

Advisory Board final list of members and terms of reference



Work Package 1: Project Management and Coordination

Deliverable 1.7 Advisory Board final list of members and terms
of reference

2

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Table of Contents

1. Introductions	5
2. Role of the Advisory Board	5
2.1. Responsibilities of the Advisory Board	5
3. List of Members and selection criteria	6
4. Terms of reference	10
5. Signed Consent forms	10
Annex I - Template for the AB External Evaluation	14
Annex II - Advisory Board Code of Conduct	16
Annex III - Consent Form Template	17
Annex IV - Approach process	20
Annex V - Voting criteria	21
Annex VI - Microsoft form	20
Annex VII - Results of the voting process	21

1. Introduction

As stated in the Consortium Agreement, an Advisory Board (AB) has been created under WPI. First, potential AB members were identified by all partners, where each beneficiary proposed at least three persons. Second, all possible members were validated during the consortium meetings and by the Project Officer. Third, invitation letters were sent to the most voted nominees, and bilateral meetings to explain their involvement were organised.

As stated in the Consortium Agreement, the Board will guide the project implementation, and will provide advice and recommendations about improvements to the Project's work plan, tools, and techniques to maximise its impact.

The project coordinator is responsible of organising periodic physical and virtual meetings with the AB, following guidelines of the Steering Committee. The Coordinator is also responsible of preparing the minutes of the AB meetings and inform the entire consortium about the AB's suggestions and inputs. The AB members shall be allowed to participate in General Assembly meetings upon invitation but have not any voting rights.

The next sections of this document are dedicated to present the final list of members and the terms of reference. There is an appendix with the signed consent forms.

2. Role of the Advisory Board

2.1. Responsibilities of the Advisory Board

What is expected of the AB throughout this project is:

- General recommendations for improvements,
 - Suggestions related to tools and techniques to be used,
 - Adaptations needed,
 - Two External evaluation reports will be elaborated by the Advisory Board with the help of the coordinator.
- Some templates to evaluate the project will be

provided ([see Annex I](#)),

- Help to select the awarded SMEs (third parties) and the distribution of the final financial support - tokens.

Some benefits of belonging to the AB of Euro-emotur project are:

- Members will be at the forefront of innovation in the field of neuromarketing;
- Members can build new partnerships and networking initiatives with the partners beyond the project;
- Members will have the opportunity to witness real experiences of a great representation of European tourism-based SMEs and be inspired by it;
- Self-fulfilment in contributing to the achievements and social impacts of the project;
- Participation in the most important meetings and social activities of the consortia free of charge.

6

3. List of Members and selection criteria

As specified in the Consortium Agreement, the High-Level Euro-emotur Advisory Board was designed to be composed whenever possible of at least 8 members segmented as follows 25% of technology experts, 25% in the tourism sector, 25% experts in business development and SMEs, and 25% experts in Living Labs, chaired by the Coordinator (ULPGC) and the supervision of the Project Advisor (EISMEA).

A member of the Commission was invited as an observer. Consortium Partners suggested up to 3 members each, and each partner voted for 26 candidates using a Microsoft form tool. where it as given each of the candidates a score from 1 to 5 based on the criteria of the voting process which it will be found more detailed in the section "selection criteria", if a previous consensus is not reached, only from the pool of candidates for selecting the best CVs and profiles. Additional voting will be followed if needed to reach the eight members required whenever possible.

A specific code of conduct has been elaborated ([see Annex II](#)), and the countermeasure in the event of one member needing to be substituted would be arranged by the Steering Committee, taking a replacement from the initial proposal list, or adding new candidates at this stage. During each coordination meeting established for the selection process, the results of the evaluation of the candidates have been fully assessed and evaluated; interviews (web-based) have been scheduled with the candidates in case some relevant issues need to be investigated. In parallel, the Steering Committee has conducted and reviewed the monitoring and evaluation activities.


7

a) Selection Criteria:

For the selection of the list of AB members, each partner made a presentation of their nominees and an editable excel has been created where they can change or add more members and start the voting process via a Microsoft Form. Guidelines for the voting process were informed by email where three key aspects will be taken into account: a) Expertise in technology, tourism industry, business development and SMEs, and living labs; b) Academic background; c) Professional experience in the sector in which he/she is an expert.

