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euro-emotur

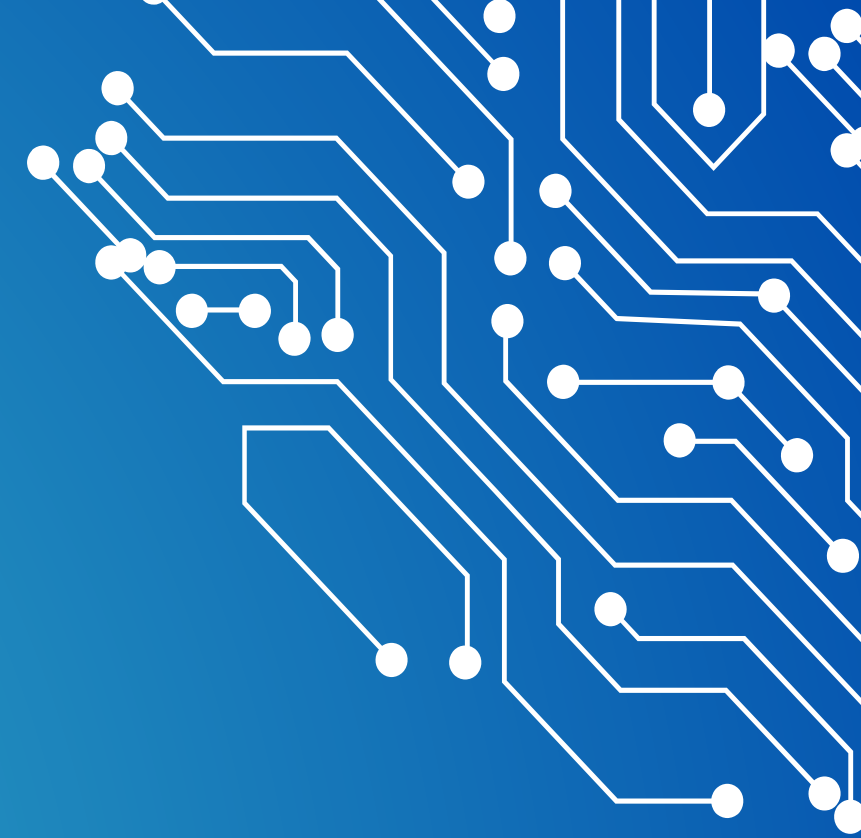
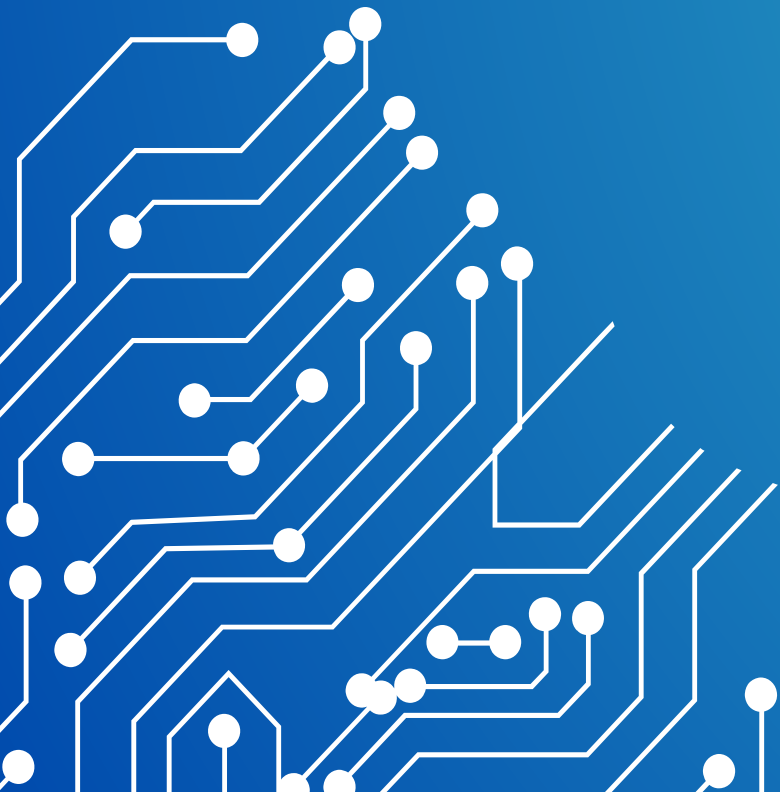




