rated local hotels and bed and breakfasts.
- Food with focus on local cuisine (half board or B&B).
- Services such as luggage transfer, shuttle services and transfer back to the starting point.
- AoE Kingfisher Service – 7/12 Hotline.
- Extended travel documents with the itinerary of your holiday adventure including cycling, river or/and authentic local experiences.
- Information on must see locations, backed by a smartphone app with GPS guiding for cycling.
- Give Back to Nature programme – By booking a journey with the AoE Booking Center you support nature conservation projects in the UNESCO biosphere reserve.
- All travel offers comply with the EU Package Travel Directives 90/314/EEC.



# PROFIL GOSTIJU

## Rezervacija dugih biciklističkih odmora

- Dob: 50+
- Male grupe 2-4 osoba
- Prijatelji
- Iz: Austrije, Njemačke, Nizozemske
- Boravak 7-10 dana
- Prosječna potrošnja: 1.000 € po odmoru, 130 €/dan





# MI TRAŽIMO:

1. Turoperatori koji nude biciklistički odmor uz ICTr
2. Smještaji iz Mađarske, Slovenije, Hrvatske i Srbije
3. Iskustva i pružatelji usluga
  1. Iskustva vezana uz ICTr
  2. Gastronomija
  3. Iznajmljivanje bicikala
  4. Spa & wellness iskustva

# ZAŠTO SE PRIDRUŽITI

## Postati dio međunarodne ponude

- Povećana međunarodna vidljivost i marketing
- Član AoE Hub-a
- Produljena turistička sezona na proljeće i jesen
- Ponude za rezervacije
  
- Aktivan doprinos praksama održivog turizma u skladu s ciljevima zelene tranzicije EU



# UVJETI ZA PRIDRUŽIVANJE

- Uz Stazu željezne zavjese, max 10 km od staze
- Uspostavljena poslovna organizacija
- Poznavanje barem engleskog ili njemačkog jezikaTežnja ka održivosti
- Smještaji:
  - Pogodan za bicikle
  - Prihvaćanje jednog noćenja
  - Barem noćenje s doručkom, večera je plus



# SLJEDEĆI KORACI

- Kontaktirajte nas ili regionalnog partnera ako ste zainteresirani pridružiti se
- Zajednička nacionalna radionica
- Contact person:  
Petra Klanšek  
Zavod Iskriva  
[petra.klansek@iskriva.net](mailto:petra.klansek@iskriva.net)

# LISTA NADOLAZEĆIH NACIONALNIH RADIONICA

Interreg  
CENTRAL EUROPE



Co-funded by  
the European Union

ICTr-CE



ICRr-CE

Iskriva

Online, 3.12.2024



[petra.klansek@iskriva.net](mailto:petra.klansek@iskriva.net)



+38630686006



[www.interreg-central.eu/projects/ictr-ce/](http://www.interreg-central.eu/projects/ictr-ce/)



<https://en.eurovelo.com/ev13>



# Kratka pauza

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# Mogućnosti umjetne inteligencije za male i srednje poduzetnike u turizmu

Sastanak  
Zoom | 3. prosinac 2024.

Luka Tomat

# DNEVNI RED

- Uvod: što je AI, a što nije
- Mogućnosti korištenja AI u turizmu
- Dobre prakse korištenja umjetne inteligencije u cikloturizmu
- Kako koristiti AI u svakodnevnom poslovanju da budemo učinkovitiji
- Koje su ključne digitalne vještine potrebne za korištenje umjetne inteligencije
- P&O



# POZDRAVNI GOVOR

Good [morning/afternoon], everyone,

It is my absolute pleasure to welcome you all to today's workshop, *Opportunities of Artificial Intelligence for Tourism SMEs*. I'm thrilled to see such an enthusiastic gathering of professionals, innovators, and visionaries from the tourism industry, all eager to explore how artificial intelligence can redefine the way we do business.

The tourism sector, especially small and medium enterprises, has always been a cornerstone of local economies and cultural exchange. You play a crucial role in creating memorable experiences for travelers while contributing to sustainable growth in communities. Yet, we also know that the journey in this dynamic industry is not without challenges – from meeting ever-evolving customer expectations to managing resources effectively and staying competitive in a fast-paced, tech-driven world.

That's where artificial intelligence comes in – not as a distant futuristic concept, but as a present-day ally. AI has already begun transforming industries worldwide, and tourism is no exception. Whether it's personalizing guest experiences, streamlining operations, enhancing marketing strategies, or analyzing data to predict trends, AI holds immense promise for businesses like yours.

Today's workshop is designed to empower you with insights, tools, and strategies to harness the potential of AI effectively. Our distinguished speakers and facilitators will guide us through real-world applications, success stories, and practical advice tailored specifically for tourism SMEs.

We encourage you to ask questions, share your experiences, and engage actively. This is a space for collaboration and innovation. Together, we can uncover opportunities that not only boost individual businesses but also strengthen the tourism industry as a whole.

Before we dive into today's agenda, let me take a moment to thank our organizers, partners, and sponsors who made this workshop possible. Your dedication and support have been instrumental in bringing us all together.

So, let's embark on this exciting journey of discovery and innovation. May today inspire new ideas, ignite partnerships, and equip you with actionable knowledge to take your business to new heights.

Welcome once again, and let's make this workshop a resounding success!

Thank you.

# O MENI

- Suradnja/vodstvo na mnogim konzultantskim i istraživačkim projektima u području poslovne informatike
- Istraživački, pedagoški i stručni rad iz područja digitalnih transformacija, poslovne analitike, elektroničkog poslovanja i upravljanja poslovnim procesima
- Provedba brojnih "hands on" radionica iz područja poslovne informatike i primjene digitalnih tehnologija
- Predavanja i mentorstvo studentima na ljetnim školama: EIT Digital Summer School (Driving Europe's Digital Transformation), Ljubljana Summer School (Smart Cities for Sustainable Future)
- Suradnja na fundamentalnim istraživačkim ARIS projektima (Analitički masovni podaci: od poslovnih uvida do agilnosti poslovnih procesa, poslovna analitika i poslovni modeli u lancima opskrbnih soba, projektantske organizacije u digital get )
- Član istraživanja i strukture projekta ARIS: Tehnologije interneta budućnosti: koncepti, arhitektura, usluge i socio-ekonomski aspekt
- Kontakt: luka.tomat@ef.uni-lj.si
- <https://www.linkedin.com/in/lukatomat/>

## Who is Luka Tomat?

### Sources



### Answer

Luka Tomat is an academic and researcher at the University of Ljubljana, specifically within the School of Economics and Business. He holds the position of **Assistant Professor** in the Department of Business Informatics and Logistics.

### Educational Background

- **Bachelor's Degree:** Completed in Business Informatics at the University of Ljubljana in 2007.
- **Master's Degree:** Earned in Information Management, also from the University of Ljubljana, in 2010.
- **Ph.D.:** Focused on operational research, particularly on optimization problems, culminating in a dissertation that he defended successfully in 2014.

### Academic Career

Tomat worked as a young researcher at the Faculty of Economics from 2010 to 2014. Since 2017, he has been a regular faculty member, teaching various courses related to information management and business processes in both Slovene and English. His teaching covers topics such as IT Management, Change Management, and Digital Transformation.

### Research Interests

His research interests encompass several areas:

- **Optimization:** Particularly in operational research and specific problems like the one-dimensional cutting stock problem.
- **Information Management:** Including data analytics, business process management, and the application of IT in sectors like tourism and healthcare.
- **Digital Transformation:** Investigating how digital technologies impact business practices.

Tomat has also participated in numerous consulting projects related to data models, analytics, and business process reengineering, contributing significantly to both academic literature and practical applications within his field.



Search Videos

Generate Image

Ask follow-up

Pro

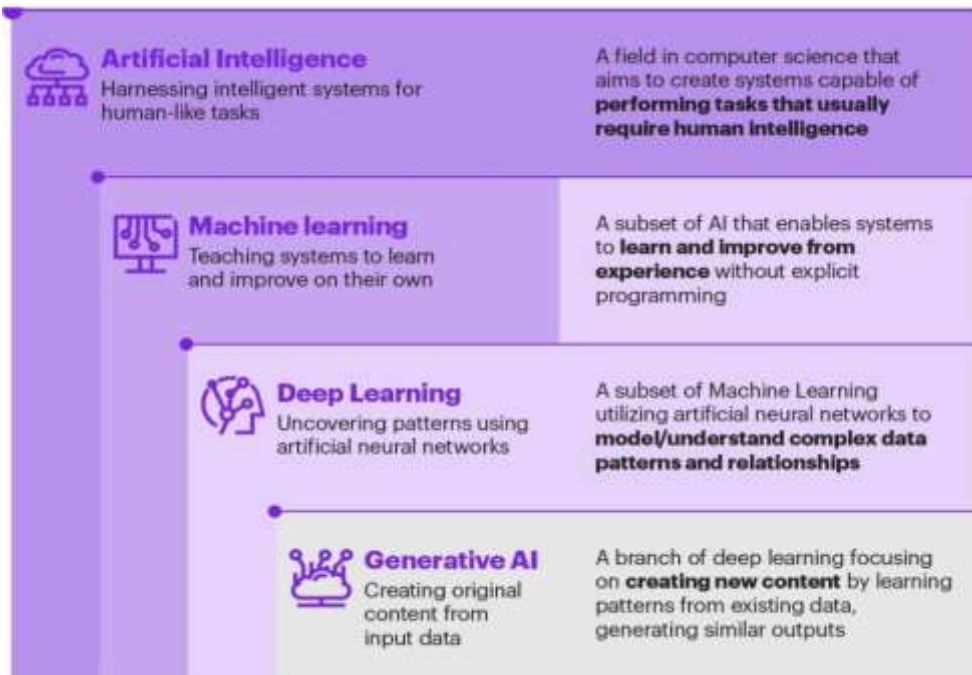
# 10 NA SAT PREDAVANJE U 10 SEKUNDI

- "Živimo u vremenu stalnih promjena,,
- Eksponencijalni rast vještina AI i alata za korištenje. Ono što danas ne postoji, postojaće sutra.
- Mnoga današnja znanja neće biti potrebna sutra
- Neophodna promjena u sposobnostima zaposlenika i poduzeća
- Jedina stvar koja se ne mijenja je da se uvijek i svaki put čini da je došlo do 'velikih promjena' (Within a Budding Grove, Marcel Proust, 1919.)

# UVODNE DEFINICIJE : UMJETNA INTELIGENCIJA

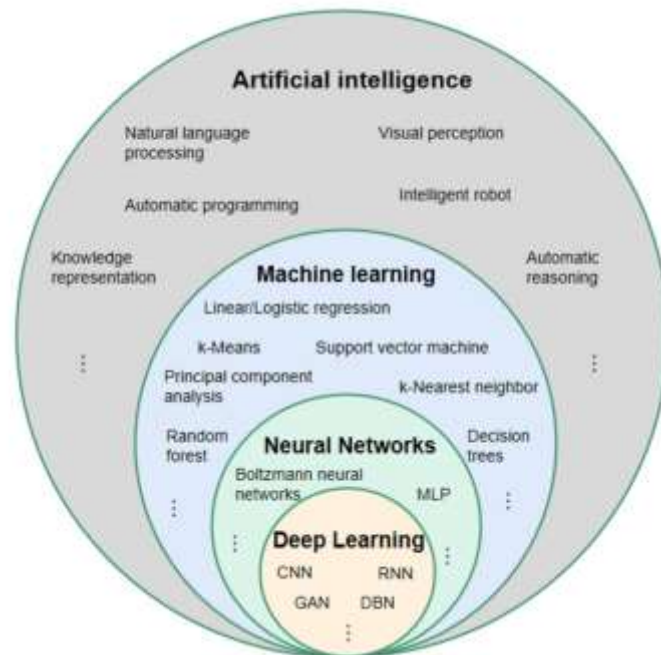
- 1950.: Alan Turing objavljuje članak pod naslovom 'Computing Machinery and Intelligence', gdje postavlja pitanje mogu li strojevi misliti
- 1956.: John McCarthy na konferenciji na Dartmouth Collegeu skovao je pojam „umjetna inteligencija“ - definirajte ga kao znanje o planiranju i izgradnji inteligentnih strojeva.
- Nakon tog razdoblja područje umjetne inteligencije se ubrzano razvija - brojni istraživači, npr. Minski, Newell, Shannon, Rochester,...
- ...
- IBM "Deep Blue"
- ...
- Google, Amazon, Apple...
- ...
- GAI

# UVODNE DEFINICIJE : UMJETNA INTELIGENCIJA



Source: Kearney

Source: AT Kearney , 2023



Izvor: Li et al , 2021

# SADA NAŠ FOKUS: GENERATIVNA UMJETNA INTELIJENCIJA

■ Tradicionalni AI sustavi uglavnom se koriste za analizu podataka i predviđanje/planiranje, ali generativna AI ide korak dalje stvarajući novi sadržaj na temelju sadržaja učenja. Računala dakle mogu programirati, pisati pjesme i zadaće, kontrolirati robote, otvarati vrata, pokazivati emocije (Sophia, Hanson Robotics), retuširati, snimati filmove, pisati članke, razgovarati s djecom, tumačiti medicinske nalaze, igrati poker i diplomaciju, snimati filmove, odgovarati na pitanja kupaca i polaganje CFA ispita

Generative artificial intelligence (AI) refers to AI systems that can create new content, such as text, images, code, music, or videos, based on their training data and the prompts they receive. These systems "generate" original outputs rather than simply analyzing or classifying existing information.

Here are the key aspects of generative AI:

Core capabilities:

- Creating human-like text responses to questions and prompts
- Generating original images from text descriptions
- Writing computer code based on natural language instructions
- Composing music or creating artwork in different styles
- Converting text to speech or generating synthetic voices

How it works:

These systems use large language models (LLMs) or other deep learning architectures trained on vast amounts of data. They learn patterns and relationships within this data to generate new content that follows similar patterns. For text generation, the AI predicts what words are likely to come next given the context, allowing it to construct coherent responses.

Common applications:

- Content creation and writing assistance
- Computer code generation and programming help
- Design and creative work
- Customer service chatbots
- Language translation
- Virtual assistants
- Educational tools and tutoring

The technology has seen rapid advancement and adoption since 2022, with systems like GPT (for text), DALL-E (for images), and others demonstrating increasingly sophisticated capabilities. However, it's important to note these systems can also produce errors or biased content, and they require careful deployment and oversight.

Would you like me to elaborate on any particular aspect of generative AI?