Once the voting process has been done, which deadline was the 15th of October. A ranking was made with the 8 most voted according to the criteria.

a) Proposal List of members of the AB:

Suggested by	Photo of the candidate	profile	cv
CISSET		experts in Business development and SME	CV Lis Tussyadiah

ETOA		Technology expert and experts in Business development and SME	CV Joaquim Capdevila
ETOA		Tourism sector and experts in Business development and SME	CV Nicholas Hall
ETOA		experts in Business development and SME	CV Andrea Fornari
ULPGC-TIDES		Tourism sector and Technology expert	CV Carlos Romero Dexeus
ULPGC-TIDES		Expert in Living Labs	CV Fernando Vilariño
Haaga-Helia		experts in Business development and SMEs	CV Teemu Moilanen
NESCTouR		Tourism sector, Living Labs	CV Ulf Sonntag

b) Selection process

For the selection process of the members of the AB, 26 people have been proposed, of which the 8 with the highest scores have been contacted following the process agreed at the Consortium Meeting ([see Annex IV](#)).

These 8 members have been voted on the basis of a series of criteria that we have specified in the "Selection criteria", but for the purposes of clarity ([see annex V](#)). Following these criteria, a scoring vote from 1 to 5 was taken using the Microsoft form ([see Annex VI](#)) which was shared with the members of the Consortium. A deadline of one week was given for this vote. Once the voting was completed, the 8 most voted members were presented in an online meeting of the Consortium, fulfilling the quota described in the Grant Agreement ([see Annex VII](#)).

During the voting process, due to the long experience of the proposed members, many received the same score and as a precautionary measure in case of a tie score, Euro-emotur Consortium followed the previously explained selection criteria, which are also explained in the annex V of this document. If a member received the same score we took into account his or her sector (described in the Grant Agreement) and if the quota was filled by someone with a higher score, he or she was left on the reserve list. Following this criterion, the 8 with the highest scores were selected. These 8 members fulfilled the quota proposed in the Grant Agreement.

The process of contacting them is detailed in Annex IV. This process consisted of an informal approach by the proposing partner, followed by a formal approach with a consent form from the Euro-emotur team informing the proposed member of their benefits and tasks, as well as if there were any doubts.

Currently, all of them have been contacted following this method, and 7/8 have signed and accepted. The last member who has not yet signed will do so in December, thus ending the process.

4. Terms of Reference

Membership of the AB is voluntary, unremunerated and by invitation ([see Annex III](#)). Membership is at personal level: AB members do not need to consult nor represent the organization they work for. The composition and role of the AB members will be publicly acknowledged on the project website unless an AB member explicitly asks for her/his membership to remain confidential. AB recommendations are not binding for the consortium that may accept, amend or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations whenever applicable consortium that may accept, amend or reject them. However, the Euro-emotur coordination team will do its almost to report about the use made of AB recommendations wherever applicable.

- Rights and duties:

First-hand access to relevant project documentation and deliverables will be provided. AB Members will be reimbursed by the Euro-emotur project for their travel/accommodation. The info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed. Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

5. Signed Consent Form

Consent Form

Nicholas Hall

This consent form is for Nicholas Hall member of the Advisory Board dedicated to the project Euro-emotur “The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions”.

This Consent Form is built on two parts:

Information Sheet;
Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project “Euro-emotour” is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 - COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTouR (Belgium), Haaga-Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-

emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Nicholas Hall** to join the Project activity.

b) Purpose of the project:

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus, another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mind set for SMEs to face the digital ecosystem, Upskill, and reskill
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).

- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) **Type of Project intervention:**

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) **Selection**

Nicholas Hall was chosen because of his large experience in tourism sector and business development and as founder of the Digital Tourism Think Tank Mr. Hall is widely considered as one of the world's leading experts on digital trends and transformation in the field of tourism. From Euro-emotur team we support this candidacy, as its participation can be enriching for the project.

e) **Voluntary Participation:**

Nicholas Hall's participation in this project is entirely voluntary.

f) **Procedures:**

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) **Duration:**

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) **Benefits:**

By contributing to the Euro-emotur project, AB members will be at the forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.

i) **Right to Refuse or Withdraw:**

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) **Terms of reference:**

Membership of the AB is voluntary, unremunerated, and by invitation. Membership is at a personal level: AB members do not need to consult nor represent the organization they work for.

First-hand access to relevant project documentation and deliverables will be provided.

Info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed.

Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (nor more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see **Annex II**).

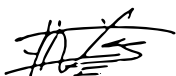
AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Nicholas Hall, have read the foregoing information. I had the opportunity to ask questions on the matter. I consent voluntarily to be a member of the Euro-emotur project Advisory Board.