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01

EVENTS

EUROEMOTUR AT THE CONGRESS: TENERIFE GLOBAL SUMMIT 2024

Euroemotur was present at the congress "Tourism: the state of the art (3rd). Tenerife Global Summit 2024". **The objective of the Tenerife Global Summit 2024 is to provide solutions to the challenges facing smart destinations.**

Tourism destinations are facing the great challenge of digital transformation and climate change. In recent years the travel industry has embarked on a path towards sustainability and technological specialization. But successful destinations are looking for real solutions to gentrification, the depletion of natural resources, global competition, changes in consumer habits, the technological revolution or the threat of cyber-attacks.



EUROEMOTUR AT THE CONGRESS: TENERIFE GLOBAL SUMMIT 2024

Euro-emotur participated in the Tenerife Global Summit with its **own stand**, where we showcased innovative neuromarketing **techniques such as eye tracking and face coding**, which generated significant interest among attendees.

Additionally, we had the honor of delivering a **plenary session**, where we shared with industry experts and professionals how these technologies can transform customer experiences and decision-making in the tourism sector.

It was an excellent opportunity to **present our advances and collaborate with industry leaders**.



[Watch video](#) →



THE FINAL CONFERENCE OF OUR SISTER PROJECT: 23RD MAY



Euroemotur presented the project at the final conference of our sister project Resetting.

The RESETTING project aim was to **facilitate a transition towards more resilient, circular, and sustainable operating models of European tourism companies** through the testing and integration of innovative digitally-driven solutions that reduce unnecessary burdens, improve the quality of the tourism experience, contribute to the decarbonisation of the tourism sector and more inclusive economic growth – not only for small and medium-sized companies but also for the residents of the destinations.



[Watch video](#) →

THE PATH TO NEUROTOURISM

In this CinTurs' Master Seminars, we delve into the innovative field of neurotourism, exploring the pivotal question: **why apply neuroscience to tourism?** We begin by examining the importance of understanding the customer experience in depth, highlighting the need for advanced techniques that go beyond traditional methods.

By leveraging neuroscience, we can gain unparalleled insights into tourists' cognitive and emotional responses, leading to more tailored and effective strategies in the tourism industry. **The core of this presentation focuses on some of the primary techniques utilized in neurotourism, such as eye tracking, EEG (electroencephalography), and facial coding.**

These methods enable us to decode the subconscious reactions of tourists, providing a richer understanding of their preferences and behaviors. To illustrate the practical application of these techniques, we present the configuration of a neuromarketing lab designed to address the research and applied challenges in this sector.



[Watch video](#)



