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euro-emotur Hub

Thinking digital tourism through neuromarketing and emotions

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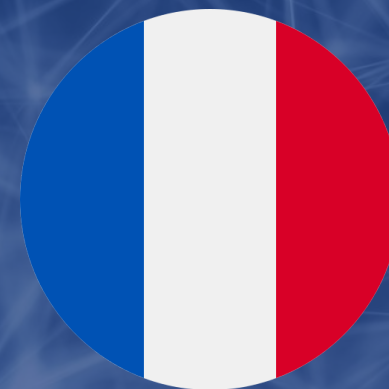
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Introduction

The EURO-EMOTUR Hub is an innovative, cross-sectorial, and useful network to boost the recovery of the tourism sector through digitalisation.

It is conceived as a digital based network to gather different tourism stakeholders as well as a useful repository for learning, sharing experiences and best practices, and promoting the knowledge emerged from the project.





**Available in three languages:
English, Spanish and French.**

A Proactive Approach to Addressing SME Challenges

The Hub is distinguished by its proactive approach, aimed at specifically addressing the issues and needs identified by SMEs in the tourism sector, allowing participating companies to optimise their operations, improve customer experience and increase their competitiveness in the global market.

A Continuous Commitment to SMEs

The purpose of the EURO-EMOTUR project, and its associated Hub, is to ensure a continuous commitment to the support and empowerment of SMEs in the European tourism sector. Through the EURO-EMOTUR Hub, the project consortium makes available to companies a wide range of resources and services, fostering collaboration and innovation as fundamental pillars for success in the global market.

A Broad and Ambitious Scope

The Hub emerged from the EURO-EMOTUR project aiming to support a total of 100 SMEs from Spain, Italy, Finland, Greece, Lithuania and Portugal, with the support of the laboratories of the University of Las Palmas de Gran Canaria (TIDES), the International Centre for Tourism Economics Studies (CISSET) and Haaga-Helia University of Applied Sciences and the 84 external service providers involved in the project.

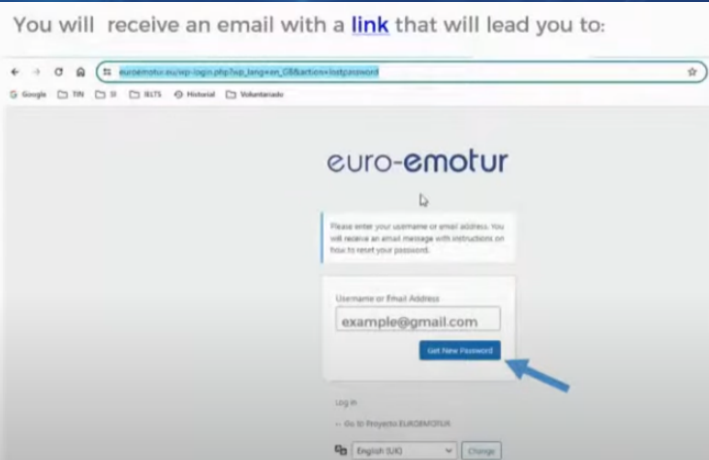
How to use and exploit the EURO-EMOTUR Hub?

How to subscribe to the Hub?

To begin using the EURO-EMOTUR Hub, please activate your user account. You will receive an email with instructions on how to access the platform.

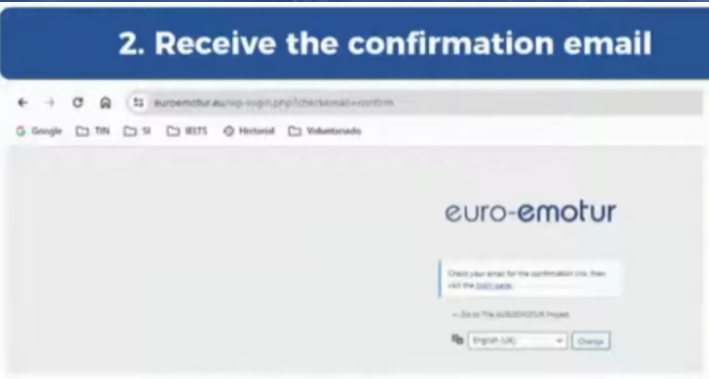
Write down the same e-mail address where you got the e-mail with the instructions and then, click on “get a new password”.

You will receive an email with a [link](#) that will lead you to:



Write the same email address where you, at that time, will have already received the instructions to activate the account:

2. Receive the confirmation email

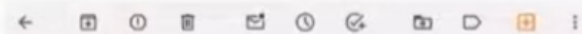


Check your inbox (also check your spam folder). There you will find an email with a link.

In a few minutes, you will receive an email from EURO-EMOTUR. This email will contain a link that will allow you to reset your password.

2. Receive the confirmation email

Click on that link to set your new password.



[The EUROEMOTUR Project] Password Reset Recibidos



Digital Hub Euroemotur <noreply.euroemotur@ufppc.es>
para mí

Someone has requested a password reset for the following account:

Site Name: The EUROEMOTUR Project

Username: Valeria_cabra

If this was a mistake, ignore this email and nothing will happen.