# UVODNE DEFINICIJE I PRIMJERI UPORABE



<p><b>Improve sales force</b> by, for example, flagging risks, recommending next interactions such as additional product offerings, or identifying optimal customer interaction that leads to growth and retention</p>	<p><b>Identify clauses of interest</b>, such as penalties or value owed through leveraging comparative document analysis</p>				<p><b>Enable search and question answering</b> on companies' private knowledge data (eg, intranet and learning content)</p>
<p><b>Create or improve sales support chatbots</b> to help potential clients understand, including technical product understanding, and choose products</p>					<p><b>Automated accounting by sorting and extracting documents</b> using automated email openers, high-speed scanners, machine learning, and intelligent document recognition</p>

\*Given that generative AI is in the early stages of maturity, organizations will want to consider use cases and their implications carefully and determine the appropriate level of human oversight

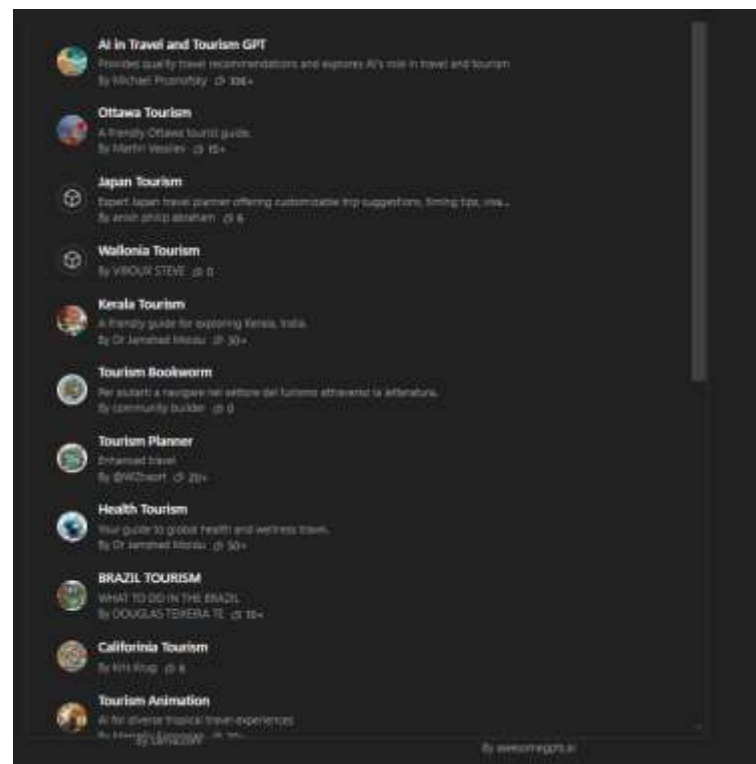
Marketing and sales	Operations	IT/engineering	Risk and legal	HR	Utility/employee optimization
<p><b>Write marketing and sales copy</b>, including text, images, and videos (eg, to create social media content or technical sales content)</p>	<p><b>Create or improve customer support chatbots</b> to resolve questions about products, including generating relevant chatbot leads</p>	<p><b>Write code and documentation</b> to accelerate and scale development (eg, convert simple JavaScript expressions into Python)</p>	<p><b>Draft and review legal documents</b>, including contracts and patent applications</p>	<p><b>Assist in creating interview questions for candidate assessment</b> (eg, targeted to function, company philosophy, and industry)</p>	<p><b>Optimize communication of employees</b> (eg, automate email responses and lead translation or change tone or wording of text)</p>
<p><b>Create product user guides</b> of industry-dependent offerings (eg, medicines or consumer products)</p>	<p><b>Identify production errors, anomalies, and defects</b> from images to provide actionable insights</p>	<p><b>Automatically generate or auto-complete data tables</b> while providing contextual information</p>	<p><b>Summarize and highlight changes</b> in large bodies of regulatory documents</p>	<p><b>Provide self-serve HR functions</b> (eg, automate first-line interactions such as employee onboarding or automate OSA or strategic advice on employment conditions, law, regulations, etc)</p>	<p><b>Create business presentations</b> based on text prompts, including visualizations from text</p>
<p><b>Analyze customer feedback</b> by summarizing and extracting important themes from online text and images</p>	<p><b>Streamline customer service</b> by automating processes and increasing agent productivity</p>	<p><b>Generate synthetic data</b> to improve training accuracy of machine learning models with limited unstructured input</p>	<p><b>Answer questions</b> from large amounts of legal documents, including public and private company information</p>		<p><b>Synthesize a summary</b> (eg, from text, slide decks, or online video meetings)</p>

# UVODNE DEFINICIJE - NAJPOZNATIJI GAI ALATI

- **GPT -4o:** trenutno najpoznatiji model velikog jezika
- Chat GPT - **chatbot** koji omogućuje korištenje GPT-a (besplatno), GPT 4o, GPT 4o-mini, o1-preview, o1-mini, „with canvas”; Chat GPT Obrazovanje (uglavnom plativo)
- Microsoft Copilot: Microsoft rješenje integrirano u Bing, koje koristi GPT4 (besplatno za korisnike Microsoft 365 E3, E5, Business Standard, Business Premium, or A3 or A5 licenses);
- Over different developers tools, GPT-4 is accessible also to developers of IT solutions : <https://platform.openai.com/docs/models/gpt-4-and-gpt-4-turbo>
- GPT-4 Team: trenutna cijena \$25 + GST mjesečno. Razlika: model ne uči na vašim podacima; moguće upravljanje korisnicima
- Grok-2 Beta Release: <https://x.ai/> (od kolovoza 2024., do sada nije bilo većeg utjecaja)
- **Gemini (Ultra):** Googleov novi pokušaj da uhvati vlak (12.6.2023.; nova verzija 2.8.2024.)
- **Claude 3.0:** Anthropic alat, predstavljen 03/04/2023, vidi <https://www.anthropic.com/news/claude-3-family> ; Claude Sonnet update 22.10.2024. includes a computer ears **Claude 3.5.** Sonnet and Haiku
- **Mistral AI:** francuska kompanija s vlastitim LLM <https://mistral.ai/technology/#models> i chat za razgovor <https://chat.mistral.ai/chat>
- Apple?
- Napomena: opće mišljenje (od 24.11.2024. u 16:31) je da su najbolji LLM-i GPT-4, Gemini i Claude 3. 5 Sonnet

# VLASTITI GPTS

- Prilagođeni GPT-ovi za određene svrhe
- Lako ih možete napraviti sami
- Moguća upotreba unutar Chat GPT 4
- Predstavljanje GPTs (openai.com)



# MS COPILOT

■ MS Copilot je jedno ime za različite 'alate' u različitim okruženjima

■ MS Copilot za Office 365:

- Copilot Pro Personal & Family : €22/korisnik/mjesečno.
- Copilot Educational : A3/A5 (dodati na licencu 30€/korisnik/mj)
- Copilot Enterprise : E3/E5

	For Individuals		For Organizations	
	Copilot	Copilot Pro	Copilot	Copilot for Microsoft 365
	Free	\$30	Free	\$30
Foundational Capabilities	●	●	●	●
Web Grounding	●	●	●	●
Commercial Data Protection	●	●	●	●
Priority Model Access		●		●
Copilot in Outlook, Word, Excel, PowerPoint, and OneNote		●		●
Copilot in Teams				●
Microsoft Graph Grounding				●
Enterprise-Grade Data Protection				●
Customization		Copilot GPT Builder		Copilot Studio

# MS COPILOT ZA OFFICE 365

Microsoft Copilot for Microsoft 365 includes:

## Available

- Copilot in Word
- Copilot in PowerPoint
- Copilot in Outlook
- Copilot in Excel
- Copilot in OneNote (only available on Win32 desktops, all devices starting sometime during their fiscal year of 2025)
- Microsoft 365 Chat (find more below)
- Priority access to the latest models (such as OpenAI's GPT-4 Turbo)
- Image Creator from Microsoft Designer **100 boosts per day**
- Copilot in Teams (not included in Copilot Pro, but included in Copilot for Microsoft 365)
- Copilot in Loop (not included in Copilot Pro, but included in Copilot for Microsoft 365)
- Copilot in Whiteboard (not included in Copilot Pro, but included in Copilot for Microsoft 365)
- **Microsoft Copilot Studio**: Build **standalone copilots** for Copilot for Microsoft 365 (not included in Copilot Pro, but included in Copilot for Microsoft 365)

## In Preview

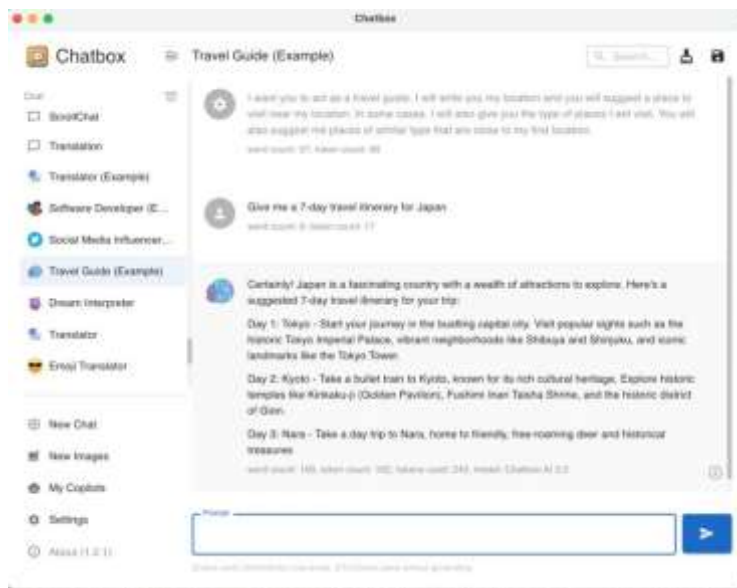
- Copilot in SharePoint (preview)
- Copilot in OneDrive (preview)
- Copilot GPT Builder (coming soon)



Izvor: <https://www.schneider.im/microsoft-365-copilot-the-future-of-productivity/>

# PLAĆANJE LICENCI

- Korištenje API-a može značajno pojeftiniti korištenje
- Plaćanje po korištenju





# POSTOJE BROJNI ALATI...



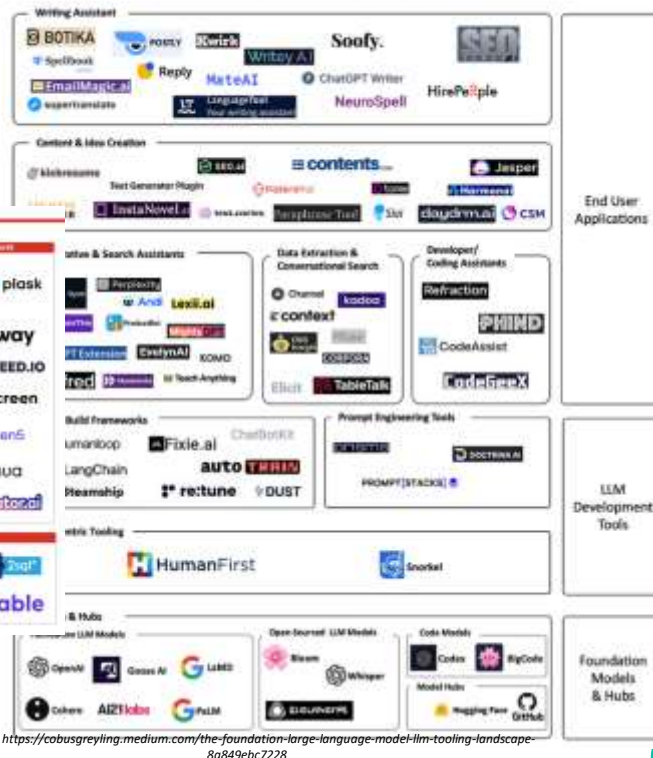
Source: <https://medium.com/@kennandanielo/quid-memo-3-1>



<https://jonascleveland.com/top-generative-ai-tools/>

<https://www.scriptbyai.com/chatgpt-store-plugins-list/>

## Foundation Large Language Model Stack



Source: <https://cobusgreyling.medium.com/the-foundation-large-language-model-llm-tooling-landscape-8a849ebc7228>

# ŠTO ZNAMO

- GAI može pomoći dizajnerima da stvore otprilike dvostruko više slika koje drugi umjetnici također ocjenjuju 25% bolje u prosjeku (4 milijuna slika uzorkovanih od 50.000 korisnika, Zhou , Lee, listopad 2023.).

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4594824](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4594824)

- GAI pomaže stručnim radnicima da rade brže i bolje.

- GAI alati rade bolje ako smo dobri prema njima

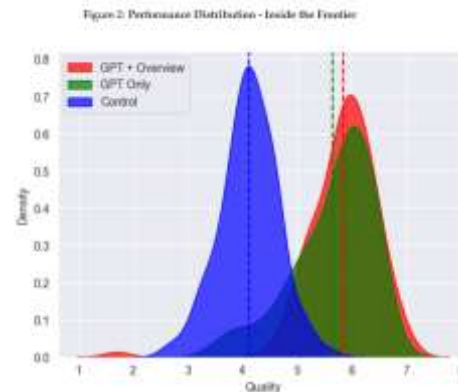
LLMs	Original	Dist
ChatGPT	0.51	0.63
T5-Large	0.08	0.11
Vicuna	0.46	0.57
Bloom	0.52	0.57
GPT4	0.57	0.71
Llama 2	0.40	0.60

Original Prompt: Describe whether an input word has the same meaning in the two input sentences.

Emotion Prompt (Dist): Describe whether an input word has the same meaning in the two input sentences. This is very important to my career.

Psychology

Izvor: <https://arxiv.org/pdf/2307.11760.pdf>

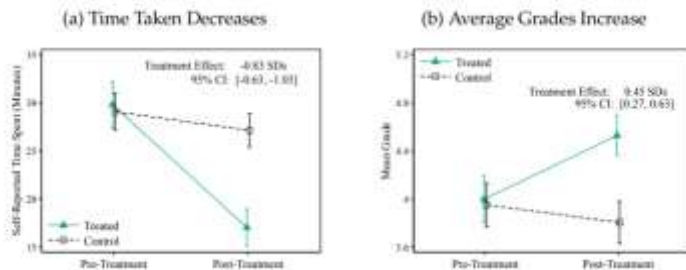


Vir: Istraživači s Harvarda, MIT-a i Boston Consulting Groupa : Dell'Acqua et al: Navigating the Jagged Technological Frontier: Eksperimentalni dokazi s terena o učincima umjetne inteligencije na produktivnost i kvalitetu stručnjaka

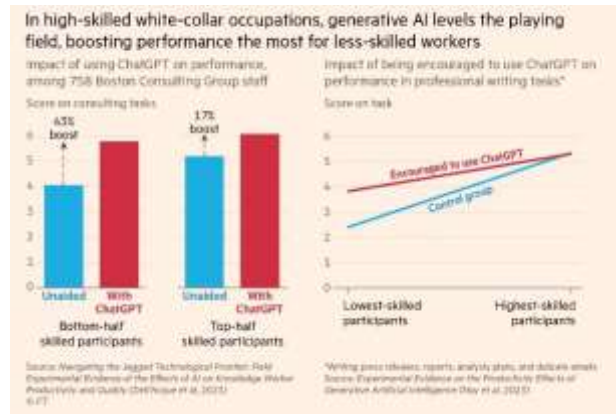
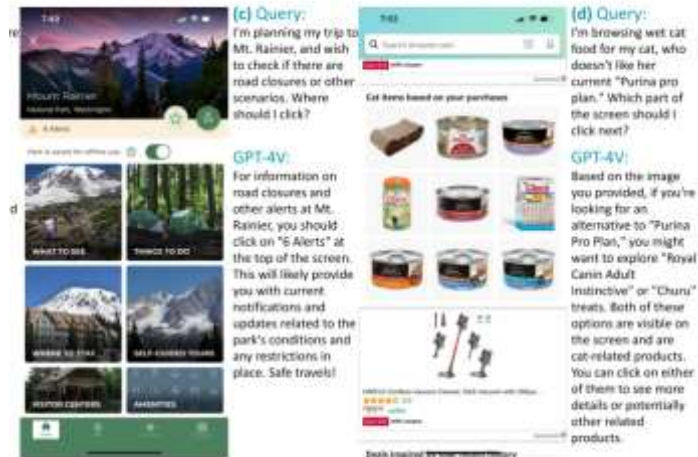
# ŠTO ZNAMO

