

404429-2025 - Competition

Spain – Programming services of application software – Servicio de digitalización de recursos turísticos mediante visitas 360º, realidad virtual y realidad aumentada, con desarrollo e implementación de una plataforma WebXR para la promoción y difusión de los atractivos turísticos del Principado de Asturias

OJ S 118/2025 24/06/2025

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Email: contratacion@turismoycultura.asturias.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de digitalización de recursos turísticos mediante visitas 360º, realidad virtual y realidad aumentada, con desarrollo e implementación de una plataforma WebXR para la promoción y difusión de los atractivos turísticos del Principado de Asturias

Description: El procedimiento y características de esta contratación que se encuentra en el marco del Plan de Recuperación, Transformación y Resiliencia – Financiado por la Unión Europea – Next GenerationEU, se establecen en los pliegos que rigen la presente licitación.

Procedure identifier: cd34c84e-bdab-46dd-bcc9-a281e19f7cd8

Internal identifier: CM 36/25

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212000 Programming services of application software

Additional classification (cpv): 72212500 Communication and multimedia software development services, 72260000 Software-related services

2.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 650 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Arrangement with creditors: y todos los criterios mencionados en el cuadro anterior "motivos de exclusión"

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de digitalización de recursos turísticos mediante visitas 360°, realidad virtual y realidad aumentada, con desarrollo e implementación de una plataforma WebXR para la promoción y difusión de los atractivos turísticos del Principado de Asturias

Description: El procedimiento y características de esta contratación que se encuentra en el marco del Plan de Recuperación, Transformación y Resiliencia – Financiado por la Unión Europea – Next GenerationEU, se establecen en los pliegos que rigen la presente licitación.
Internal identifier: CM 36/25

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212000 Programming services of application software

Additional classification (cpv): 72212500 Communication and multimedia software development services, 72260000 Software-related services

Options:

Description of the options: Una vez llegado a su vencimiento el contrato no podrá ser prorrogado

5.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

5.1.3. Estimated duration

Duration: 7 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

Innovation procurement: The procured works, supplies or services are novel or significantly improved compared to other works, supplies, or services already on the market.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Adscripción adicional de puntos activos o hotspots.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Ampliación del plazo de garantía.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 11

Criterion:

Type: Quality

Description: Aumento del número de escenas de Realidad Aumentada.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Aumento del número de gafas a suministrar.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Idiomas adicionales en la web.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Price

Description: Precio.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Memoria técnica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Propuesta Creativa.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 39

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=CXVcNo75n3Ozz8fXU2i3eQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=CXVcNo75n3Ozz8fXU2i3eQ%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 22/07/2025 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 25/07/2025 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Laboral Ciudad de la Cultura

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U. - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: Contra el presente acuerdo cabe interponer recurso especial en materia de contratación ante el Tribunal Central de Recursos Contractuales en el plazo máximo de diez días naturales a contar a partir del día siguiente a aquel en que se reciba la notificación.

8. Organisations

8.1. ORG-0001

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Registration number: 40546610096161

Registration number: A74177734

Town: Gijón

Postcode: 33203

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

Contact point: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Email: contratacion@turismoycultura.asturias.es

Telephone: +034 985185858

Fax: +034 985185578

Internet address: <http://www.turismoasturias.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Email: tribunal_recursos.contratos@hacienda.gob.es
Telephone: 913491319
Roles of this organisation:
Buyer
Review organisation

Notice information

Notice identifier/version: 72dfe1b2-a6d0-4b3f-af9c-559a977a13c8 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 20/06/2025 13:56:14 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
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