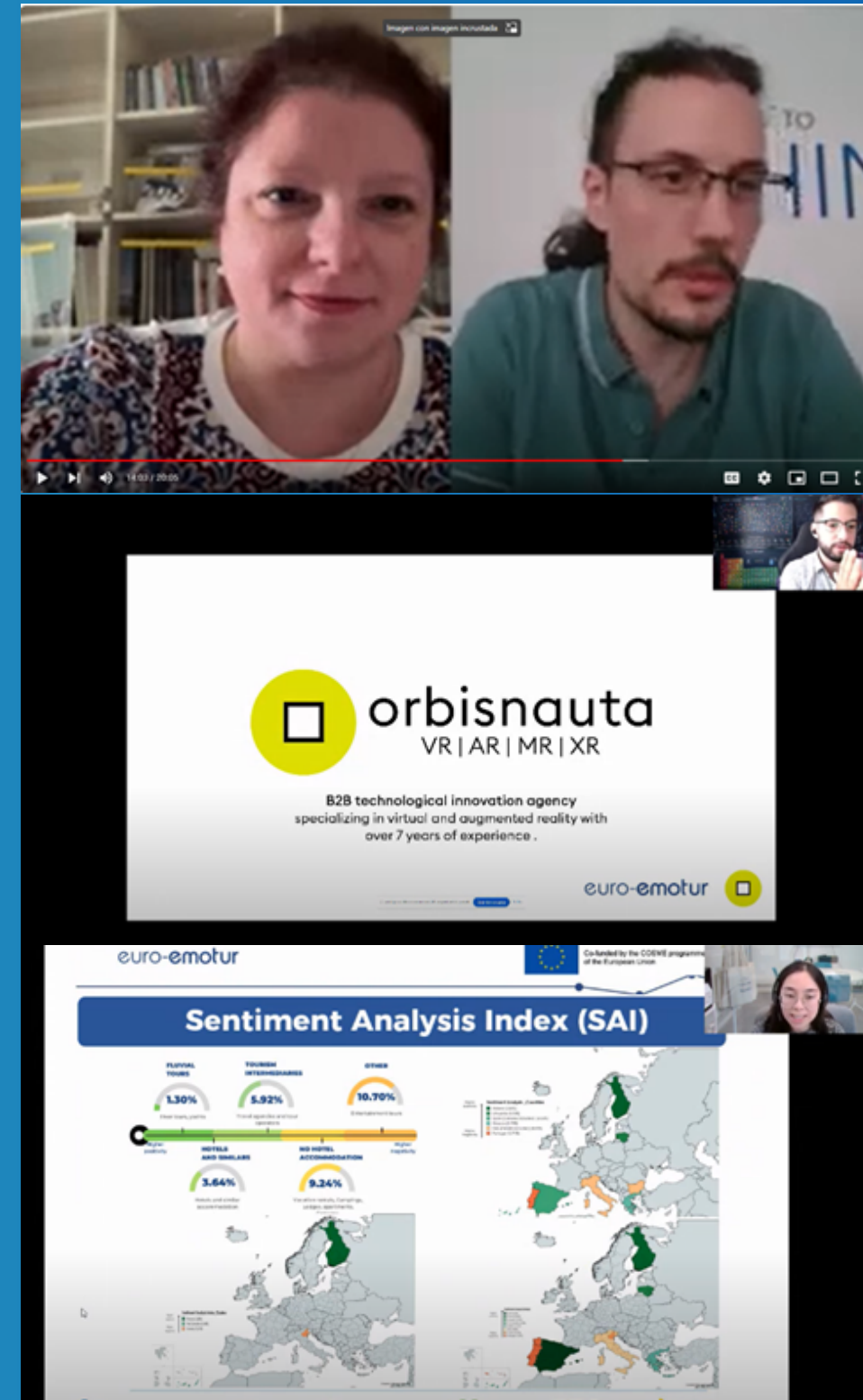


LIVING LAB

The Online Living Lab Week organised by TGC, ULPGC, Ciset and Haaga Helia, with the technical support of ETOA was on June 18.

This event brought together all the hub stakeholders for a day of presentations and matchmaking opportunities.

- **Labs:** Presented aggregated results from diagnoses and analyses, the self-assessment tool (if available), hub novelties, aggregated emotional index and other relevant KPIs, training material, and best practices.
- **SMEs:** Small and medium-sized enterprises (SMEs) were invited to present their cases, needs, and achievements, allowing for peer-to-peer learning.
- **Service providers:** Service providers had the opportunity to present their offerings and solutions.





OVERBOOKING GRAN CANARIA & HOSTELTUR SUMMIT

Euroemotur at Overbooking Gran Canaria & Hosteltur Summit 2024 (OVB24)
Euroemotur had the pleasure of participating in the Overbooking Gran Canaria & Hosteltur Summit (OVB24), where we showcased our latest **experimentations and discussed the impact of our project on emotional tourism in Europe.**

During the event, we shared insights and progress on how we are transforming the tourism experience through emotions and technology.