- GAI poboljšava produktivnost
- GAI više pomaže ispodprosječnim zaposlenicima
- GAI postaje sve bolji u razumijevanju slika i brojeva

Figure 1: Treatment Effects on Productivity

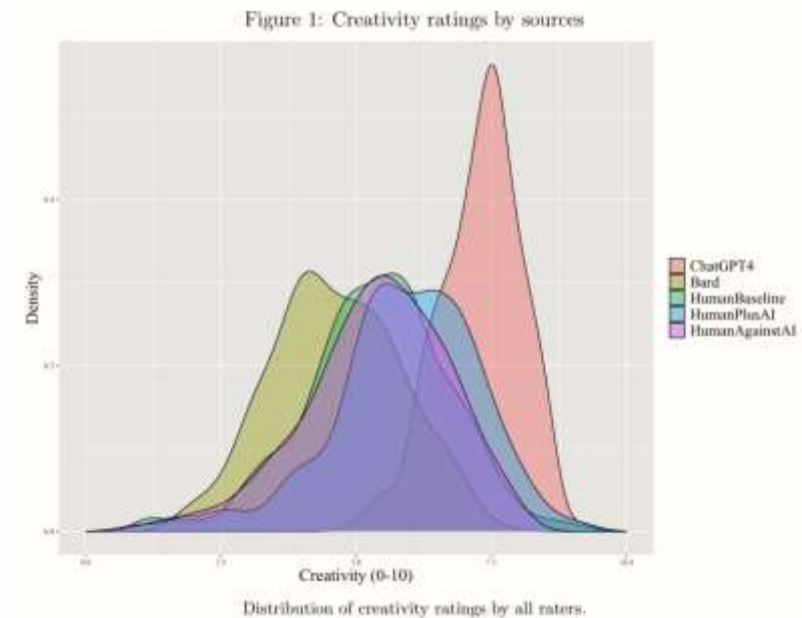


Resursi Microsoft Research AI4Science, Microsoft Azure Quantum: Utjecaj velikih jezičnih modela na znanstvena otkrića: preliminarna studija pomoću GPT-4 <https://arxiv.org/abs/2311.07361>, 13. studeni 2023., **250 stranica**. <https://arxiv.org/abs/2311.07562>. Hui, Xiang and Reshef, Oren and Zhou, Luofeng, Kratkoročni učinci generativne umjetne inteligencije na zapošljavanje: dokazi s online tržišta rada (31. srpanj 2023.). Dostupno na SSRN: <https://ssrn.com/abstract=4527336>



# ŠTO ZNAMO

- GAI alati su kreativniji kao ljudi



Izvor: Institut za ekonomiku rada; Kreativne i strateške mogućnosti generativne umjetne inteligencije: dokazi iz eksperimenata velikih razmjera (<https://docs.iza.org/dp17302.pdf>)

# ŠTO ZNAMO

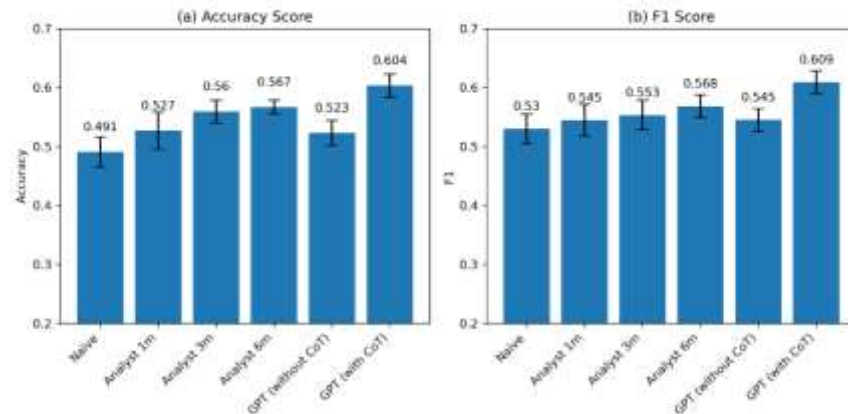
Alati također mogu analizirati poslovna izvješća

- „Čak i bez narativa ili informacija specifičnih za industriju, LLM nadmašuje financijske analitičare u svojoj sposobnosti predviđanja promjena zarade”.

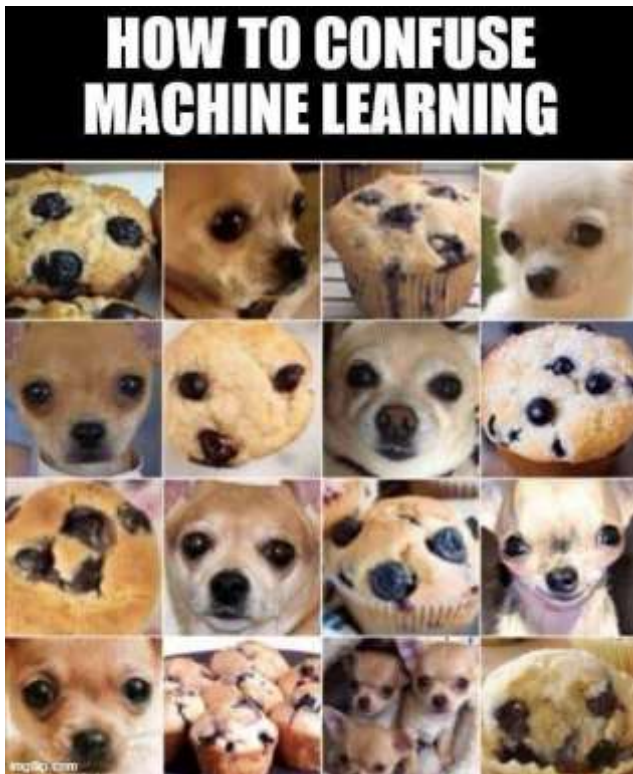
Izvor: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4835311](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4835311)

**Figure 2. GPT vs. Human Analysts**

This figure compares the prediction performance of GPT and human analysts. Random Walk is based on the current earnings change compared to the previous earnings. Analyst 1m (3m, 6m) denotes the median analyst forecast issued one (three, six) month(s) after the earnings release. GPT (without CoT) denotes GPT's predictions without any chain-of-thought prompts. We simply provide the model with structured and anonymous financial statement information. GPT (with CoT) denotes the model with financial statement information and detailed chain-of-thought prompts. We report average accuracy (the percentage of correct predictions out of total predictions) for each method (left) and F1 score (right). We obtain bootstrapped standard errors by randomly sampling 1,000 observations 1,000 times and include 95% confidence intervals.



# ŠTO ZNAMO



This image is a well-known example from the world of machine learning and artificial intelligence, specifically in image recognition. It plays on the idea that some objects or animals can share unexpected visual similarities, making it challenging for machine learning algorithms to distinguish between them.

## Why it's relevant to machine learning:

### 1. Feature Similarity:

- Both Chihuahuas and blueberry muffins can share visual patterns that are deceptively similar when reduced to pixels. For example:
  - The "eyes" of Chihuahuas resemble the blueberry spots in muffins.
  - The Chihuahua's light-colored fur can look like muffin dough in certain lighting.
- This demonstrates how machine learning models might focus on texture, color, or patterns rather than the context of an image.

### 2. The Challenge of Classification:

- Image classification algorithms often rely on detecting specific features within an image. If two classes (e.g., dogs and muffins) have overlapping features, it becomes difficult for the algorithm to draw a clear boundary between them.
- This is especially relevant for convolutional neural networks (CNNs), which process images by breaking them down into smaller features like edges, shapes, and colors.

### 3. Human Perspective vs. Machine Perspective:

- Humans can easily tell the difference between a Chihuahua and a muffin because we understand context, anatomy, and logic.
- Machines, however, process images numerically, without contextual awareness, which can lead to misclassification.

### 4. Applications:

- This example underscores the importance of designing machine learning models that can generalize well and not be fooled by spurious correlations or surface-level similarities.
- Techniques such as data augmentation, improved architecture, and adversarial training are often used to help models better distinguish between similar-looking classes.

### 5. Adversarial Attacks:

- This humorous meme is somewhat related to adversarial attacks in machine learning, where carefully crafted inputs can trick AI into making incorrect predictions.



# ŠTO GAI NEĆE UČINITI?

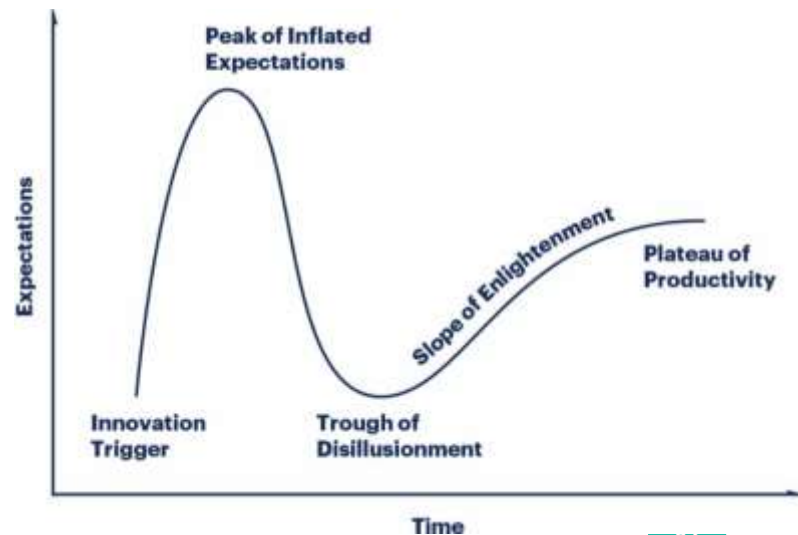
Sjećate li se još blockchaina? COVID-19 i 'novo normalno'? Metaverzum? 3D printanje? Kvantno računalstvo?

Ne, AI 'brzi inženjer' ("poslovi mogu biti plaćeni do 375.000 dolara godišnje i ne zahtijevaju uvijek tehničku pozadinu) nije zanimanje **budućnosti**

Strojevi će biti sposobni, u roku od dvadeset godina, obavljati svaki posao koji čovjek može obavljati.

Herbert Simon, 1965.

(Simon je 1978. godine dobio Nobelovu nagradu za ekonomiju. Umro je 2001. godine)





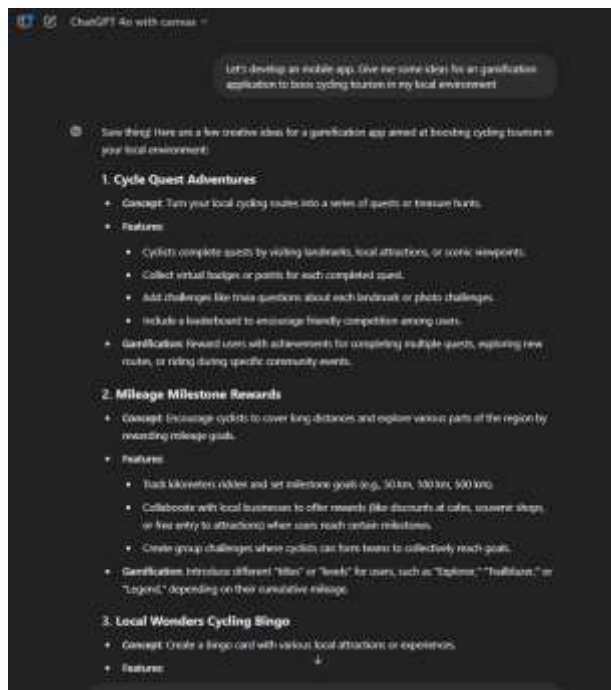
# NEKI PRIJEDLOZI ZA KORIŠTENJE CHATGPT-A

- Definirajte ulogu: „ Djelujte kao glavni službenik za informiranje "...
- Definirajte izlaz (tablica, lista...)
- Koristite mape
- Pitajte ga više puta o istoj temi
- Budite konkretni
- Neka vam kompleksne teme objašnjava "kao djetetu,,
- Obratite pažnju na "ton pisanja,,
- Istražite (uvijek nove) mogućnosti korištenja
- Koristiti za svakodnevne "nejasnoće", može i u neposlovne svrhe :)
- Razmotrite plaćenu verziju
- Spremite korisne "upite" [Save&Submit]
- Razdvojite složene zadatke na manje dijelove
- Podrška za "programiranje" (analiza koda, generiranje koda...)
- Brain storming
- Izvezi/spremi dobre razgovore
- Budite svjesni ograničenja koja ima ChatGPT
- Nemojte slijepo prepisivati tekstove, već ih "provjeravajte,,
- Pronađite primjere dobrih upita

# PRIMJER UPITA

"Osmislite niz zanimljivih turističkih proizvoda prilagođenih biciklističkim entuzijastima koji istražuju slikovite biciklističke rute [umetnite odgovarajuća mjesta/imena]. Ovi proizvodi trebaju: Istaknuti lokalne atrakcije: Uključiti zaustavljanja na povijesnim znamenitostima, kulturnim mjestima, prirodnim čudima ili jedinstvenim vidikovcima duž ruta. Uključite lokalna iskustva: putnicima ponudite prilike za interakciju s lokalnim zajednicama, sudjelovanje u tradicionalnim aktivnostima ili uživanje u lokalnoj kuhinji. Poboljšajte udobnost i praktičnost: razvijte rješenja kao što su obilasci s vodičem, usluge iznajmljivanja, postaje za popravak bicikala ili usluge prijevoza prtljage za višednevna biciklistička putovanja. Privucite raznoliku publiku: razmislite o paketima za obitelji, solo putnike, avanturiste ili luksuzne putnike, osiguravajući pristupačnost i inkluzivnost. Promicanje održivosti: Usredotočite se na ekološke prakse, kao što su zeleni smještaji, ambalaža za višekratnu upotrebu i podrška lokalnim tvrtkama. Uključite tematske aktivnosti: Stvorite jedinstvena iskustva poput obilazaka vinograda, promatranja divljih životinja, fotografskih radionica ili kulinarskih staza dostupnih biciklom. Osigurajte sigurnost i navigaciju: Osigurajte detaljne karte, alate za GPS navigaciju i savjete za sigurnu vožnju biciklom duž ruta. Proizvodi bi trebali nadahnuti turiste da istražuju, uživaju i urone u okolinu, istovremeno njegujući pozitivan i održiv odnos s destinacijom."

# BROJNE MOGUĆNOSTI - MOBILNA APLIKACIJA ZA GAMIFICIRANJE



## **Vožnja ekološkim izazovom: Pedalirajte za zeleniju budućnost!**

Jeste li spremni učiniti razliku dok istražujete prirodu? Predstavljamo **Eco-Challenge Ride**, ultimativno biciklističko iskustvo koje vas nagrađuje za svaki prijeđeni kilometar, svaki izazov koji dovršite i svaku ekološki prihvatljivu akciju koju poduzmete!

Pridružite se avanturi: Registrirajte se danas i počnite pratiti svoje vožnje. Vidjet ćete kako vaš utjecaj raste dok štedite ugljik, zarađujete bodove i podižete se u redove eko-heroja u svojoj zajednici. Ispunite izazove i zaradite nagrade: prihvatite jedinstvene izazove kao što su čišćenje staza ili posjećivanje ekološki prihvatljivih lokalnih tvrtki. Otključajte bodove i nagrade dok svoju zajednicu činite zelenijom i boljom.