Signature of the participant





Date:

I, Sergio Moreno Gil representative of ULPGC-TIDES and coordinator of Euro-emotur project, confirm that the participant was allowed to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner.

Signature of the person taking consent:

Date: MORENO
GIL SERGIO
44301368X

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por MORENO GIL
SERGIO - 44301368X
Fecha: 2023.01.25
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Consent Form

Carlos Romero Dexeus

This consent form is for Carlos Romero Dexeus member of the Advisory Board dedicated to the project Euro-emotur “The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions”.

This Consent Form is built on two parts:

- Information Sheet;
- Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project “Euro-Emotour” is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 – COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-Emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTouR (Belgium), Haaga-Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-

emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Carlos Romero Dexeus** to join the Project activity.

b) Purpose of the project:

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mindset for SMEs to face the digital ecosystem, Upskill, and reskill
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).

- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

Carlos Romero Dexeus was chosen because of his large experience in tourism Research, Development and Innovation. He is currently the head of Segittur and from Euro-emotur team we encourage his participation due to his incorporation into the project will lead to improvements in Euro-emotur

e) Voluntary Participation:

Carlos Romero Dexeus's participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) Benefits:

By contributing to the Euro-emotur project, AB members will be at the forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.

i) Right to Refuse or Withdraw:

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) **Terms of reference:**

Membership of the AB is voluntary, unremunerated, and by invitation. Membership is at a personal level: AB members do not need to consult nor represent the organization they work for.

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AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (nor more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see **Annex II**).

AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Carlos Romero Dexeus, have read the foregoing information. I had the opportunity to ask questions on the matter. I consent voluntarily to be a member of the Euro-emotur project Advisory Board.

Signature of the participant

ROMERO DEXEUS
CARLOS - DNI
Date: 04843498C

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ROMERO DEXEUS CARLOS -
DNI 04843498C
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I, Sergio Moreno Gil, representative of ULPGC-TIDES and Euro-emotur project Consortium, confirm that the participant was given an opportunity to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner. SIGNATURE OF THE PERSON TAKING THE CONSENT

SIGNATURE OF THE PERSON TAKING THE CONSENT:

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Consent Form

Teemu Moilanen

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emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Teemu Moilanen** to join the Project activity.

b) Purpose of the project:

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

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- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

Teemu Moilanen was chosen because of his large experience in business development and as a service designer and a city branding specialist. Mr. Moilanen is an experienced Service Designer and SDN accredited Service Design Master Trainer. He is the Head of R&D at HAAGA-HELIA University of Applied Sciences and the director of LAB8 Service Experience Laboratory. From Euro-emotur team we support this candidacy, as its participation can be enriching for the project.

e) Voluntary Participation:

Teemu Moilanen's participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) Benefits:

By contributing to the Euro-emotur project, AB members will be at the forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of

the project's results, benefiting them and their communities.

i) **Right to Refuse or Withdraw:**

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) **Terms of reference:**

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The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (nor more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see **Annex II**).

AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Teemu Moilanen, have read the foregoing information. I had the opportunity to ask questions on the matter. I consent voluntarily to be a member of the Euro-emotur project Advisory Board.

Signature of the participant

Date: Teemu Moilanen

I, Sergio Moreno Gil representative of ULPGC-TIDES and coordinator of Euro-emotur project, confirm that the participant was allowed to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner.

Signature of the person taking consent:

Date: MORENO GIL
SERGIO -
44301368X

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por MORENO GIL
SERGIO - 44301368X
Fecha: 2023.01.25
12:29:41 Z

Consent Form

Andrea Fornari

This consent form is for Andrea Fornari member of the Advisory Board dedicated to the project Euro-emotur “The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions”.

This Consent Form is built on two parts:

- Information Sheet;
- Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project “Euro-emotour” is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 - COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTouR (Belgium), Haaga-Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-

emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Andrea Fornari** to join the Project activity.

b) Purpose of the project:

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus, another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mind set for SMEs to face the digital ecosystem, Upskill, and reskill
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).

- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

Andrea Fornari was chosen because of his large experience in business development. Mister Fornari has more than 20 years of experience in Marketing for medium size and multinational companies. He has an international background in a variety of fields, from FMCG to Tourism (events, catering, F&B, hotels, entertainment, tour operator). From Euro-emotur team we support this candidacy, as its participation can be enriching for the project.

e) Voluntary Participation:

Andrea Fornari's participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) Benefits:

By contributing to the Euro-emotur project, AB members will be at the forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.

i) **Right to Refuse or Withdraw:**

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) **Terms of reference:**

Membership of the AB is voluntary, unremunerated, and by invitation. Membership is at a personal level: AB members do not need to consult nor represent the organization they work for.