02

TECHNIQUES

NEUROMARKETING TECHNIQUES

We continue to present other of our techniques, we present the Face Coding technique.

What is Face Coding?

This tool allows the measurement of emotions through facial expressions. The human face is a good indicator of emotions. Automated analysis of facial expressions provides clear insights into the effect of different stimuli on complex human emotions and behaviours.

[More info](#) →



03

TRAINING



PILLS

5 neuromarketing rules to keep in mind.
Tips from the neuromarketing analyses conducted on the Euro-Emotur business websites.

Federica Montaguti
Senior researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

The 5 errors you better avoid.
Tips from the neuromarketing analyses conducted on the Euro-Emotur business websites.

Erica Mingotto
Researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

Why networks are important for innovation?

Elisa Meglioli
Junior researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

Why the data about your guests is so important?

Erica Mingotto
Researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

AI – What can it do for you?

Federica Montaguti
Senior researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →



WEBINARS

Applying neuromarketing techniques to understand the customer, and render a customer centric experience

Dr. Sergio Moreno
University Las Palmas de Gran Canaria
Sergio.moreno@ulpgc.es

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What are the opportunities that robotics provide to Tourism SMEs?

Dr. Aarni Tuomi
Haaga-Helia University of Applied Sciences

Haaga-Helia

[Watch video](#) →

emotur lab

Experimentation room Immersive room. Emofood XR and Metaverse Open Lab

[Watch video](#) →



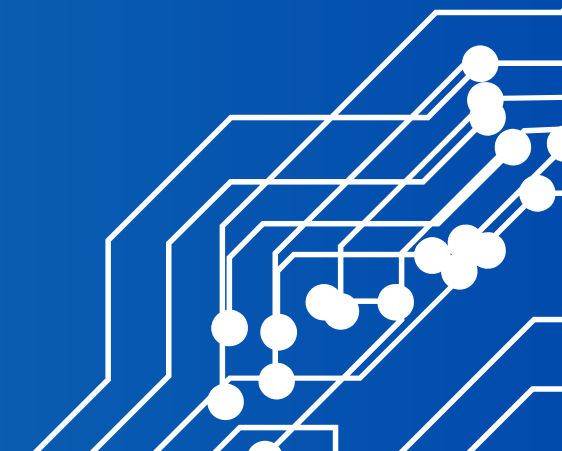
NEXT TRAININGS

SEMINAR	CONTENT
Exploring the latest trends in tourism communication	Hot topics in tourism communication
Being a better client for your web agency I - Google Analytics: basic KPIs	Basic knowledge on understanding the web analytics KPIs and what they mean
Being a better client for your web agency II – social media: setting targets and monitoring performance	The course aims to show some basic on how social media work to support the SMEs to set targets for their own social media and monitoring how they are managed
Use of Data in Tourism SME´s	This Pill will help in getting an overview of use of data in Tourism SME´s.





SEMINAR	CONTENT
<p>AI & Tourism SMEs: what can AI do for you? Part 1 - Operations, booking, purchasing, etc-</p>	<p>An overview of the possible help AI can provide in creating or managing content for tourism SMEs with examples on how it can be practically used on different activities (operations, booking, etc.)</p>
<p>What can AI do for a tourism SME? Part II – Customer relationships and content management</p>	<p>How AI can be employed to support in the management of customer relations - virtual assistants, conversational commerce, content creation and management, etc, with applied examples</p>
<p>Applied neuromarketing: try the tools yourself and understand how they work</p>	<p>How do the tools used during the Euro-emotur project work? The SMEs will be able to try and see for themselves how tools such as eye-tracking, EEG and others work, what they do</p>
<p>There's never a second chance to create a first impression. What can Eye Tracking do for you?</p>	<p>Introduction to the concepts of projected and perceived images. Practical tips to improve the image SMEs project to their target audience</p>





04

HUB



BEST PRACTICES

A good practice could be, for instance, any digital processes or tools, new technologies, applications, etc to boost SMEs' sales, improve clients' experience, fasten internal organisational procedures.