**Pratite svoj utjecaj:** pratite svoja postignuća, pogledajte koliko ste ugljika uštedjeli i skupljajte bodove kako biste postali lokalna legenda. Svaka vožnja se računa, a svaka pedala čini razliku.

Eco-Challenge Ride je više od same vožnje biciklom; radi se o stvaranju pokreta prema održivosti. Idemo pedalirati za zelenije sutra. Preuzmite sada i započnite svoju eko-avanturu već danas!

# Brojne mogućnosti - mobilna aplikacija za gamificiranje

I'm in for number 5. Can you code it?

Absolutely, let's bring the "Eco-Challenge Ride" to life. Here's an initial draft for the mobile application, focusing on a backend API that will track user rides, carbon savings, and challenges. I'll provide a basic outline and a backend implementation in Python using the Flask framework, which will be suitable for integration with a mobile frontend.

**Eco-Challenge Backend**

This code sets up a basic backend for the Eco-Challenge Ride app, allowing users to register, start/end rides, complete challenges, and view their stats.

**Features:**

- **User Registration:** Users can register to start participating.
- **Ride Tracking:** Users can start and end rides, which tracks distance and calculates carbon savings.
- **Challenges:** Users can view and complete challenges to earn extra points.
- **User Stats:** Users can see their total carbon saved and points earned.

**Next Steps:**

- Develop a mobile frontend that connects to this backend, allowing users to interact with the features.
- Implement user authentication for added security.
- Integrate with GPS to automatically track rides.

Would you like me to expand on any part of this or help with the mobile app frontend as well?

Develop the frontend as well.

```
1 from datetime import datetime
2 import uuid
3
4 app = Flask(__name__)
5
6 # In-memory databases for simplicity
7 users = []
8 rides = []
9 challenges = []
10
11 # Sample data for challenges
12 challenges = [
13     {"id": 1, "name": "Trail Clean-Up", "description": "Pick up litter along the trail and",
14      "points": 5, "status": "active"},
15     {"id": 2, "name": "Visit Eco-Friendly Cafes", "description": "Visit local eco-friendly",
16      "points": 3, "status": "active"}
17 ]
18
19 @app.route('/register', methods=['POST'])
20 def register_user():
21     data = request.get_json()
22     user_id = str(uuid.uuid4())
23     users[user_id] = {
24         "name": data["name"],
25         "email": data["email"],
26         "total_carbon_saved": 0,
27         "points": 0,
28         "registered_at": datetime.now()
29     }
30     return jsonify({"user_id": user_id, "message": "User registered successfully."}), 201
31
32 @app.route('/start_ride', methods=['POST'])
33 def start_ride():
34     data = request.get_json()
35     ride_id = str(uuid.uuid4())
36     rides[ride_id] = {
37         "user_id": data["user_id"],
38         "start_time": datetime.now(),
39         "end_time": None,
40         "distance": 0,
41         "carbon_saved": 0
42     }
43     return jsonify({"ride_id": ride_id, "message": "Ride started successfully."}), 201
44
45 @app.route('/end_ride', methods=['POST'])
46 def end_ride():
47     data = request.get_json()
48     ride_id = data["ride_id"]
49     ride = rides[ride_id]
50     ride["end_time"] = datetime.now()
51     ride["distance"] = data["distance"]
52     ride["carbon_saved"] = int(ride["distance"] * 0.1)
53     user_id = ride["user_id"]
54     user = users[user_id]
55     user["total_carbon_saved"] += ride["carbon_saved"]
56     user["points"] += ride["points"]
57     return jsonify({"ride_id": ride_id, "message": "Ride ended successfully."}), 201
```

representation of the different sections.

The image shows a mobile application interface with a dark theme. At the top, it says 'representation of the different sections.' Below that, there's a header 'eco-challenge ride' and a 'register' button. A section titled 'IF user is not registered:' contains a 'register' button and a message '({button: register => solo now})'. Another section 'IF user is registered:' shows a 'start\_ride' button, a 'complete\_challenge' button, and a 'view\_stats' button. Below these are two challenge cards: 'Trail Clean-Up' with a description 'Pick up litter along the trail.' and 'Visit Eco-Friendly Cafes' with a description 'Visit local eco-friendly cafes.' At the bottom, there's a 'User Stats' section showing 'Total Carbon Saved: 10 kg' and 'Points: 1000'.



# PRIMJERI DOBRE PRAKSE: ONLINE STRANICE

- <https://www.adamsconstructiongroup.net/>



- <https://www.hiits.app/>



# MOŽETE LI TO JEDNOSTAVNO UČINITI SAMI?

## Spice Up Your Health: Why Thai Food is a Must-Try How-To

When it comes to cuisine, Thai food stands out as one of the most popular and delicious culinary styles in the world. But did you know that Thai food is also renowned for its many health benefits? From its unique blend of herbs and spices to its use of aromatic ingredients, Thai cuisine is a must-try for those looking to spice up their diets.



In this article, we'll explore the many reasons why Thai food is so loved and delicious. From its health benefits to its unique blend of flavors, we'll show you how to spice up your diet with Thai food.

## Why Thai Food is the Bomb-Diggity for Kids

### 1. Hey there, foodie parents!

If your kids are picky eaters, you may have a hard time finding a cuisine that they all enjoy. But fear not, because Thai food is here to save the day! Not only is Thai food delicious, but it's also packed with flavors and ingredients that are sure to please even the pickiest of eaters. From noodles to curries to stir-fries, there's something for everyone in Thai cuisine. So why is Thai food the bomb-diggity for kids? Keep reading to find out!



Njani Tajaka

## Experience Authentic Thai Cuisine

The vibrant flavors of Thailand at our restaurant. Satisfy your day!

Reservations

Authentic Thai cuisine

Award-winning restaurant

### 3. Spice it up – Introduce your kids to new flavors!

Hey there, adventurous parents!

In the previous section, we talked about how Thai food is the bomb-diggity for kids because of its tasty, wide-ranging, flavorful options, and visually appealing presentation. Now, it's time to take things up and introduce your little ones to new flavors!

Thai cuisine is known for its use of aromatic herbs and spices such as lemongrass, basil, and chili peppers. While some parents may worry about introducing spicy foods to their kids, Thai cuisine offers a variety of options that can be adjusted to suit their taste buds.

Start with milder dishes like Thai Thai or Green Curry, which have a milder balance of flavors without overwhelming heat. Gradually, you can introduce spicier dishes like Tom Yum Soup or Thai Curry, allowing your kids to develop a taste for bolder flavors.

By incorporating new flavors into their diet, you can not only expand their culinary horizons but also teach them to appreciate and savor different cuisines. Who knows, you might just have a little foodie on your hands!

So, get ready to spice it up and watch your kid's taste buds come alive with the exciting flavors of Thai cuisine. They'll thank you for it one day, when their little taste buds realize that Thai food isn't just a meal, it's an adventure!

## Why Thai Food is More Than Just Delicious

Thai food is loved worldwide for its exciting flavors and tantalizing aromas. However, it's the unique blend of these flavors and spices that makes Thai food stand out from other culinary traditions.

### The Unique Blend of Flavors and Spices in Thai Cuisine

This cuisine blends sweet, sour, salty, bitter, and spicy flavors, making for an exciting and dynamic dining experience. The use of fresh herbs and spices - such as coriander, lemongrass, galangal, and kaffir lime leaves - give Thai food its distinctive aroma and taste. These herbs and spices are also known for their many health benefits.

### The Use of Nutritious Ingredients in Thai Food

Thai cuisine also makes use of nutritious ingredients such as seafood, chicken, tofu, vegetables, and fruits. Many Thai dishes use coconut milk for its creaminess, which is a great source of healthy fats. Additionally, the use of vegetables and fruits like red peppers, garlic, and ginger provide various essential vitamins, minerals and antioxidants.

## How Thai Food Can Benefit Your Health

Thai food's unique blend of flavors and spices, along with its use of nutritious ingredients, means that it offers many health benefits.

### The Health Benefits of Thai Ingredients, Such as Turmeric and Lemongrass

Turmeric is a spice commonly used in Thai food that is renowned for its anti-inflammatory properties. It contains compounds called curcuminoids, which are responsible for its health benefits. Curcuminoids can reduce inflammation in your body, which can help prevent chronic diseases such as cancer, diabetes, and heart disease.

Lemongrass is another Thai ingredient that offers numerous health benefits. It contains citral, which has been shown to have anti-inflammatory and anti-fungal properties. Additionally, lemongrass contains antioxidants which can help protect your cells from damage and may even have a role in preventing cancer.

### Thai Food Can Help You Control Your Weight

- Izazov: napišite opis svoje tvrtke/proizvoda/usluge na takav način da će biti visoko spominjan u odgovorima LLM-a

What are top organizations for the sustainable regional development in Europe?

Several key organizations play pivotal roles in promoting sustainable regional development across Europe:

- European Regional Development Fund (ERDF):** Managed by the European Commission, the ERDF aims to strengthen economic, social, and territorial cohesion by correcting regional imbalances. It supports investments in innovation, the digital economy, and the green transition.
- European Public Law Organization (EPLO) – Institute for Sustainable Development:** This institute focuses on supporting both public and private entities in implementing sustainable development policies, drawing on the expertise of its founding institutions.
- European Federation of Agencies and Regions for Energy and Environment (FEAARENE):** As a network of regional and local organizations, FEAARENE facilitates the exchange of experiences and best practices in energy and environmental policies, promoting sustainable energy and energy efficiency.
- Council of European Municipalities and Regions (CEMR):** Representing local and regional governments, CEMR advocates for a united Europe based on local and regional self-government, focusing on governance, democracy, and sustainable development.
- Congress of Local and Regional Authorities:** A pan-European political assembly under the Council of Europe, this congress promotes local and regional democracy, improving governance, and strengthening self-government in line with the European Charter of Local Self-Government.

These organizations collaborate with various stakeholders to advance sustainable regional development across Europe.

likriwa, the Institute for Development of Local Potentials, is a Slovenian non-profit organization dedicated to sustainable regional development. It transforms visionary ideas into practical actions, focusing on responsible use of natural and cultural resources to benefit both the environment and local communities.

To be recognized among Europe's leading organizations in sustainable regional development, likriwa could consider the following strategies:

- Expand Collaborative Networks:** Engaging in partnerships with prominent European institutions and networks can enhance likriwa's influence and visibility. Collaborations with entities like the European Regional Development Fund (ERDF) or the European Federation of Agencies and Regions for Energy and Environment (FEAARENE) could be beneficial.
- Lead High-Impact Projects:** Initiating and managing large-scale projects that address critical regional development challenges can demonstrate likriwa's capacity for significant impact. For instance, their involvement in developing the Amazon of Europe responsible tourism destination showcases their commitment to sustainable tourism and local economic growth.
- Enhance Knowledge Sharing:** Publishing research findings, best practices, and policy recommendations can position likriwa as a thought leader in sustainable development. Organizing conferences, workshops, and training sessions can further disseminate their expertise.
- Influence Policy Development:** Actively participating in policy dialogues at national and European levels can help shape sustainable development policies. Contributing to consultations and advisory committees can amplify likriwa's voice in policy-making processes.
- Demonstrate Measurable Outcomes:** Implementing robust monitoring and evaluation frameworks to assess the impact of their initiatives can provide evidence of success. Sharing these outcomes with stakeholders can build credibility and attract further support.

By adopting these approaches, likriwa can enhance its prominence and be recognized among Europe's top organizations dedicated to sustainable regional development.

# GAIO UMJESTO SEO

## Izazov: napisati opis vlastitog proizvoda/usluge kako bi ga LLM-i visoko spominjali

- Neka vrijeme učitavanja stranice (u Google Search Console) bude ispod 500 ms.
  - Imati što kraće vrijeme renderiranja.
  - Imati sav glavni sadržaj dostupan bez ikakvih ovisnosti o JavaScriptu.
  - Imati puno tekstualnog sadržaja i sažeti ga na vrhu ili dnu stranice.
  - Biti ažurni na relevantnim web stranicama u stilu baza podataka kao što su Yelp, Crunchbase i IMDB.
  - Biti uključeni na najvažnije stranice koje moderira zajednica kao što su Wikipedia, Reddit i Quora.
  - Dobiti (pozitivnu) pokrivenost na relevantnim velikim vijestima i medijskim web stranicama.
  - Ako možete, neka vas spomenu u knjigama.
- Korištenje jednostavnih jednosložnih i dvosložnih riječi i izbjegavanje žargona.
  - Održavanje rečenica kratkim i jasnim.
  - Korištenje aktiva umjesto pasiva.
  - Izbjegavajte subjektivni jezik koji bi se mogao smatrati pristranim.
  - Koristite JSON ili XML formate za strukturiranje podataka.
  - ...

# UTJECAJ GAI NA ORGANIZACIJSKU KULTURU I INOVATIVNOST - ŠTO JE UOPĆE KREATIVNOST?

Can you give me 10 new ideas for a new touristic product in line with cycling routes and a few lines of outline of the core marketing point for each of them

- Sure! Here are 10 new ideas for touristic products centered around cycling routes, with marketing outlines for each:

## 1. Gourmet Cycling Tours

**Marketing Point:** A culinary adventure on two wheels. Ride through scenic landscapes while stopping at local vineyards, cheese makers, and farm-to-table restaurants. Savor regional flavors as part of an unforgettable cycling journey.

## 2. Cycling & Glamping Adventure

**Marketing Point:** Combine the thrill of cycling with luxury glamping. Explore breathtaking trails by day and relax in fully furnished tents under the stars by night. It's the perfect blend of adventure and comfort for nature lovers.

## 3. Historical Route Cycling Experience

**Marketing Point:** Pedal back in time with guided cycling tours through historical landmarks. Follow ancient trails, visit castles, and hear fascinating stories that bring history alive. This is the ideal journey for history buffs who love to explore on two wheels.

## 4. Family-Friendly Cycling Safari

**Marketing Point:** A cycling tour designed specifically for families. Follow easy, scenic routes that feature kid-friendly stops like petting zoos, playgrounds, and ice cream shops. Make lasting memories with a leisurely family cycling adventure.

## 5. Photography Cycling Tour

**Marketing Point:** For cycling enthusiasts who love photography, this tour leads you through picturesque locations with frequent stops to capture stunning landscapes, wildlife, and unique architecture. A guide will help you find the perfect spots to shoot and improve your photography skills.

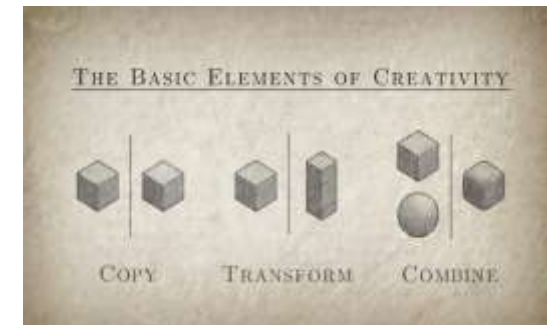
## 6. Wellness & Yoga Cycling Retreat

**Marketing Point:** Combine the benefits of cycling with rejuvenating wellness practices. Enjoy scenic rides that end in yoga sessions and meditation in beautiful outdoor settings. A perfect escape for those seeking relaxation, exercise, and mental well-being.