First-handed access to relevant project documentation and deliverables will be provided.

Info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed.

Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (nor more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see **Annex II**).

AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Andrea Fornari, have read the foregoing information. I had the opportunity to ask questions on the matter. I consent voluntarily to be a member of the Euro-emotur project Advisory Board.

Signature of the participant





Date:
17.11.22

I, Sergio Moreno Gil representative of ULPGC-TIDES and coordinator of Euro-emotur project, confirm that the participant was allowed to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner.

Signature of the person taking consent:

Date: MORENO
GIL SERGIO - 44301368X
44301368X

Firmado digitalmente
por MORENO GIL
SERGIO - 44301368X
Fecha: 2023.01.25
11:37:09 Z



Consent Form

Ulf Sonntag

This consent form is for Ulf Sonntag member of the Advisory Board dedicated to the project Euro-emotur "The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions".

This Consent Form is built on two parts:

- Information Sheet;
- Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project "Euro-emotour" is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 - COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTour (Belgium), Haaga-Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-



emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Ulf Sonntag** to join the Project activity.

b) Purpose of the project:

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus, another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mind set for SMEs to face the digital ecosystem, Upskill, and reskill
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).



- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

Ulf Sonntag was chosen because of his large experience in the tourism sector and living labs and because of this understanding of the dynamics of tourism on different spatial levels (regional, national, international) based on statistical analyses and market research as well as the application and discussion of findings in planning and marketing. From Euro-emotur team we support this candidacy, as its participation can be enriching for the project.

e) Voluntary Participation:

Ulf Sonntag participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) Benefits:

By contributing to the Euro-emotur project, AB members will be at the forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.



i) Right to Refuse or Withdraw:

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) Terms of reference:

Membership of the AB is voluntary, unremunerated, and by invitation. Membership is at a personal level: AB members do not need to consult nor represent the organization they work for.

First-handed access to relevant project documentation and deliverables will be provided.

Info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed.

Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (not more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see Annex II).

AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Ulf Sonntag, have read the foregoing information. I had the opportunity to ask questions on the matter. I consent voluntarily to be a member of the Euro-emotur project Advisory Board.

Signature of the participant

 Ulf, 28/10/2022



Date:

I, Sergio Moreno Gil representative of ULPGC-TIDES and coordinator of Euro-emotur Consortium, confirm that the participant was allowed to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner.

Signature of the person taking consent:

Date: MORENO
GIL SERGIO
44301368X

Firmado digitalmente
por MORENO GIL
- SERGIO - 44301368X
Fecha: 2023.01.25
11:51:56 Z

Consent Form

Fernando Vilariño Freire

This consent form is for Fernando Vilariño Freire member of the Advisory Board dedicated to the project Euro-emotur “The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions”.

This Consent Form is built on two parts:

- Information Sheet;
- Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project “Euro-emotour” is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 - COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTouR (Belgium), Haaga-Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-

emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Fernando Vilariño Freire** to join the Project activity.

b) **Purpose of the project:**

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus, another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mind set for SMEs to face the digital ecosystem, Upskill, and reskill
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).

- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

Fernando Vilariño Freire was chosen because of his large experience in living labs. Mr. Vilariño gives lectures about Artificial Intelligence, Robotics and Multimedia Systems. His research has been linked to different areas: Artificial Intelligence, particularly in Computer Vision, with a special attention to Medical Imaging, and fieldwork in which he has developed different projects together with paramount hospitals and companies. His main expertise is centered around: Models of Governance of Living Labs and 4 helix instruments. Innovation in Libraries, Museums and the cultural field in general and artificial Intelligence and ICT tools. From Euro-emotur team we support this candidacy, as its participation can be enriching for the project.

e) Voluntary Participation:

Fernando Vilariño Freire's participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) Benefits:

By contributing to the Euro-emotur project, AB members will be at the forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.

i) **Right to Refuse or Withdraw:**

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) **Terms of reference:**

Membership of the AB is voluntary, unremunerated, and by invitation. Membership is at a personal level: AB members do not need to consult nor represent the organization they work for.

First-handed access to relevant project documentation and deliverables will be provided.

Info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed.

Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (nor more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see **Annex II**).

AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Fernando Vilariño Freire, have read the foregoing information. I had the

opportunity to ask questions on the matter. I consent voluntarily to be a member of the Euro-emotur project Advisory Board.