To reset your password, visit the following address:

https://euroemotur.eu/wp-login.php?action=rp&key=RUM6tsTzDhMhsKW8nZWw&login=Valeria_cabra&itsec-hb-token=logincair&wp_lang=en_GB

This password reset request originated from the IP address 92.186.43.28.

3. Set your new password

Write your new password and save it.

euromotur.eu/wp-login.php?action=rp&itsec-hb-token=logincair&wp_lang=en_GB

Google TN SI IELTS Historial Voluntariado

euro-emotur

Enter your new password below, or generate one

New password

Hint: The password should be at least 8 characters long, 76 include 1 uppercase, 1 lowercase and 1 special character, and 1 number.

Generate Password

Log in

Go to The EUROEMOTUR Project

English

How to login?

Now that you have activated your account and updated your password, you will be ready to login on to the Hub.



4. Login

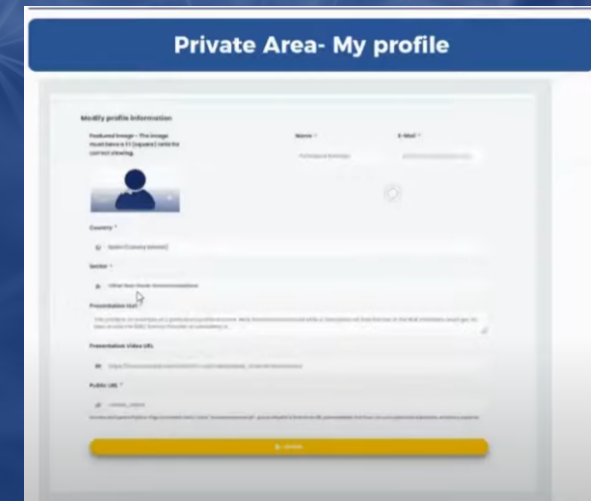
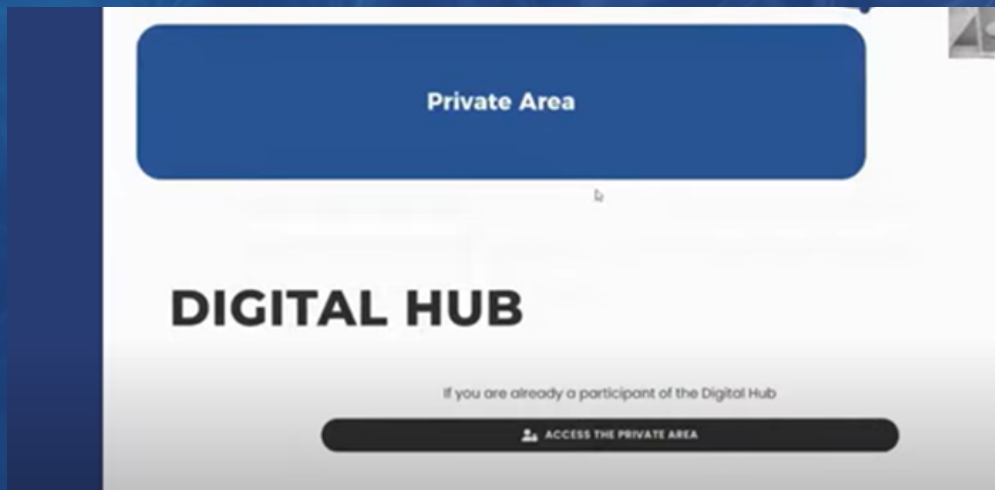
Once done, you can log in with your credentials, i.e. the registered email address and the password you chose.

The screenshot displays two panels of the euro-emotur website. The left panel shows a confirmation message: "Your password has been reset. LOG IN" with a blue arrow pointing to a "LOG IN" link. Below this is a link to "Go to The EURODEMOTUR Project" and a language selector for "English (UK)" with a "Change" button. The right panel shows the login form with the "euro-emotur" logo at the top. It includes a "Please log in again:" section with a "Username or Email Address" field containing "v...@gmail.cc" and a "Password" field with masked characters. There is a "Remember Me" checkbox and a "Log in" button. Below the login form is a "Lost your password?" section with a "Go to The EURODEMOTUR Project" link and a language selector for "English (UK)" with a "Change" button.