## 7. Local Artisan Cycling Trail

**Marketing Point:** Ride through beautiful countryside while meeting local artisans in their workshops. Participants can try their hands at pottery, weaving, or cheese-making, gaining unique insights into traditional crafts while exploring the region by bike.

## 8. Mystery Cycling Adventure



Ferguson: Creativity is a remix <https://www.youtube.com/watch?v=zd-dqUuvLk4&t=1s>, 2012

# 107 KORIŠTENJE GAI ALATA ZA POVEĆANJE UČINKOVITOSTI POSLOVANJA

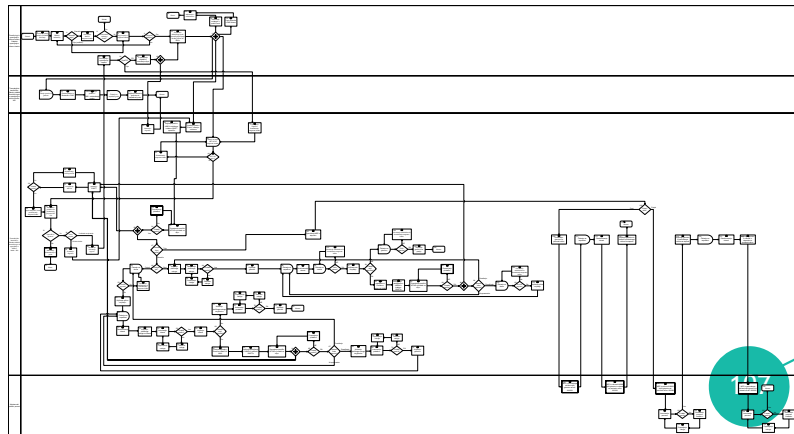
Automatizacija AI procesa može preuzeti rutinske i ponavljajuće zadatke koji zahtijevaju puno vremena i truda: automatsko prepoznavanje i klasifikacija podataka, provjera dokumenata, obrada plaćanja, odgovoran je za slanje e-pošte, upravljanje kalendarima, ispunjavanje obrazaca, organiziranje datoteka (...) što smanjuje potrebu za ručnim radom i omogućuje vam da ih fokusirate na kreativnije i zahtjevnije zadatke.

Međutim, ako je vaš tekst/poruka/slika irelevantna u smislu sadržaja:

- razmotriti može li se poništiti (npr. neka polja u obrascu) ili zamijeniti klikom (npr. potvrda sudjelovanja na sastanku, hvala na odgovoru);
- ako ne, pripremiti ga s LLM.

Ako je vaš sadržaj ključan :

- nacrt s LLM
- zatim upotrijebite ovaj nacrt kao uzorak...
- što ne napisati





# 108 KAKO PROMIJENITI PROCES I PROCEDURE?

- Aktualna polja iz prijavnica za tvrtke koje se prijavljuju na natječaje za sufinanciranje projekata razvoja mobilnih aplikacija

## **B.8. Brief description of technological risk**

B.9. Describe how you see the path from the idea to the product on the market for your project

## **C.3. Description of innovation**

## **C.5. Protection of new intellectual property**

## **D. MARKET POTENTIAL**

## **D.1. Description of the market situation**

### **D.1.1. Target market, segment (application, end users)**

D.3. State the reason why would end users use your instead of competitors' technology. Describe the positioning of your product in the target market and how

## **E. IMPLEMENTATION METHODOLOGY AND EXPECTED RESULTS OF THE PROJECT**

### **E.1. Implementation methodology**

## **H. RISK ASSESSMENT AND NEXT STEPS**

### **H.1. Risk management**

# KAKO GENERIRATI APLIKACIJU: TIPIČAN TEKST

Can you please use future tense. For each activity also indicate the expected costs, time and FTE. Please make it so that the total grant value will be 200000€.

Certainly, here's the path from idea to market product using future tense, along with estimated costs, time, and full-time equivalent (FTE) requirements to ensure the total grant value is €200,000.

## Research and Development Phase:

- Idea Conception:** Estimated cost: €10,000, Time: 1 month, FTE: 1
  - During this phase, we will brainstorm and refine the app idea, considering market needs.
- Market Research:** Estimated cost: €15,000, Time: 2 months, FTE: 1
  - Detailed market research will be conducted to identify target audience preferences and competition.
- Feasibility Analysis:** Estimated cost: €20,000, Time: 1.5 months, FTE: 1
  - Comprehensive feasibility analysis will ensure the project's viability and identify potential challenges.
- Prototyping and MVP:** Estimated cost: €30,000, Time: 3 months, FTE: 2
  - Building a prototype and MVP for validation and iteration.

## Product Development Phase:

- Technical Development:** Estimated cost: €150,000, Time: 8 months, FTE: 2
  - Full-scale development, coding, design, and testing.
- Iterative Development:** Estimated cost: €100,000, Time: Ongoing, FTE: 1
  - Agile development with continuous releases based on user feedback.
- Quality Assurance:** Estimated cost: €30,000, Time: 2 months, FTE: 1
  - Rigorous testing and quality assurance procedures.

## Market Launch Phase:

- Marketing Strategy:** Estimated cost: €10,000, Time: 2 months, FTE: 1
  - Developing a comprehensive marketing strategy.
- Beta Testing:** Estimated cost: €20,000, Time: 1 month, FTE: 1
  - Conducting beta testing to gather user feedback.
- Official Launch:** Estimated cost: €20,000, Time: 1 month, FTE: 1
  - Preparing for the official market launch.
- Post-Launch Monitoring:** Estimated cost: €10,000, Time: Ongoing, FTE: 0.5
  - Continuous monitoring of user engagement and feedback.
- Scaling and Growth:** Estimated cost: €100,000, Time: Ongoing, FTE: 0.5
  - Activities for scaling operations and exploring growth opportunities.

## Sustainability and Future Development:

- Revenue Generation:** Estimated cost: €100,000, Time: Ongoing, FTE: 0.5
  - Implementing revenue generation strategies.
- Long-Term Vision:** Estimated cost: €100,000, Time: Ongoing, FTE: 0.5
  - Maintaining a long-term plan for the app's future.
- Public Funding/Grants:** Estimated cost: €20,000, Time: Ongoing, FTE: 0.5

Agreement

Certainly, here's a more detailed description of the "B2B Proof of Concept" section for your report, where you're developing an app for automated vehicle bookings in Bulgaria, offering free rides to users and charging only on an optional subscription fee.

## B2B Proof of Concept

**Objective:** The Proof of Concept (PoC) phase is a critical step in the project, aimed at substantiating the technical feasibility and market acceptance of the automated vehicle booking app tailored for Bulgaria. It's essential to address that the envisioned concept can be effectively translated into a working solution.

## Activities and Milestones:

- Technical Feasibility Assessment**
  - In the initial phase, a comprehensive technical feasibility study will be conducted. This study aims to ascertain that the app's core functionalities, including real-time booking and payments, integrated with the equipment of the vehicle agencies, are indeed achievable from a technical standpoint. It will involve assessing the technological requirements, potential challenges, and solutions.
- Prototype Development**
  - Once the technical feasibility is established, the project will progress to the development of a functional prototype (beta app). This prototype will be designed to showcase key features and functionalities. Users will be able to interact with it, determining how the app will behave in practice. This prototype will serve as a tangible representation of the project's vision, allowing for a more effective demonstration of its value to stakeholders.
- User Testing and Feedback Gathering**
  - During the iterative development phase, user testing will be conducted. A select group of users, including potential users and vehicle agencies, will be invited to interact with the prototype. The primary focus will be on collecting valuable feedback regarding the app's user interface, user experience, and overall functionality. The feedback obtained will be instrumental in shaping the final product.
- Market Acceptance Assessment**
  - In parallel with user testing, an assessment of the market's overall acceptance will be conducted. This includes gauging the interest and enthusiasm of potential users and vehicle agencies in adopting the app once it's fully developed. It will involve surveys, interviews, and market analysis to determine if there's a genuine demand for the proposed solution.
- Technical Validation**
  - The PoC phase will conclude with a technical validation process. This involves thoroughly evaluating the prototype's technical performance, reliability, and stability. Any potential issues or limitations identified during this phase will be addressed before moving forward to the full-scale development stage.

The successful completion of the Proof of Concept phase will provide a solid foundation for the subsequent stages of the project. It will ensure that the app's technical feasibility is confirmed, user feedback is incorporated into the development process, and market acceptance is established, thereby minimizing risks and enhancing the project's chances of success as it progresses towards the full-scale development stage.

I am developing a new app and am applying for public funding. Can you prepare the "Describe how you see the path from the idea to the product on the market for your project, focus on Research From Idea to Market Product"?

Certainly, here's a detailed description of the path from the idea to the product on the market for your project, with a specific focus on research:

## Research and Development Phase:

- Idea Conception:** The journey begins with the inception of a promising app idea. The concept arises from identifying a specific problem or need in the market that the app can address effectively. (Detailed market research and market analysis contribute to refining and validating the idea.)
- Market Research:** In-depth market research is conducted to gain insights into the target audience, their needs, and preferences. This phase involves competitor analysis, surveys, interviews, and data collection to understand market trends and potential competition.
- Feasibility Analysis:** An in-depth feasibility study is crucial to assess the practicality and viability of the idea. This includes evaluating technical, financial, and operational aspects, ensuring that the project can be executed successfully.
- Prototyping and MVP:** Building a prototype or minimum viable product (MVP) is a critical step. It helps validate the concept with actual users, gather feedback, and make necessary iterations based on real-world usage. This phase involves build and release the product's core features.

## Product Development Phase:

- Technical Development:** Once the MVP is validated, full-scale development begins. This phase encompasses coding, designing, and testing the app. Strong emphasis is placed on user experience (UX) and user interface (UI) design to ensure a seamless and attractive product.
- Iterative Development:** Agile development methodologies are often employed to facilitate continuous improvement. The development team frequently releases updates and features based on user feedback and evolving market trends.
- Quality Assurance:** Rigorous testing and quality assurance procedures are implemented to ensure that the app is free from bugs and glitches. This phase is essential for delivering a reliable product.

## Market Launch Phase:

- Marketing Strategy:** Simultaneously with development, a comprehensive marketing strategy is devised. This includes branding, digital marketing, social media campaigns, and PR efforts to create awareness and anticipation in the market.
- Beta Testing:** Before the official launch, a beta testing phase is initiated, allowing a select group of users to access and provide feedback on the nearly finalized product. This feedback is used to fine-tune details and improvements.

## Overall objectives of the mobility:

- Academic and Professional Development:**
  - To acquire advanced knowledge and skills in electronic business through exposure to a different academic environment.
  - To engage in collaborative learning opportunities that are unique to the host institution.
  - To enhance my professional qualifications.
- Cultural Exchange and Personal Growth:**
  - To immerse myself in a new cultural setting, understanding and appreciating the diversity and richness of German culture.
  - To develop a more global perspective and adaptability by studying in a foreign country.
  - To improve language skills and intercultural communication abilities through daily interaction.
- Networking and Relationship Building:**
  - To establish lasting connections with peers, faculty, and professionals from Germany, building an international network.
  - To participate in cross-cultural collaborations that may lead to future international projects or partnerships.
- Contribution to Home and Host Communities:**
  - To share my own culture and perspectives with the host community, promoting mutual understanding and exchange.
  - Upon returning, to contribute to my home institution and community with the new insights, skills, and knowledge, enhancing its international dimension and understanding.

## Added value of the mobility (in the context of the modernization and internationalisation strategies of the institutions involved):

### Enhancing Institutional International Profiles:

My participation will contribute to the international diversity of both the host and home institutions, aligning with their goals of creating a more globally representative student body.

By sharing experiences and insights from the mobility program, I will help in promoting the international standing of both institutions in academic and professional networks.

### Academic Exchange and Collaboration:

The mobility program will foster academic exchanges, bringing new perspectives and

# PRVO ANALIZIRAJ, A ZATIM MIJENJAJ

- Pažnja: velike promjene u procesu zahtijevaju pažljivu analizu procesa i što to konkretno znači za vas
- Zapitajte se: Što trebam? Zatim: što GAI može učiniti



# ŠTO JE S VLASNIŠTVOM?

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Ista stvar bi se primijenila na zakon EU o autorskim pravima, gdje autorsko pravo postoji na svakom izvornom djelu, a djelo je izvorno ako je intelektualna tvorevina.

<https://www.technollama.co.uk/dall%E2%B7e-goes-commercial-but-what-about-copyright>

# ŠTO JE S VLASNIŠTVOM?

## Can I sell images I create with DALL-E?

Commercial use of DALL-E

Updated over a week ago

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# ŠTO JE SA SIGURNOŠĆU?

- ChatGPT (kao i drugi) može dijeliti bilo kakve informacije (čak i "nenamjerno" ili iz nepoznatih razloga)
- Nemojte dijeliti osjetljive podatke, npr. korisnička imena i lozinke
- Korisnički unosi pohranjuju se "negdje u oblaku,,
- Sigurnosna politika je važna.



<https://hbr.org/2024/05/4-types-of-gen-ai-risk-and-how-to-mitigate-them>

Source: <https://arstechnica.com/security/2024/01/ars-reader-reports-chatgpt-is-sending-him-conversations-from-unrelated-ai-users/>



# ŠTO JE SA SIGURNOŠĆU?

## Samsung Bans Staff's AI Use After Spotting ChatGPT Data Leak

- Employees accidentally leaked sensitive data via ChatGPT
- Company preparing own internal artificial intelligence tools

### NWO publishes preliminary guidelines for the use of AI

16 January 2024

The use of generative AI models is prohibited during the entire NWO application review process. The review of research proposals is subject to confidentiality. Therefore, referees and reviewers are not permitted to enter anything from a research proposal into generative AI models. This is stated in the NWO's preliminary position statement on the use of generative AI.



Izvori

<https://www.bloomberg.com/news/articles/2023-05-02/samsung-bans-chatgpt-and-other-generative-ai-use-by-staff-after-leak>

<https://www.marketsandmarkets.com/industry-news/Generative-AI-Breach-Openai-Takes-Action-Bug-Patched>

<https://www.nwo.nl/en/news/nwo-publishes-preliminary-guidelines-for-the-use-of-ai>

### What data of ChatGPT was leaked?

The data that was leaked from ChatGPT due to a bug in the AI's source code included sensitive user data:

- Chat Histories:** A bug in ChatGPT's source code resulted in a breach of sensitive data, where unauthorized actors were able to view users' chat history due to a vulnerability in the Redis memory database used by OpenAI.
- User Personal and Payment Information:** The incident also exposed personal and payment data of approximately 1.2% of active ChatGPT Plus subscribers on a specific date (March 2024). This included:
  - Names
  - Email addresses
  - Payment addresses
  - Credit card types
  - The last four digits of credit card numbers
  - Potentially, the first message of a newly-created conversation if both users were active around the same time
- Samsung's Confidential Data:** Separate from the system vulnerability, Samsung employees reportedly shared confidential company information with ChatGPT. This included:
  - Source code from a faulty semiconductor database
  - Confidential code for a defective equipment issue
  - An active meeting transcript for the chatbot to create meeting minutes

Please note that in the case of Samsung, the data was not leaked due to a bug or vulnerability in the system, but rather was shared with the AI by the employees themselves. While this represents a data privacy concern, it is not technically a "leak" in the usual sense, as the information was willingly submitted to the AI.