Signature of the participant

Date:

MORENO
GIL SERGIO
-
44301368X

Firmado digitalmente por MORENO GIL SERGIO - 44301368X
Fecha: 2023.01.25 11:50:05 Z

I, Sergio Moreno Gil representative of ULPCC-TIDES and coordinator of Euro-emotur project, confirm that the participant was allowed to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner.

Signature of the person taking consent:

Date:



Digitally signed by VILARIÑO
FREIRE FERNANDO LUIS -
33329833G
Date: 2022.11.13 20:23:18
+01'00'

Consent Form

Joaquim Capdevila i Tudó

This consent form is for Joaquim Capdevila i Tudó member of the Advisory Board dedicated to the project Euro-emotur “The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions”.

This Consent Form is built on two parts:

- Information Sheet;
- Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project “Euro-emotour” is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 - COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTour (Belgium), Haaga-Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-

emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Joaquim capdevila i tudó** to join the Project activity.

b) Purpose of the project:

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus, another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mind set for SMEs to face the digital ecosystem, Upskill, and reskill
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).



- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

Joaquim Capdevila I Tudó was chosen because of his large experience in business development and for being a technology expert. Mister Capdevila is a specialist in B2B & B2C markets, digitalisation and sustainability. He is also the co-founder and CEO of Bracap Global tours. From Euro-emotur team we support this candidacy, as its participation can be enriching for the project.

e) Voluntary Participation:

Joaquim Capdevila I Tudó's participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) Benefits:

By contributing to the Euro-emotur project, AB members will be at the forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.

i) Right to Refuse or Withdraw:

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) Terms of reference:

Membership of the AB is voluntary, unremunerated, and by invitation. Membership is at a personal level: AB members do not need to consult nor represent the organization they work for.

First-handed access to relevant project documentation and deliverables will be provided.

Info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed.

Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (not more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see Annex II).

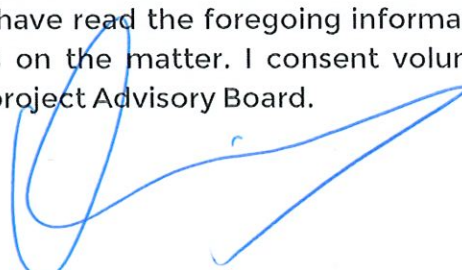
AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Joaquim Capdevila I Tudó, have read the foregoing information. I had the opportunity to ask questions on the matter. I consent voluntarily to be a member of the Euro-emotur project Advisory Board.

Signature of the participant



Date: 09/NOV 2022



I, Sergio Moreno Gil representative of ULPGC-TIDES and coordinator of Euro-emotur project, confirm that the participant was allowed to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner.

Signature of the person taking consent:

DATE: -

MORENO GIL SERGIO
Firmado digitalmente por MORENO GIL SERGIO -44301368X
Fecha: 2023.01.25 11:48:05 Z

Consent Form

Iis Tussyadiah

This consent form is for Iis Tussyadiah member of the Advisory Board dedicated to the project Euro-emotur “The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions”.

This Consent Form is built on two parts:

- Information Sheet;
- Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project “Euro-emotour” is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 - COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTouR (Belgium), Haaga-Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-

emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **Iis Tussyadiah** to join the Project activity.

b) Purpose of the project:

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has putted the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: off-line and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus, another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mind set for SMEs to face the digital ecosystem, Upskill, and reskill
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).

- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

Iis Tussyadiah was chosen because of his large experience in business development and SMEs. Ms. Tussyadiah conducts research on digital transformation in the services sector, focusing on human computer interaction, consumer behaviour, and management. She investigates the applications and implications of artificial intelligence and is an advocate of utilising technology to forge new pathways to a better future. Her current work covers human-AI teaming and the future of work, digital nudging, and the development of sociotechnical systems for sustainability transitions. From Euro-emotur team we support this candidacy, as its participation can be enriching for the project.

e) Voluntary Participation:

Iis Tussyadiah's participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

h) Benefits:

By contributing to the Euro-emotur project, AB members will be at the

forefront of innovation in the field of Neuromarketing and the Tourism industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.

i) **Right to Refuse or Withdraw:**

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

j) **Terms of reference:**

Membership of the AB is voluntary, unremunerated, and by invitation. Membership is at a personal level: AB members do not need to consult nor represent the organization they work for.

First-handed access to relevant project documentation and deliverables will be provided.

Info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed.

Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

AB members are expected to provide advice and share their own experience in response to issues put across by the Euro-emotur coordination team; participate once a year in the general assemblies of the project, and in a few virtual meetings (nor more than twice a year) to get involved in the quality review process of some project's deliverables.

Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see **Annex II**).

AB Members will be reimbursed or invited by the Euro-emotur project for their travel/accommodation.

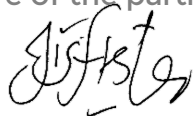
AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable

Part 2: Certificate of Consent (to be filled by the participant)

I, Iis Tussyadiah, have read the foregoing information. I had the opportunity to ask questions on the matter. I consent voluntarily to be a member of the

Euro-emotur project Advisory Board.

Signature of the participant



Date:

17 November 2022

I, Sergio Moreno Gil representative of ULPGC-TIDES and coordinator of Euro-emotur project, confirm that the participant was allowed to ask questions about the project, and all the questions asked by the participant have been answered in the best possible manner.

Signature of the person taking consent:

Date: MORENO
GIL SERGIO - Firmado digitalmente
44301368X - por MORENO GIL
SERGIO - 44301368X
Fecha: 2023.01.25
11:54:22 Z



Annex I - Template for the AB External evaluation reports

a) Deliverable

Items (5 points scale where 1= totally disagree and 5= totally agree)	1	2	3	4	5	Feedback and suggestions
Fulfil the objectives						
Contribute to the improvement of the Project						
Use innovative decision-making support tools downscaled and accurate information to policymakers.						
Use the Euro-emotur templates and brand for deliverables and reports						

b) Milestone

Items (5 points scale where 1= totally disagree and 5= totally agree)	1	2	3	4	5	Feedback and suggestions
Fulfil the objectives and initial proposal						
Create awareness and dissemination of the project						
Achieve the goals and facilitates the next steps after finishing the current stage						
Means a significant advance in the project						



C) General Situation of the Project

Items	1	2	3	4	5	Feedback and suggestions
(5 points scale where 1= totally disagree and 5= totally agree)						
The project achieves the foreseen objectives						
The quality of the deliverables is acceptable and has improved as the project has evolved						
The reports are useful and serve to keep the project progressing						
The organizational structure of the project and activities conducted are well-designed						
The information and knowledge disseminated and the support provided to tourism SMEs is useful for the development of future projects and for improving the tourism industry						

Annex II – Advisory Board Code of Conduct

Do's	Don'ts
Respect due process and the authority of the Chair, Vice-Chair, or Presiding Officer.	Engage in any business or transaction or have a financial or personal interest that is incompatible with the discharge of his or her official duties.
Demonstrates respect for all fellow Committee Members, Council, staff, and the public regardless of cultural, or linguistic diversity and life circumstances.	Place themselves in a position where she/he is under obligation to any person who might benefit from special consideration or favour on their part or who might seek in any way preferential treatment.
Respects and gives fair consideration to diverse and opposing viewpoints;	Accord, in the performance of his or her official duties, preferential treatment to relatives or to organizations in which she/he or his or her relatives have an interest, financial or otherwise.
Demonstrates due diligence in preparing for meetings, special occasions, or other Committee-related events;	Place themselves in a position where she/he could derive any direct or indirect benefit or interest from any matter about which they can influence decisions
Demonstrates professionalism, transparency, accountability, and timeliness in completing any tasks or projects undertaken by the Committee;	Accept gifts, hospitality, or entertainment that could reasonably be construed as being given in anticipation or recognition of special consideration by the Advisor or his or her respective Advisory Committee.
Contributes in a meaningful manner, offering constructive comments to General Assembly, Steering Committee, staff, and fellow Committee Members.	Benefit from the use of information acquired during his or her official duties which are not generally available to the public.

Where an Advisory Committee Member believes or has been advised that s/he has or may have a conflict of interest in a particular matter, s/he shall:

- a) Before any consideration of the matter, disclose his or her interest and the general nature thereof;
- b) Leave the room meeting for the duration of time that the matter is being considered;
- c) Not take part in the discussion of, or vote on any question or recommendation in

- respect of the matter; and
- d) Not attempt in any way whether before, during, or after the meeting to influence the voting on any such question or recommendation.

Annex III – Consent Form (Template Consent Form)

[name and surname]

This consent form is for [name and surname] member of the Advisory Board dedicated to the project Euro-emotur “The Journey towards Digitalisation. Thinking digital tourism through neuromarketing and emotions”.

This Consent Form is built on two parts:

- Information Sheet;
- Certificate of Consent.