We have achieved the best practices of 5 companies such as: Villaggio Turistico Internazionale, SmartGuide, Ringo, BnBDays and AMFM.

Do you want to discover them?



Discover it! →



IS YOUR TURN...

Are you aware of successful practices related to digitalisation in tourism SMEs?

We invite you to share this knowledge with us by filling out a quick and easy e-form.

Your practice will be disseminated on the Euro-Emotur Hub, as a way to share experiences and foster replication for the benefits of other tourism SMEs. It will also be an opportunity for your organisation to get promoted at EU level, through our project's media channels.

Don't miss this opportunity and help us inspire and accelerate digital transformation of the EU tourism SME ecosystem!

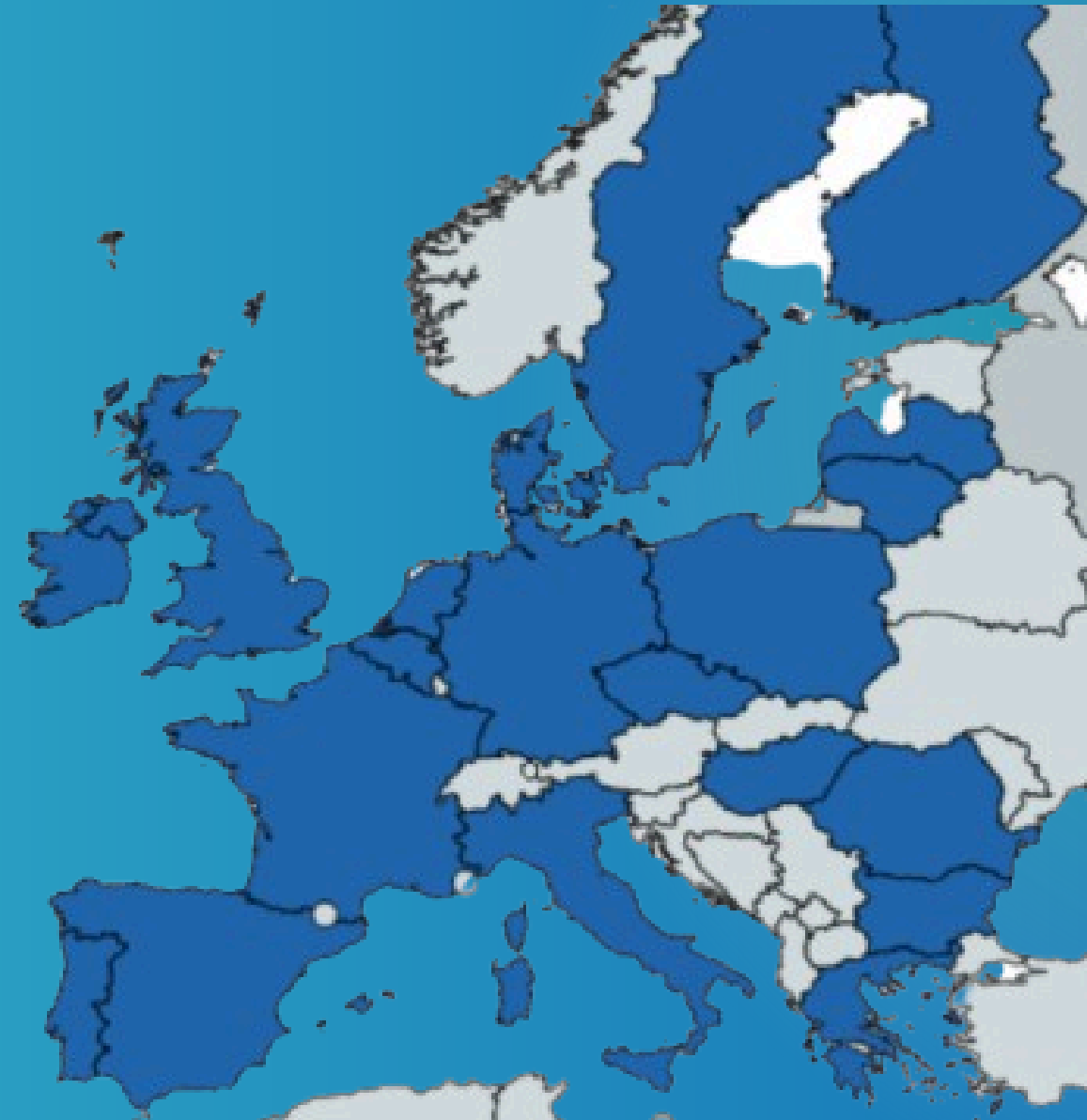
The flyer features the COSME logo and text: "Co-funded by the COSME programme of the European Union". The headline reads: "We are collecting the best practices on effective digital tools and processes for tourism SMEs." Below this, it asks: "Do you have insights? **Share your knowledge with us below!**". A central graphic shows a lightbulb with a brain inside, set within a location pin icon. The tagline at the top right is "Thinking digital tourism through neuromarketing and emotions". At the bottom, logos for Turismo Gran Canaria, NECSTOUR, ETOA, CISET, and Haaga-Helia are displayed.

