

euro-emotur



Co-funded by the COSME programme of the European Union



## Awarded SMEs

We're excited to announce the Awarded SMEs of the Euro-Emotur project. The submission period, running from **June 27th to October 16th** is already closed. We witnessed an impressive turnout reflecting strong interest and engagement from diverse enterprises. Stay tuned for updates on the next steps of the project.

**100 SMEs have been awarded**



Awarded SMEs →

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## Technology self-diagnosis

The Euro-Emotur project started its second phase, marking a significant milestone in our journey to revolutionize the tourism industry. This wouldn't be possible without the dedication and enthusiasm of our incredible community. This second phase ended on 1st December and now Euro-emotur Consortium is starting with the interviews with the Awarded SMEs. Awarded SMEs were invited to participate in the Maturity/Readiness Assessment, a crucial step in shaping the future of Euro-Emotur.

- **Maturity/Readiness Assessment Questionnaire: Deadline closed - December 1st**

SMEs, completed the Maturity/Readiness Assessment Questionnaire. This questionnaire was designed to capture your expertise and experiences, paving the way for a more inclusive and comprehensive project.

- **Questions or Concerns? We've Got You Covered!**

We understood that embarking on a new phase may bring forth questions. Fear not! We have created a detailed video to guide you through the process. Check out our informative video

[Watch video](#) →



## Euro-emotur week in Finland

 [Listen the webinar on the Call and next steps of the project](#) 

From **October 16th to 19th**, our partner Haaga-Helia hosted the Euro-Emotur Week in Helsinki, Finland. This event provided an exceptional platform for a series of matchmaking activities, facilitating connections between small and medium-sized enterprises (SMEs) and technology companies.

Euro-Emotur Week was designed to cultivate extensive collaboration with diverse stakeholders to attract SMEs and tech enterprises. Through this collaboration, which involved gathering information on needs and interests during promotional and registration activities. Potential matches were explored, establishing meaningful connections grounded in shared interests, mutual benefits, and corresponding requirements among SMEs, tech companies, and laboratories. This event was anticipated to be a crucial milestone in the Euro-Emotur project, uniting businesses and technological innovators in a spirit of collaboration and innovation.



## Euro-emotur at “Overbooking event” in Gran Canaria

**Euro-emotur project** had the incredible opportunity to participate in prestigious tourism marketing event "Overbooking". At this gathering, Euro-emotur (Coordinator Sergio Moreno Gil, with Counselor and Director Manager of Turismo de Gran Canaria) showcased our innovative neuromarketing techniques, taking the tourism experience to a whole new level. One of the standout activities was conducting eye tracking tests and face coding on participants. It was amazing to observe how their eyes revealed emotions and preferences while exploring our travel proposals!

At Euro-emotur, we are committed to transforming the way we live and enjoy tourism, using technology to uniquely connect emotions and destinations. Thanks to everyone who joined us on this exciting journey!



Watch video →



## Call for Service Providers

In a groundbreaking move, the Euro-Emotur project is set to launch an unprecedented call for service providers. Euro-emotur consortium brings you this exclusive scoop that is bound to shake up the business landscape.

The call will be open from December 4th to April 30th, providing service providers worldwide with the opportunity to be part of this innovative project. Committed to strengthening collaboration between businesses and technology, Euro-Emotur anticipates widespread participation and the submission of cutting-edge proposals that will drive sector transformation. These selected service providers will be at the disposal of SMEs, offering state-of-the-art solutions and contributing to the sustainable growth of their businesses. Stay tuned for further updates—Euro-Emotur is ready to open the doors to a technological revolution in tourism!

[Apply here](#) →



## Meet the Euro-emotur Consortium



**Universidad de Las Palmas de Gran Canarias (ULPGC-TIDES).** University Institute of Tourism and Sustainable Economic Development (TIDES) is a leading international research centre in Tourism & Hospitality and aims to carry out competitive research, lead innovation projects, be part of the leading international research network and bring its knowledge to the tourism and academic sector, as well as to society.



**Network of European Regions for Competitive and Sustainable Tourism ASBL (NECSTOUR).** The UN's 2030 Sustainable Development Goals are integrated into the interregional cooperation strategy NECSTouR

# CISET

**Centro Internazionale di Studi sull'Economia Turistica (CISET).** CISET has a 30 year long experience in the field of tourism studies and ICT impact on business models. The approach adopted is based on a strong synergy between research studies and consultancy services and on the Centre experience in tertiary education and management training.

# ETOA

**European Tourism Association (ETOA).** ETOA is a large travel trade association focused on the European market.



**Haaga-Helia University of Applied Sciences (Haaga-Helia).** Haaga-Helia has vast experience in design thinking training. After being one of the first universities in Scandinavia to start providing formal training on Design Thinking)



**Turismo de Gran Canaria.** Its main mission is to protect the tourist interests of the island, the basis of the economic development of Gran Canaria.

Coming soon...



### **Euro-emotur Digital hub**

We are thrilled to announce the collaborative efforts of ULPGC-TIDES, Ciset, and Haaga-Helia in spearheading a groundbreaking education programme aimed at empowering Small and Medium-sized Enterprises (SMEs).

**Programme Overview:** Our initiative focuses on the digital transition of SMEs, offering a comprehensive curriculum to enhance their digital content through neuromarketing techniques, fortify online reputations, and facilitate adaptation to evolving digital environments. The programme will equip participants with essential skills through a combination of seminars, webinars, and hands-on workshops, ensuring a holistic approach to upskilling and reskilling.



Emotur

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