PART 1: Information Sheet

a) Introduction:

The project “Euro-emotour” is an agreement between different entities specialized in the tourist industry and co-funded by the COSME programme of the European Union (Ref. TOURINN-01-2020 - COSME - 101038111) with the main goal of supporting digitalization of the tourist sector. Euro-Emotur aims at boosting the uptake of digitalization and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term. The Euro-emotur Consortium led by the University of Las Palmas de Gran Canaria and TIDES institute (Spain), along with ETOA (UK), NECSTouR (Belgium), Haaga- Helia (Finland), Ciset (Italy) and OCT. Victor Canary Islands (Spain), is managing this project.

Starting with an open call and selection of small and medium enterprises (SMEs) from the tourist sector, which aspire to upskill their activities through neuromarketing techniques, the project will fund the selected SMEs and supervise their activities for an upgrade of the tourism activity of three pilot regions: Veneto, Canary Islands and Lapland-Helsinki. The University of Las Palmas de Gran Canaria (ULPGC) as the coordinator of the project Euro-emotur is responsible for the management of the Advisory Board. The ULPGC, in the name of the Consortium, is willing to invite **(name and surname)** to join the Project activity.

b) **Purpose of the project:**

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak has put the EU's tourist industry under unprecedented pressure. It has led to the suspension of most domestic and international travel, causing a significant reduction in revenue and creating liquidity issues for all tourism operators. Travelers and businesses alike face uncertain recovery prospects. In this context, the technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that innovation and digitalization will be paramount issues for SMEs in this new post-COVID era.

On the other hand, the EU tourism ecosystem encompasses many types of business: offline and online information and service providers, travel agents and tour operators, accommodation suppliers, destination management organizations, visitor attractions, and passenger transport operators. Large multinational corporations operate alongside SMEs.

The purpose of this project is to allow those SMEs related to the tourism sector to boost their business. It would start with some 60 SMEs (20 from the Canary Islands, 20 from the Veneto region, and 20 from Helsinki-Lapland; plus, another 40 SMEs from 17 other European countries). This ambitious project aims to create a hub where SMEs can get advice and the project can continue to monitor their performance.

The project's partners will adopt an innovative methodology based on neuromarketing.

Specific objectives:

- Developing a new mind set for SMEs to face the digital ecosystem.
- Customize their visitors' experience through new technology possibilities and mentoring from tourism labs (BSO)
- Improve competencies to succeed in the direct marketing their services using neuromarketing techniques (virtual reality, face coding, Eye tracking, EEG)
- Drafting new products and services and business models.
- Fostering innovate solutions through public-private partnerships connecting SMEs (including peer-to-peer learning). Technology supplier, tourism labs and tourism regions.

16

c) Type of Project intervention:

The Advisory Board (AB) will provide advice and recommendations for the selection and workflow with SMEs, improvements to the Euro-emotur deliverables and on the adaptation of Euro-emotur activities and results to the needs.

d) Selection

(name and surname) was chosen because of his/her large experience in (insert brief experience) and (insert brief experience). He/She initiated [...], x years of experience in [...] published several international journal and book series, and acts as review editor [...]

e) Voluntary Participation:

(name and surname) participation in this project is entirely voluntary.

f) Procedures:

Advisory Board meetings will be organized on an annual basis during the project, simultaneous to Euro-emotur General Assemblies, to minimize dedicated travel and time. Meetings will consist of presentations of the

project advances, and a round-table of AB participants' feedback, with potential for interactions between AB members. In some cases, direct questions to AB members may be posed by project representatives assisting at the AB meeting.

g) Duration:

The dedication to the project will take place over approximately 26 months, from November 2022 to January 2025. During this time, three AB meetings are planned. At least one per year.

Euro-**emotur** project, AB members will be at the forefront of innovation in the field of neuromarketing and the Tourism.

industry. Furthermore, feedback from AB members will contribute to steer the direction of the project based on that will enhance the dissemination of the project's results, benefiting them and their communities.

h) Right to Refuse or Withdraw:

The participant can decide to withdraw from the project activity at any time, informing the coordinator.

i) Terms of reference:

- Membership of the AB is voluntary, unremunerated, and by the invitation.
- Membership is at a personal level: AB members do not need to consult or represent the organization they work for.
- First handed- access to relevant project documentation and deliverables will be provided.
- Info disclosed to the AB (i.e. drafts versions of project deliverables, key issues, on which their feedback is sought etc.) and the content of the discussions within the AB must remain confidential and may not be revealed.
- Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as

widely as possible.