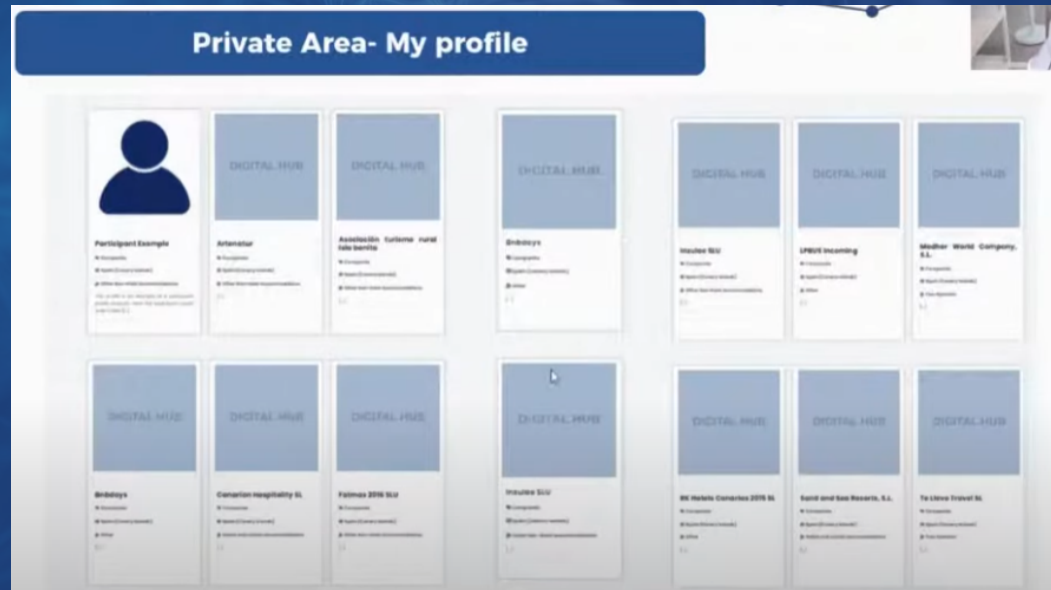
Private Area

Once you have logged in, you will access the "private area," where a list of all other participants and the information that has been shared by everyone on the platform is available.

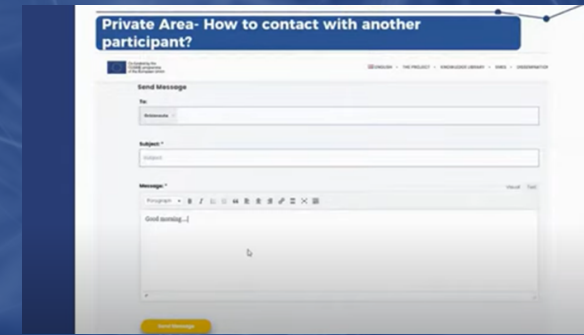
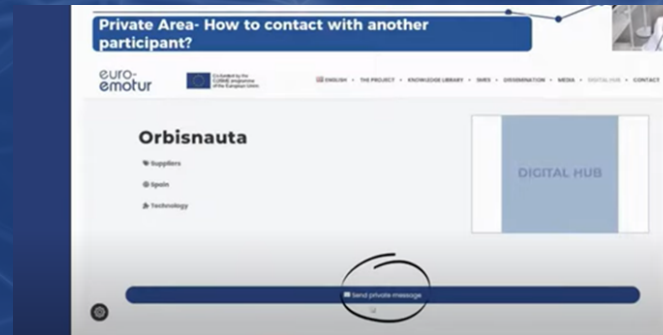
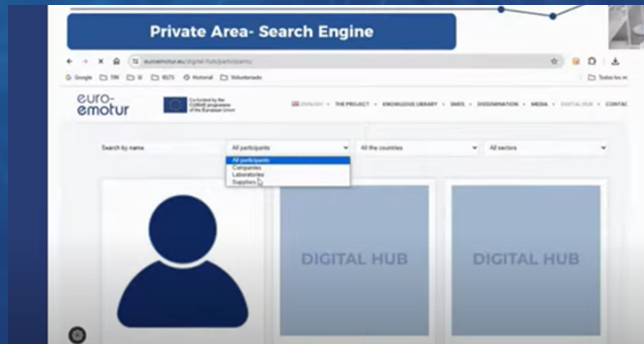
In "my profile," you can personalise your account by uploading a photo and adding relevant information like your business sector or a brief introduction. You can also share additional materials, such as presentations, videos, or web links.



In this area, you will see the information from all Hub participants.



To find a specific participant, use the search bar. You can refine your search by using the filters provided, such as country or sector. Once you've identified the participant, you can directly contact them by sending a private message.



Public Area

In the public space of the Hub, several resources are at your disposal including:

- A public list of businesses and other stakeholders participating in the EURO-EMOTUR project.
- Training pills
- Webinars

Participants



In the “Participant” webpage of the Hub, you can see the profile of the participating companies and stakeholders. Filters are available to facilitate the search.

Training Pills



There is also some training pills related to topics about neuromarketing, AI, and other digital tools and techniques for the tourism business sector. This section is progressively updated as soon as the project generates new content.

Webinars



Webinars from the EURO-EMOTUR project are also available on the Hub as a public resource.

Best practices



Another section of the public area of the Hub collects examples of best practices on digitalisation in the tourism business sector emerged from the project. You will find inspiring cases that prove how digital tools and new innovative methods and techniques can positively impact your business growth.

If you have an interesting best practice on digitalisation, share it with our project! You can share your insights by filling out a dedicated form available on the Best Practices webpage.

KPIs



Then, there is the KPI section. Here the project reports on some KPIs related to its progression and achievements. The section is periodically updated.

Acknowledgement



The last section is the Acknowledgement section. Here the best improvements will be recognized at the end of the project.

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