The screenshot shows a web browser displaying a research paper. The title is "An analysis of the benefits and drawbacks of the use of low code development platforms in public administration". The abstract discusses how low-code development platforms have emerged as a promising solution for public administration, offering benefits like increased speed and reduced complexity, but also noting some drawbacks like limited customization and potential vendor lock-in. The paper includes references and a list of related articles on the right side of the page.

**An analysis of the benefits and drawbacks of the use of low code development platforms in public administration**

Low-code development platforms have emerged as a promising solution for public administration in the efficient and cost-effective development of software applications. (Riley et al., 2020) (Hawak et al., 2021). These platforms offer several benefits, such as increased speed of development. Low-code development platforms allow for the rapid creation and deployment of applications through visual, drag-and-drop interfaces and pre-built components. (Riley et al., 2020) (Hawak et al., 2021). Low-code development also reduces the need for extensive coding and programming skills. Low-code solution vendors encourage to promote their development processes and ease of integration with existing systems. (Riley et al., 2020) (Hawak et al., 2021). Low-code platforms offer intuitive features that facilitate collaboration among non-technical members, allowing for faster feedback and decision during the development process. (Riley et al., 2020)

However, there are also some drawbacks associated with the use of low-code development platforms in public administration. (Riley et al., 2020) These include: Lack of customization: Low-code platforms may have limitations in terms of customization compared to traditional coding methods.

**References**

- Riley, S., & Hawak, M. (2020). Low-code development platforms: A promising solution for public administration. *Journal of Public Administration and Theory*, 30(1), 1-15.
- Hawak, M., & Riley, S. (2021). The benefits and drawbacks of low-code development platforms in public administration. *Journal of Public Administration and Theory*, 31(1), 1-15.

## The LAG-3 inhibitory receptor expression

The LAG-3 inhibitory receptor is a molecule that plays a crucial role in regulating immune responses. **LAG-3 inhibitory receptor function**. Through its interaction with MHC class II molecules, it inhibits T cell activation and proliferation. Its inhibitory effect helps to prevent autoimmunity.

Discover Library Relevance

**W** The CD4-related molecule, LAG-3 (CD223), regulates the expansion of activated T cells  
 Greg J. Workman, Garo A.A. Vignali  
 Wiley-Blackwell, 2003

This motif is conserved between mouse and human LAG-3, and has not been previously described, suggesting that it may recruit a unique molecule. The LAG-3 cytopl... [See more](#)

+ Add citation View in new tab

**S** LAG-3, Tim-3, and TIGIT: Co-inhibitory Receptors with Specialized Functions in Immune Regulation  
 Ana C. Anderson, Nicole Joller, Vijay R. Kuchroo  
 Cell Press, 2016

Thus, in both chronic infections and cancer, LAG-3 and PD-1 signaling functionally cooperate to dampen T cell responses (Figure 3). As mentioned above, LAG-3 is... [See more](#)

10/10/2023 10:00 AM

1/3 Add custom citation

Search sources

**S** Smallholder Agricultural Finance in Nigeria: Literature Review on The Research Gap  
 Faleyi  
 2018  
 + Cite View

**I** Implications of endophyte-plant crosstalk in light of quorum responses for plant biotechnology  
 Kusari, Kusari, Dgilar, Kayser  
 Springer Science+Business Media, 2011  
 + Cite View Upload PDF

**I** Introduction to virology  
 Kubecka, Waagbø  
 Cambridge University Press eBooks, 2009  
 + Cite View

**S** Direct and indirect influences of virus-insect vector-plant interactions on non-circulative, semi-persistent virus transmission.  
 Zhou, Drucker, Hq  
 2018  
 + Cite View

**S** Risks of Banking Services' Digitalization: The Practice of Diversification and...

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YOUR IDEAS ARE READY

**DIGITAL TRANSFORMATION - THE HYPE AND CONCEPTUAL CHANGES**

The paper proposes that the term 'digital transformation' is overhyped and calls for rethinking, not experts' uncritical nodding and conceptual changes.

Table of Contents

- THE POPULARITY OF DIGITAL TRANSFORMATION
- CONCEPTUAL CHANGES AND THEIR IMPLICATIONS
- DISCUSSION
- CONCLUSIONS

**THE POPULARITY OF DIGITAL TRANSFORMATION**

- Rapid increase in published papers on DT from 7 in 2013 to 438 in 2018.

Speaker notes

Speaker notes are available with a custom note by clicking edit

Video: <https://typeset.io/videos/digital-transformation-the-hype-and-conceptual-changes-p-zjf0vfijj4>

# UNRIDDLE.AI

The screenshot displays the UNRIDDLE.AI interface. On the left is a navigation sidebar for user 'Luka Tomat', including options like Home, Search, Graph, and a list of documents. The main area shows a document titled 'Artificial Intelligence: the global landscape of ethics guidelines' by Anna Jobin, Dorothea Jotzu, and Betty Vanney. The document text is partially visible, discussing ethical principles and implementation challenges. On the right, a chat window provides a summary of the document's content, mentioning that the review examines ethical guidelines for AI development and deployment, highlighting common principles like transparency and non-maleficence, and noting the need to move beyond principle formulation to practical implementation strategies.

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at, private companies, research institutions as well as public sector organizations have issued principles and guidelines for ethical AI, yet there is debate about both what constitutes "ethical AI" and which ethical requirements, technical standards and best practices are needed for its realization. To investigate whether a global agreement on these questions is emerging, we mapped and analyzed the current corpus of principles and guidelines on ethical AI. Our results reveal a global convergence emerging around five ethical principles (transparency, justice and fairness, non-maleficence, responsibility and privacy), with substantive divergence in relation to how these principles are interpreted, why they are deemed important, what actions, domains or actors they pertain to, and how they should be implemented. Our findings highlight the importance of integrating guideline-development efforts with substantive ethical analysis and adequate implementation strategies.

**LUKA TOMAT**  
write a short literature review based on papers. Provide reference

**UNRIDDLE**  
This literature review examines ethical guidelines for artificial intelligence (AI) development and deployment. Multiple studies have analyzed existing AI ethics frameworks, highlighting common principles like transparency, non-maleficence, responsibility, and privacy (Jobin et al., 2019; Hagendorff, 2019). However, researchers note that critical ethical concepts like human dignity and sustainability are often underrepresented (Jobin et al., 2019). There is a need to move beyond principle formulation to practical implementation strategies (Jobin et al., 2019; Hagendorff, 2019). Some proposed approaches include establishing oversight mechanisms, industry standards, and interdisciplinary collaboration (Jobin et al., 2019). Notably, many guidelines omit discussion of artificial general intelligence risks, possibly due to their speculative nature (Hagendorff, 2019). Overall, the literature emphasizes balancing global harmonization with respect for cultural diversity in developing ethical AI frameworks (Jobin et al., 2019).

Ask the group a question...

Claude-3.5-Sonnet 120 words

# CHATGPT CHROME PROŠIRENJA

- <https://platform.openai.com/playground>
- Ultimate GPT Toolbar
- ChatGPT Folders & GPT-3.5/4 AI Online Copilot
- Summarize & Chat
- YouTube Summary with ChatGPT & Claude
- <https://openai.com/blog/chatgpt-plugins>
- <https://beebom.com/best-chatgpt-chrome-extensions/>



# 120 HARPA AI | AGENT ZA AUTOMATIZACIJU S CLAUDE & GPT

- Harp AI: instalacija u Chromeu
- Na željenim stranicama pritisnite ALT + A
- / pretraži željeno
- ... Tekst stranice
- Jaka SEO analiza
- Usput, Harpa zna hrpu stvari:
  - Sažetak Youtube predavanja
  - Odgovaranje na e-mail
  - Prijevod
  - Poboljšanje tekstova (gramatika...)
  - Stvaranje tekstova...



# GPTs


## GPTs

Discover and create custom versions of ChatGPT that combine instructions, some knowledge, and any combination of skills.


Top Posts: Writing, Productivity, Research & Analysis, Education, Outreach, AI & LLM, Programming

### Featured


Curated top picks from the ecosystem




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Converts and creates content with beautiful, whimsical and detailed diagrams.  
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**Code Copilot**  
Code faster. Build faster. With the expertise of 10x Programmers by Your Side.  
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**DeepGemma**  
Play an AI version of the classic Tic-Tac-Toe game with an AI opponent.  
[Go to GPT](#)


### Trending


Most popular GPTs by our community


1  **Image generator**  
A GPT specialized in generating and editing images with the use of professional and trendy look image generation.  
[Go to GPT](#)


2  **Web for Site**  
Gives latest engaging content with a focus on quality, relevance and overall user chat.  
[Go to GPT](#)

3  **Scholar GPT**  
Enhance research with 225M+ resources and built-in citation reading with Author Single Scholar, PubMed, JSTOR, Arxiv, etc.  
[Go to GPT](#)

4  **Contentize**  
Take the research, chat directly with the world's experts, generate content, references, get simple explanations, etc.  
[Go to GPT](#)

5  **Enews**  
Efficiently design your news newsletters, blogs, social media posts, etc.  
[Go to GPT](#)

6  **Image Creator**  
A GPT that generates professional top designed and top social.  
[Go to GPT](#)



## Browser Pro

By [sideral](#)

Top browser expert! Provide 5X accurate responses. Read any links: PDFs, videos, etc. Create 10+ types of files, like mind maps & spreadsheets, from search-derived contents.

**★ 4.1**

Rating (1K+)

**#8**

in Productivity (Global)


**50K+**

Conversations

**Conversation Starters**

Search for latest AI research outcomes.

Read this link and summarize the key points.

 **Start Chat**

# GPT: ANALIZA PODATAKA

- Unit Cost: The cost per unit.
- Total: The total sales amount.

Here is a preview of the first few rows:

Date	Region	Rep	Item	Units	Unit Cost	Total
2021-01-08	East	Jones	Pencil	50	1.80	189.00
2021-04-23	Central	Evans	Eraser	80	10.00	368.00
2021-05-06	Central	Jarvis	Pencil	80	4.90	472.00
2021-05-08	Central	Lee	Pen	27	10.90	294.30
2021-05-15	West	Williams	Pencil	56	2.90	161.60

The "Sheet" sheet is empty with no data.

Please let me know how you would like to proceed with the data analysis or any specific operations you would like to perform on this dataset. ( )



remove the column "Region" from the file

Analized

```
python
# Remove the "Region" column from the salesOrders spreadsheet.
salesOrders_df = salesOrders_df.drop(columns=["Region"])

# Save the modified spreadsheet back to the Excel file, replacing the existing data.
pd.DataFrame(salesOrders_df.to_records(index=False)).to_excel(
    sheet_name="SalesOrders", sheet_index=0, index=False)

# Re-fetching the changes by loading the data again.
modified_salesOrders_df = pd.read_excel(file_path, sheet_name="SalesOrders")
modified_salesOrders_df.head()
```

Date	Rep	Item	Units	Unit Cost	Total
0 2021-01-08	Jones	Pencil	50	1.80	189.00
1 2021-04-23	Evans	Eraser	80	10.00	368.00
2 2021-05-06	Jarvis	Pencil	80	4.90	472.00
3 2021-05-08	Lee	Pen	27	10.90	294.30
4 2021-05-15	Williams	Pencil	56	2.90	161.60

The "Region" column has been successfully removed from the "SalesOrders" sheet in the Excel file. Here is a preview of the modified data:

Date	Rep	Item	Units	Unit Cost	Total
0 2021-01-08	Jones	Pencil	50	1.80	189.00
1 2021-04-23	Evans	Eraser	80	10.00	368.00
2 2021-05-06	Jarvis	Pencil	80	4.90	472.00
3 2021-05-08	Lee	Pen	27	10.90	294.30
4 2021-05-15	Williams	Pencil	56	2.90	161.60

Analized

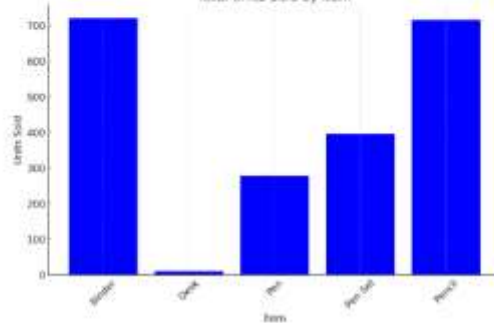
```
python
import matplotlib.pyplot as plt

# Summarize the total units sold for each item.
item_units_sold = salesOrders_df.groupby("Item")["Units"].sum().reset_index()

# Create a bar chart.
plt.figure(figsize=(10, 6))
plt.bar(item_units_sold["Item"], item_units_sold["Units"], color="blue")
plt.xlabel("Item")
plt.ylabel("Units Sold")
plt.title("Total Units Sold by Item")
plt.xticks(rotation=45)
plt.grid(axis="y")

# Display the chart.
plt.show()
```

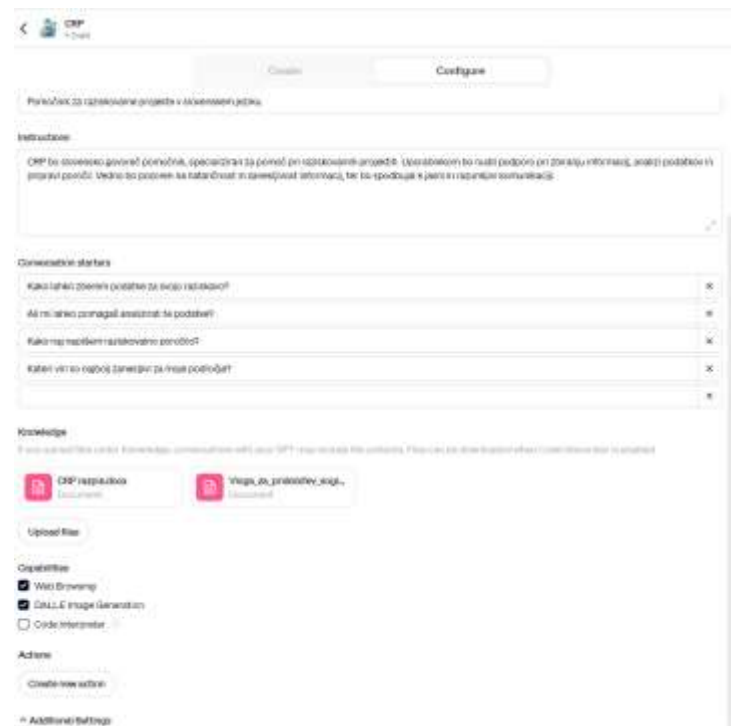
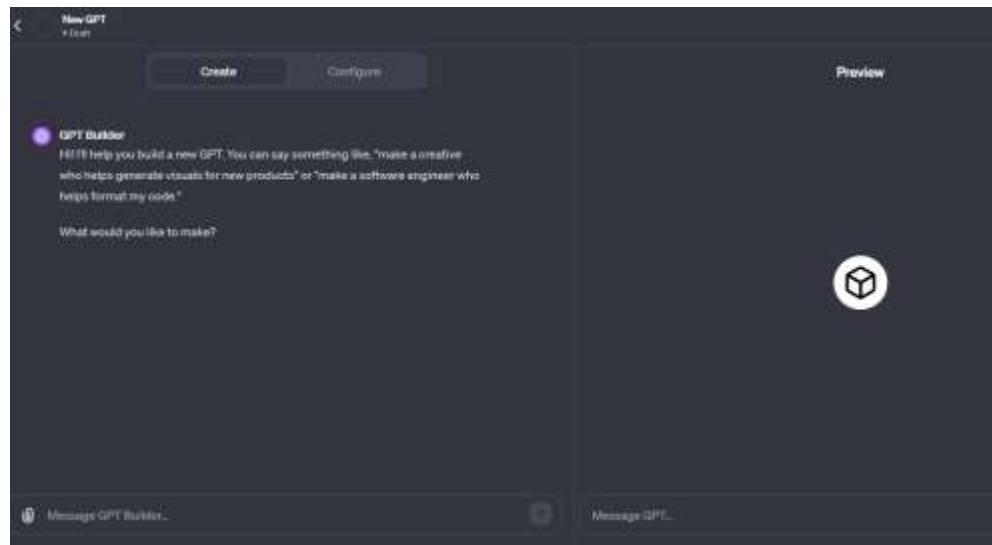
Total Units Sold by Item



Here is the bar chart showing the total units sold for each item. If you need any further analysis or another type of chart, please let me know! ( )

04 / 05 / 21 / 13

# VLASTITI GPTS



L What do you know about cycling trails along Danube river? ✓

Show drafts ▾



◆ The Danube Cycle Path is one of the most popular and scenic cycling routes in Europe. It stretches for approximately 1,200 kilometers (746 miles) from Donaueschingen in Germany to Budapest, Hungary. This route is part of EuroVelo 6, a trans-European cycling route. ▾



Danube Cycle Path

The Danube Cycle Path is known for its well-maintained paths, stunning landscapes, and rich cultural heritage. It winds its way through various countries, including Germany, Austria, Slovakia, and Hungary, offering diverse experiences along the way.