- The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.
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- Elaborate a short external evaluation report with the help of the coordinator. Some templates to evaluate the project will be provided (see Annex II).
- AB Members will be reimbursed or invited by the Euro-emotur Project for their travel/accommodation.
- AB recommendations are not binding for the consortium that may accept, amend, or reject them. However, the Euro-emotur coordination team will do its utmost to report about the use made of AB recommendations wherever applicable.

Part 2: Certificate of Consent (to be filled by the participant)

I, **(name and surname)**, have read the foregoing information.
I had the opportunity to ask questions on the matter. I
consent voluntarily to be a member of the Euro-emotur
project Advisory Board.



Signature of the participant

Date: _____

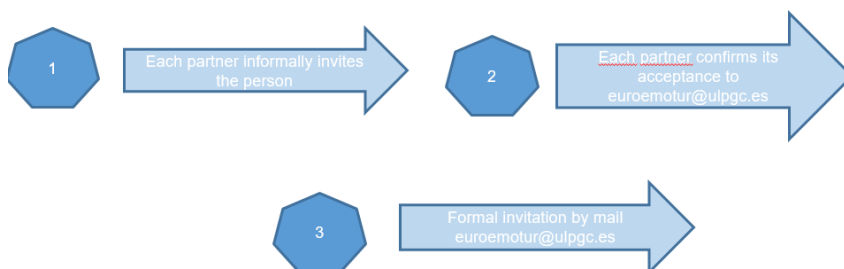
I, **(name and surname)** representative of Euro-emotur Consortium,
confirm
that the participant was allowed to ask questions about
the project, and all the questions asked by the participant
have been answered in the best possible manner.

Signature of the person taking consent:

Date:

Annex IV – Approach Process

How to proceed



Annex V – Voting Criteria

Voting Process

According to the GA, 3 criteria must be taken into account: a) Type of expertise -25% each- with experts in technology, tourism industry, business development and SMEs, and living labs; b) Academic background; c) Professional experience in the sector in which he/she is an expert. Once the votes have been counted, a ranking will be made with the 8 most voted people. Please select the points you assign to each expert. You can assign as many experts as you wish. Only one person per partner will vote on behalf of the institution.

Annex VI – Microsoft form

Voting Process


According to the GA, 3 criteria must be taken into account: a) Type of expertise -25% each- with experts in technology, tourism industry, business development and SMEs, and living labs; b) Academic background; c) Professional experience in the sector in which he/she is an expert. Once the votes have been counted, a ranking will be made with the 8 most voted people. Please select the points you assign to each expert. You can assign as many experts as you wish. Only one person per partner will vote on behalf of the institution.

1

Anna Moretti

experts in Business development and SME









<https://www.unive.it/data/persona/5592423>



☆ ☆ ☆ ☆ ☆



Annex VII – Results of the voting process

8 most voted				
Photo	Name and Surname	Institution	Rating	Sector
	Nicholas Hall	Digital tourism Think thank	29	Tourism sector
	Teemu Moilanen	Haaga-Helia University of Applied Science	23	Expert in business develop
	Fernando Vilariño	Computer Vision Center	23	Living Labs
	Andrea Fornari	TUI Musement	21	n business development a
	Joaquim Capdevila	Bracap Global Tours	20	Technology expert
	Carlos Romero Dexeus	Segittur	20	ism sector and technology e
	Lis Tussiyadiah	University of Surrey	20	Technology expert
	Ulf Sontag	NIT - Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH	20	Living Labs

Back-up list

Tommy D.Anderson	20	Expert in business and development
Mike Peters	20	Expert in business development and SMEs
Philip Alford	19	Expert in business development and SMEs
Esther Hurtós	19	Technology expert
Natalia Bayona	19	Tourism sector
Anna Moretti	18	Expert in business development and SMEs
Roman Egger	18	Tourism sector and technology expert
Aisling Ward	18	Tourism sector
Giovanni Ruggieri	18	Expert in business development and SMEs and tourism sector
Alžbeta Kiráľková	17	Tourism sector and business development and SMEs
Ulrich Berger	17	Technology expert
Urska Starc Peceny	17	Living Labs
Elke Dens	17	Tourism sector
Nataša Pavlović	16	Tourism sector and business development and SMEs
Laura Flores Iglesias	15	Technology expert
Sebastián Molinillo Jiménez	14	Tourism sector
Dani Blasco	13	Tourism sector
Nele Bylois	13	Tourism sector