Share your knowledge! →





TRANSNATIONAL SUCCESS OF EUROEMOTUR WITH PRESENCE IN 21 COUNTRIES



SENTIMENT ANALYSIS INDEX. COMPILED RESULTS REPORT 100 SMES

This report presents the aggregated results of the 100 initial sentiment analysis indexes (SAIs) of each SME participating in the Euroemotur project. The compiled indexes were categorized by the SMES' typology, country of residence, cluster-pilot destination, and finally, by an overall aggregation encompassing all participating countries and clusters.

The sentiment analysis was one of the subjects covered in the delivered content analysis report which, furthermore, aimed to study the state of the homepage website's written content, i.e. the relation between the content distribution and the home architecture, the topic distribution, the most used words, the context in which the most used words were mentioned and the word similarity among the different determined categories.



[See report](#) →

HELPING RESTAURANTS GET DIGITAL WITH RESTWITHEU!

Euroemotur project is fully supporting the EU's project to help the restaurants to get more digital with RESTwithEU

The project developed tools that will make it easier for small and medium-sized restaurants to adapt to the digital era. It provides an interactive test which helps recognise practical digitalisation pathways, and a digitalisation guidebook to help restaurants develop a roadmap.

Euroemotur is assisting 100 European tourism SMEs on their digital transition journey.

We are introducing a soon-to-be-released digital assessment tool and providing customized neuromarketing analyses to help SMEs cross the bridge to a digital future.





SAVE THE DATE FOR FINAL CONFERENCE

3rd and 4th of December 2024

Modality: Hybrid

Place: CIT Maspalomas, Gran
Canaria, Spain

Join us for a key event for Euroemotur!

We will gather consortium members and the public to celebrate the milestones of our project, share insights, and define the next steps.

On December 3rd, in an exclusive session for consortium members, we will review progress, exchange ideas, and plan for the future.

On December 4th, we open the doors to the public with exciting live demos, expert and authority talks, and unveil the legacy Euroemotur will leave in the industry.

Don't miss this unique event to discover the impact of our work and what's coming next!





Emotur

Módulo E, Antiguo Edificio de Empresariales, Campus Universitario de Tafira,
C. Saulo Torón, nº4, 35017 Tafira Baja, Las Palmas. Spain



928 45 98 71



euroemotur@ulpgc.es



<https://euroemotur.eu/>

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 **ULPGC**
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 Tides

 Gran Canaria

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