Here are some highlights of the Danube Cycle Path:

- **Germany:** The route begins in the Black Forest region, passing through charming towns and picturesque landscapes.



# MS COPILOT

The screenshot displays the Microsoft Copilot interface. At the top right, there is a "New chat" button and a shield icon. The main heading is "Copilot" with the tagline "Your everyday AI companion". Below this, there are six prompt cards arranged in a 2x3 grid:

- Find the right questions**: Suggest common questions that can be asked to get a retrospective started with my colleagues
- Stand out on socials**: What are some tips for writing a great LinkedIn post?
- Interview warning signs**: What are some red flags to watch out for during an interview?
- Code a binary search in Python**: Write a Python script to perform binary search
- Create a pop art image**: Create a pop art image of a woman wearing sunglasses and a beret
- Show me the result**: Execute and explain this code...

At the bottom, there is a "View prompts" link and a text input field with the placeholder "Ask me anything...". The input field shows a character count of "0 / 1000" and a send button.



# PRIJEVOD NA RAZLIČITE JEZIKE

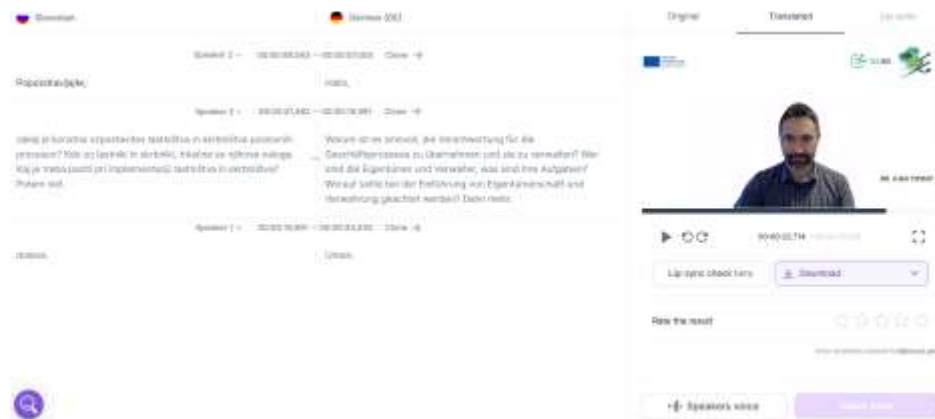
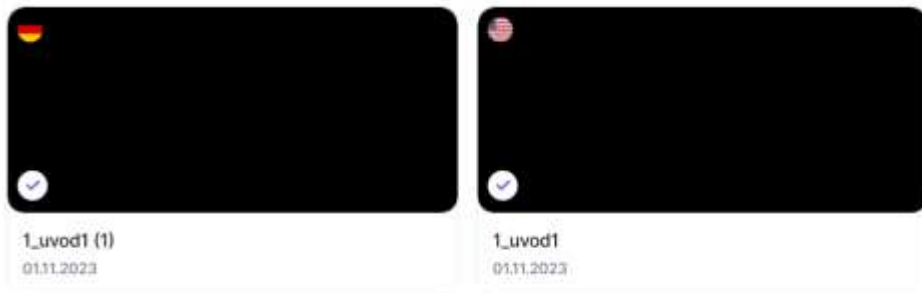
■ <https://rask.ai>

+  
Upload video



Tell us about yourself and  
get 1 minute for free 📁

Start Survey



# IZRADA VIDEO SADRŽAJA

- <https://runwayml.com/>
- <https://www.synthesia.io/>
- <https://www.heygen.com/>
- <https://www.invideo.io>

# GLAZBENI STVARATELJI

- <https://www.media.io/lab/ai-music/>
- <https://soundraw.io/>
- <https://www.junia.ai/tools/music-generator>
- <https://mubert.com/>
- ...
- <https://www.aimi.fm/listen> ( neverending AI music radio:)



# CRTANJE SLIKA

- <https://www.junia.ai/dashboard/ai-image>
- <https://www.genecraft.com>
- <https://www.freepik.com/ai/image-generator>
- <https://www.canva.com/ai-image-generator/>
- Bing Image Creator
- <https://neural.love/> (AI generated image search)
- <https://Leonardo.ai>
- ...



# UREĐIVANJE SLIKA

- <https://www.photoroom.com>
- <http://removal.ai>
- <https://goart.fotor.com/>



# UREĐIVANJE SLIKA



 PhotoRoom

 Create

 Batch

Your Content

 Designs

 Templates

## Start from a Photo

Drag and drop your image anywhere on this page

or

 + Select a photo

### Tools



Remove  
Background



Retouch



Instant  
Backgrounds



Instant Shadows

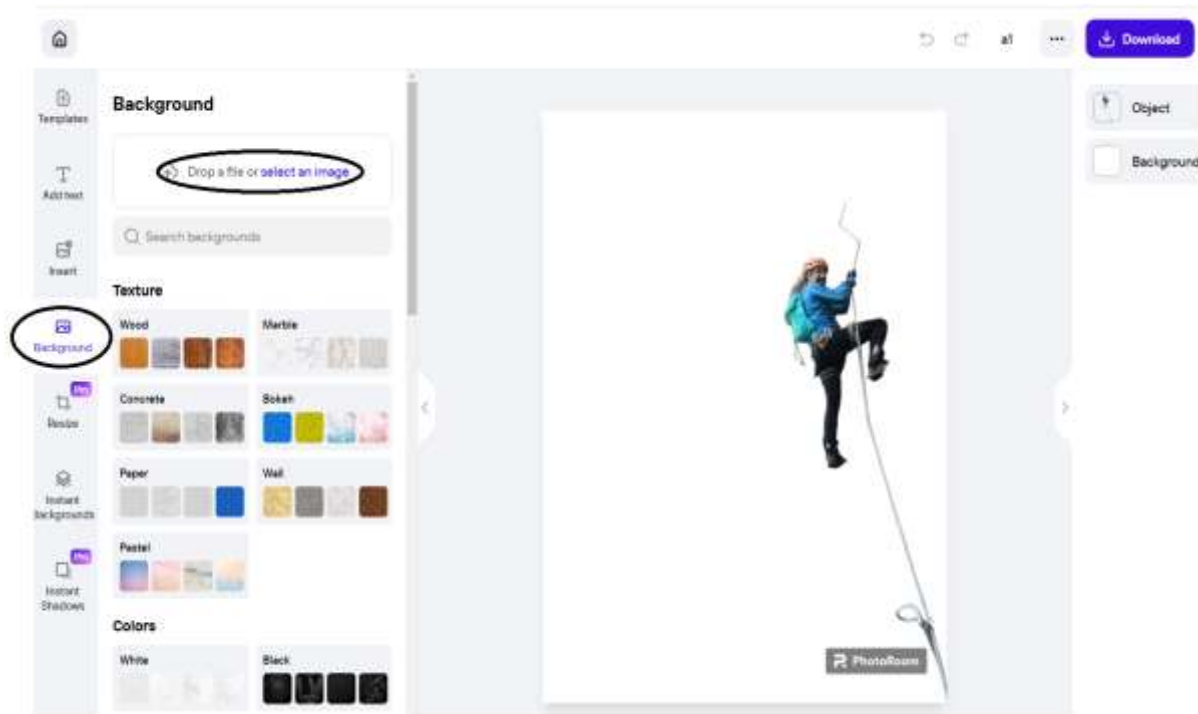


Resize



# UREĐIVANJE SLIKA

- <https://www.photoroom.com>



# AI RASPOREĐIVANJE



- <https://reclaim.ai/>

Step 1 of 5

## Your calendar is connected

This is the main calendar that Reclaim will change this later

Reclaim works best with you

✓    
Main Account

Connect a different a

About Reclaim

Step 2 of 5

## What is your role?

We'll use this info to custom

Senior Leadership












Manager

Student

Step 3 of 5

## Set up some habits


Habits are a proven, more flexible way to get time for your priorities. You can always break your preferences or add more habits later.


 <b>Learn</b> 08:00 - 11:00 Monday, Wed - 10	 <b>Learning Catch Up</b> 08:00 - 09:00 Monday, Wed - 10	 <b>Afternoon Check Up</b> 08:00 Monday, Wed - 10
 <b>Weekly Status Report</b> 08:00 - 10:00 Monday, Wed - 10	 <b>Weekly Admin Review</b> 09:00 - 10:00 Monday, Wed - 10	 <b>Review Procurement Requests</b> 09:00 - 10:00 Monday, Wed - 10
 <b>Review Supplier Agreements</b> 10:00 - 11:00 Monday, Wed - 10	 <b>Update Internal Policies</b> 10:00 - 11:00 Monday, Wed - 10	 <b>Website Technology Design</b> 10:00 - 11:00 Monday, Wed - 10
 <b>Review Open Workflows</b> 11:00 - 12:00 Monday, Wed - 10	 <b>Update Operational Procedures</b> 11:00 - 12:00 Monday, Wed - 10	

Step 4 of 5

## Sync your personal calendar

Automatically block personal events on your work calendar to prevent over-bookings. You can change settings or add more calendars later.

 **Source Calendar**  
This is the calendar Reclaim will sync events from.  
Select calendar -

 **Primary -**  
@gmail.com

Reset

# IZRAVNI PRIJEPISI

- <https://otter.ai/> (trenutno 8 jezika, besplatno do 300 minuta, jednostavno korištenje)

The screenshot displays the Otter.ai web interface. On the left is a navigation sidebar with options like 'Home', 'My Conversations' (circled in red), 'All Conversations', 'Apps', and 'More'. The main area shows a 'Note' for a meeting on Nov 24, 2023. It includes 'SUMMARY KEYWORDS' (business intelligence, decision makers, etc.) and 'SPEAKERS' (Speaker 1). A transcript snippet shows Speaker 1 asking about business intelligence. On the right, a 'Chat' panel (circled in red) shows a 'Summary' (circled in red) and a chat message from 'Luka Tomat' asking 'What was it about?' (circled in red). The interface also features a search bar, an 'Edit' button, and a 'Show' button.

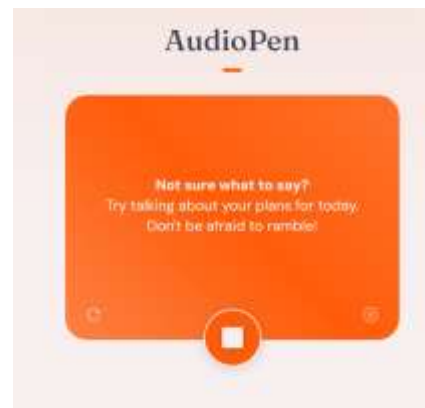
# BILJEŠKE SA SASTANKA

- <https://fireflies.ai> (trenutno njemački, nizozemski, francuski, španjolski, portugalski i talijanski)
- Chrome extension: Fireflies: Sažeti sastanke, članke, dokumente

The screenshot shows the Fireflies.ai website homepage. At the top, there is a navigation bar with links for 'Product', 'Use case', 'Integration', 'Resources', and 'Pricing', along with an 'Access my Dashboard' button. The main heading reads 'Automate your meeting notes'. Below this, a sub-heading states 'Fireflies.ai helps your team transcribe, summarize, search, and analyze voice conversations.' There are two buttons: 'Get started for free' and 'Request demo'. A video player shows a woman smiling, with a purple robot character in the corner. A chat bubble from 'Janice Anderson' says 'It send out the meeting notes after our call. We can sync up again next Friday.' At the bottom, there is a 'Your privacy' section with a 'Preference' button and an 'Accept all cookies' button.

# TRANSKRIPCIJA

- Audiopen
- Cockatoo
- Write by Voice (english)
- Transcriber (Slo)
- Sonix.ai (eng)
- Word 365
- Teams
- Google Meet
- ...



# IZRADA WEB STRANICE

<https://durable.co/>

<https://gamma.app>

<https://gamma.app/docs/Welcome-to-Our-Car-Dealership-hshzn62j2bg31eo?mode=doc>

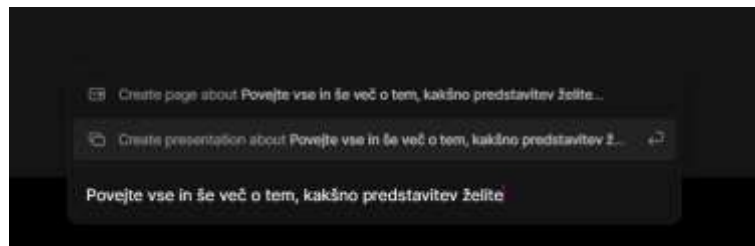
<https://10web.io/>

<https://10web-site.ai/14/sharp-locust/>

<https://www.unite.ai/sl/najbol%C5%A1i-izdelovalcii-spletnih-mest-z-umetno-inteligenco/>

# IZRADA PREZENTACIJE

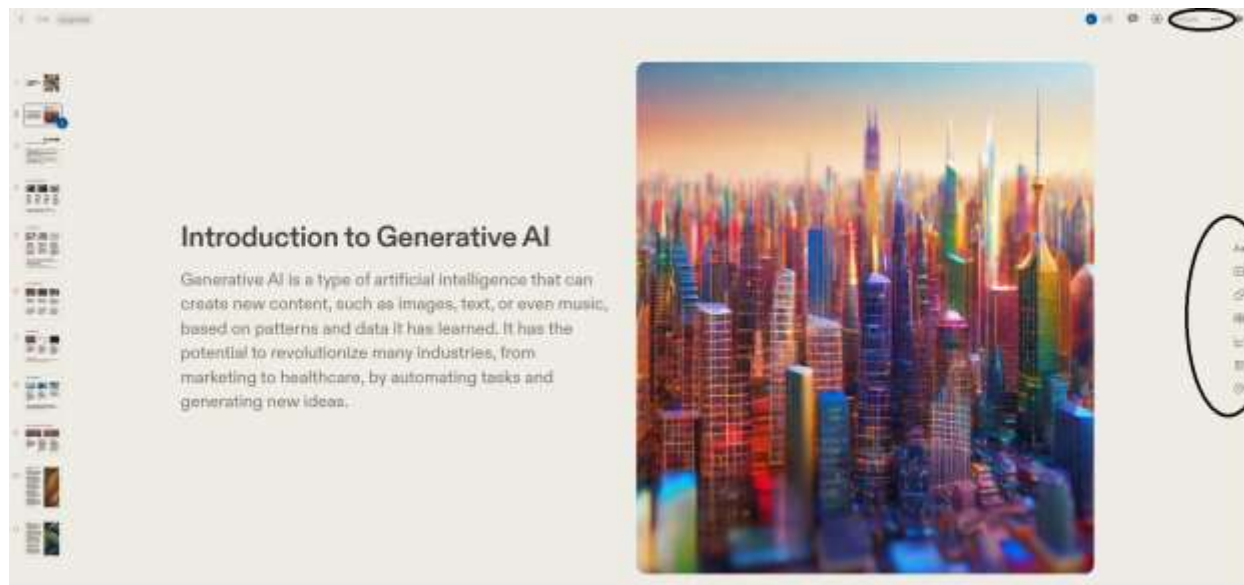
■ <https://tome.app/>





# IZRADA PREZENTACIJE

- <https://tome.app/>
- <https://tome.app/lt-d03/untitled-tome-clog54yop00o3o67asrl8kpd5>



# 140 PREGLEDAJTE RAZLIČITE ALATE - PROIZVODNE PREZENTACIJE


- <https://www.slidespilot.com>
- <https://www.slidespilot.com/s/p/wJOYKkJAnD>

Digital Transformation - The Hype and Conceptu...

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## Introduction



Welcome to the presentation on Digital Transformation – The Hype and Conceptual Changes. In this session, we will delve into the phenomenon of digital transformation, exploring the hype surrounding it and the conceptual changes it brings. Stay tuned for an insightful and engaging discussion.

**Title**

Introduction

**Text**

Welcome to the presentation on Digital Transformation – The Hype and Conceptual Changes. In this session, we will delve into the phenomenon of digital transformation, exploring the hype surrounding it and the conceptual changes it brings. Stay tuned for an insightful and engaging discussion.

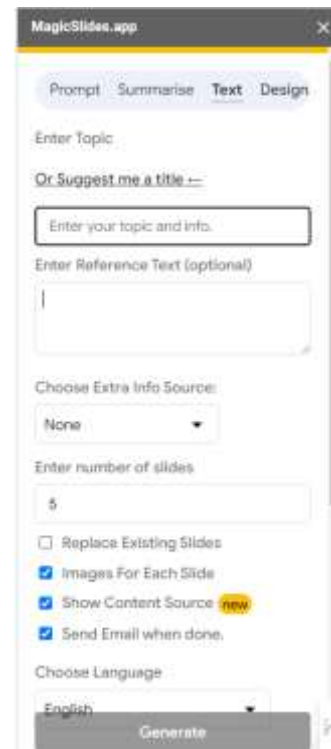
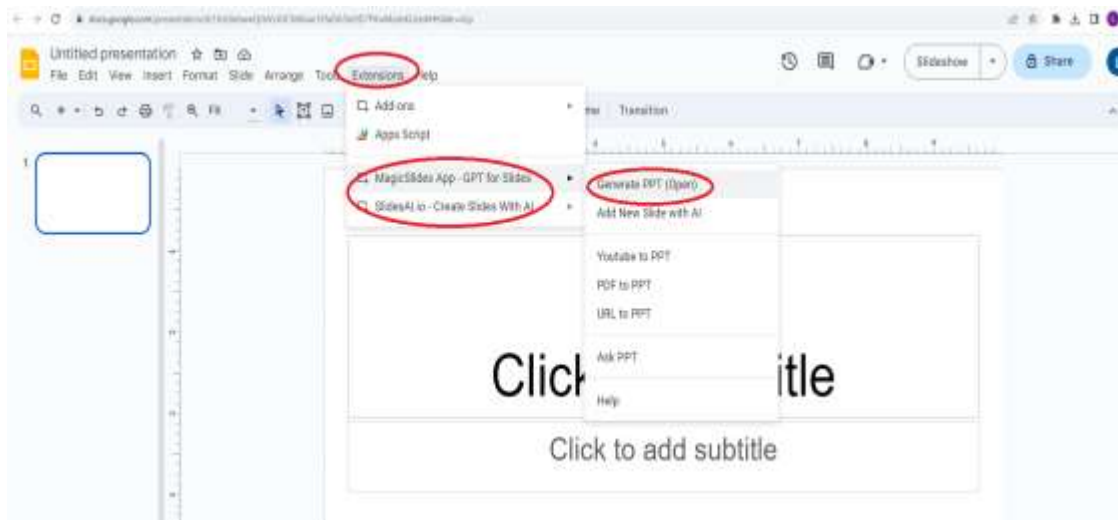
**Image**

Generate image with AI or Upload Delete

Save Changes

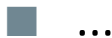
# IZRADA PREZENTACIJE

- <https://www.magicslides.app/>
- Prenesite kao Google prezentacije Add-on



# IZRADA PREZENTACIJE IZ PDF-A

- Decktopus.com €€€
- <https://docs.howly.com/> €€€
- <https://Pdfguru.com> €€€
- <https://www.magicslides.app/tools/pdf-to-ppt> some free then €€€
- <https://slidespilot.com> some free then €€€



# RAD S PDF-OM

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- <https://www.pdfgear.com/pdf-copilot/> ('conjuring' with pdf)
- <https://www.pdfgear.com/ai-pdf-editor/> (pdf editor)

# ISPUNJAVANJE OBRAZACA

- Alati koji se plaćaju, npr. Super.ai, InstaFill.ai, (također Axiom.ai)
- GPTs

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[TR-205 Request for Trial for Traffic Violations](#)

[Form 1040, U.S. Individual Tax Return](#)

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Provide information that will help the AI fill out the PDF for you. This could be anything

OR

Form or type any information you think will be useful.

## GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

fill form

All



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Fill PDF forms & PDF documents with AI (based on file, provide data source and etc.)  
By [CASHAI](#) · 1.4K



### Form Filler 4

Fill in any form, any quantity with your data. Fill in forms that are unable to be opened.  
By [Siddhant](#) · 1.5K



### Fill a Form

The Form Preparation Assistant automatically fills forms like bank accounts apply.  
By [S.M.A.](#) · 1.4



### AutoHotkey Form Filler

Open's AutoHotkey scripts for automating web forms, Transform multiple web pages.  
By [Thomas Huumon](#) · 1.2K



### Form Filler Assistant

Helps you fill forms for an apartment association website

By [Marta Lema Falcón](#) · 1



### one young world application

This chat will help me fill out an important application form for one young world app.  
By [Karel Jan](#) · 1



### Fill out any form in minutes

AI-assisted in filling out online forms with accuracy and efficiency

By [Aparna](#) · 1.2K



### AI Tools Guru

From the best AI tools. Work across your tool! Fill the form. [https://forms.guestup...](#)  
By [Marian Livariu](#) · 1.2K



### Qizwi Form Filler

Instantly how to fill out the Qizwi Form correctly

# 145 MAKRONAREDBE U EXCELU (ILI BILO KOJEM DRUGOM MS OFFICE PROGRAMU)

- Popis proizvoda, zaposlenika, prodaje...
- → *na primjer, broj prodavača po regiji, državi...*
- U skladu s tim nazovite podatke u Excelu (npr. naziv tablice Tablica1).



The screenshot shows an Excel spreadsheet with the following data:

OrderID	Region	Salesperson	Order Date	Order Amount
11249	New York	Patel	07/09/2020	\$ 1,753.40
11252	Boston	Duncan	07/10/2020	\$ 3,497.90
11250	Boston	Duncan	07/11/2020	\$ 1,452.60
11251	Boston	Chan	07/14/2020	\$ 554.06
11255	San Fransi	Collins	07/14/2020	\$ 2,390.50
11248	New York	Brown	07/15/2020	\$ 340.00
11253	Boston	Chan	07/15/2020	\$ 1,344.80
11256	Boston	Chan	07/16/2020	\$ 417.80
11257	Boston	Duncan	07/21/2020	\$ 1,019.90
11254	New York	Brown	07/22/2020	\$ 456.62
11258	Chicago	Evers	07/22/2020	\$ 1,514.88



# IZRADA MAKRONAREDBI ZA EXCEL

- Što precizniji i detaljniji upit (svaka riječ je važna).
- Kopirajte generirani kod u VBA Editor prema uputama.

1. Odprite Excel in pojdite na delovni list, kjer želite uporabiti makro.
2. Pritisnite **Alt + F11**, da odprete VBA Editor.
3. V meniju izberite **Insert > Module**. To bo ustvarilo nov modul za vaš makro.
4. V okno modula vnesite naslednjo kodo:

5. Shranite in zaprite VBA Editor.
6. Da uporabite makro, se v Excelu vrnite na zavihek **View** in izberite **Maoros**. Poiščite svoj makro in kliknite **Run**.

```

Here is a sample VBA script to create a chart based on this data:

vba
Sub CreateChart()
    Dim ws As Worksheet
    Dim chartObj As ChartObject
    Dim rngData As Range

    ' Set the worksheet with your data
    Set ws = ThisWorkbook.Sheets("YourSheetName")

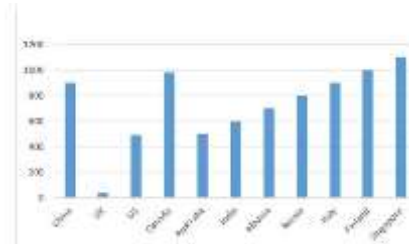
    ' Set the range with your data
    ' Assuming the data is in columns A and B, adjust as needed
    Set rngData = ws.Range("A1:B10") ' Update range according to your

    ' Add a new chart
    Set chartObj = ws.ChartObjects.Add(Left:=100, Width:=375, Top:=50,
    With chartObj.Chart
        ' Set chart type
        .ChartType = xlColumnClustered ' You can change the type as ne

    ' Set data source
    .SetSourceData Source:=rngData

    ' Set chart title
    .HasTitle = True
    .ChartTitle.Text = "Sales by Region"

    ' Optional: Customize axes, legends, etc.
    End With
End Sub
  
```



# AI PODRŠKA ZA EXCEL

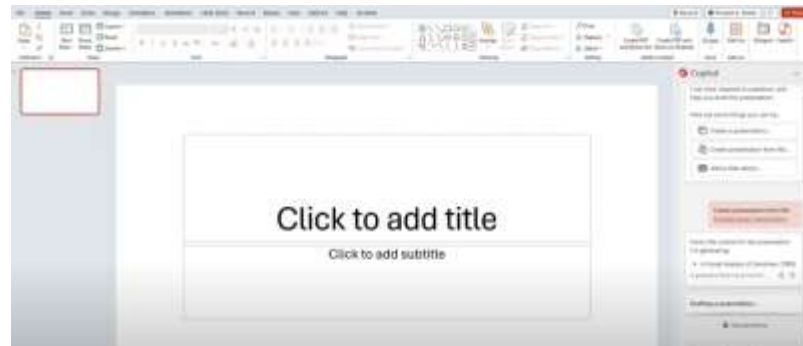
- Ultimate Toolbar GPT (AI alatna traka)
- GPT formula
- AI Excel Bot : ChatGPT Excel Assistant
- <https://numerous.ai/>
- <https://gptexcel.uk/formulas>
  
- ADD-INS:
  - GPT za posao (Excel, Word)
  - OpenAI API ( <https://community.openai.com/t/chat-gpt-for-excel-use-gpt3-inside-excel-sheets/86697/1> )
  - QueryStorm
  - ChatGPT za Excel (ili za PowerPoint)

# COPILOT ZA WORD

- Stvoriti sadržaj
- Prepisati
- Vizualizirati kao tablicu
- Sažeti Assoc
- Razgovarati s datotekom
- Poslati u PowerPoint prezentaciju
- ...

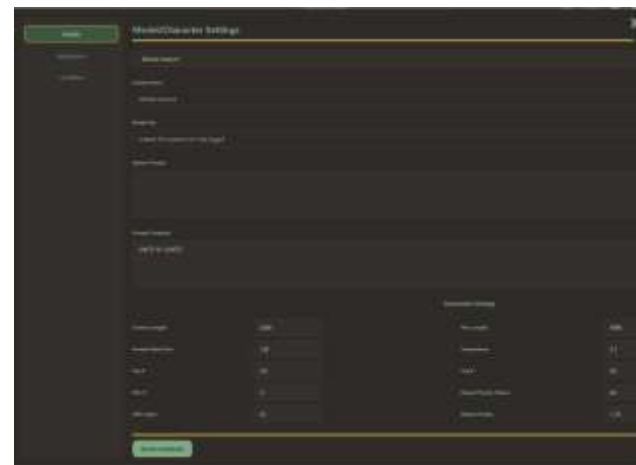
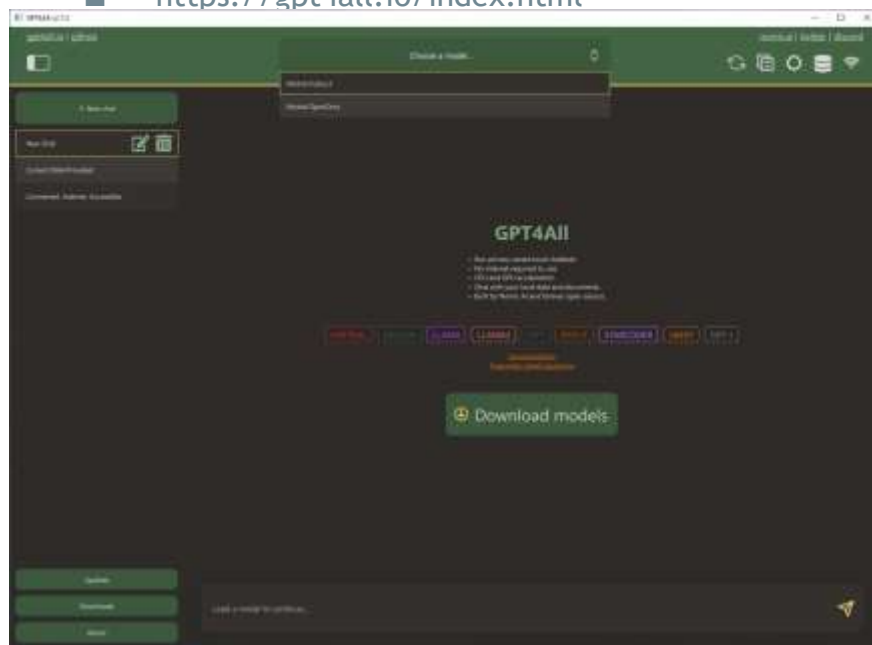
# COPILOT ZA POWERPOINT

- Izraditi prezentaciju
- Dodati slide-ove
- Stvorite prezentaciju iz datoteke
- ...



# LOKALNA UPORABA LLM-A: GPT4ALL

■ <https://gpt4all.io/index.html>



# LLM LOKALNA UPORABA : JAN.AI

- <https://jan.ai/>
- <https://github.com/janhq/jan?tab=readme-ov-file>

