

euro-
emotur



Co-funded by the COSME programme of
the European Union



Open Call for SMEs

EURO-EMOTUR main goal is to boost the uptake of digitalisation 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.

Participation for SMEs is free of charge, no co-financing is required.

[Apply now →](#)

Who can participate?

The programme is strictly limited to tourism SMEs in the following categories:

- Travel agency, tour operator reservation service and related activities (N79);
- Hotels and similar accommodation (I5510);
- Holiday and other short-stay accommodation (I5520);
- Camping grounds, recreational vehicle parks and trailer parks (I5530);

Small and medium-sized enterprises (SMEs) are defined as follows.

Company category Staff headcount Turnover or Balance sheet total:

Medium-sized < 250 ≤ € 50 m ≤ € 43 m

Small < 50 ≤ € 10 m ≤ € 10 m

Micro < 10 ≤ € 2 m ≤ € 2 m

Clarify all your doubts related to the Call



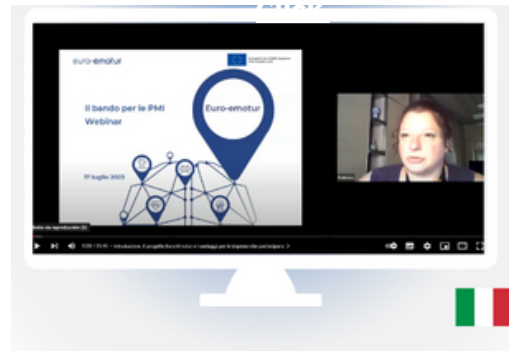
Check our [Launch Call Webinar](#)



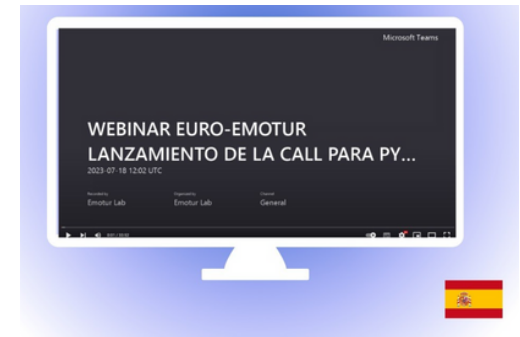
Euro-emotur Consortium prepared an International Launch Call webinar to promote the Call and to show how to apply. You can now view the launch of the Open Call webinar. This webinar is also available in Spanish and Italian. For any doubt or question, please contact us at projects@etoa.org or euroemotur@ulpgc.es.



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Check our [inphografic](#) to clarify any doubts you may have with the Euro-emotur Call for SMEs.

[Inphografic](#) →

What is Euroemotur?

EURO-EMOTUR project represents an opportunity to change the game in the European tourism industry through the digital transition.

This project will guide to advances in:

- Developing a new mindset for SMEs to face the digital ecosystem, Upskill and reskill
- Customize their visitor experience through new technology possibilities and the 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.



Meet our Partners



University of Las Palmas de Gran Canaria (Spain) - ULPGC-TIDES



Network of European Regions for Competitive and Sustainable
Tourism ASBL. (Belgium) - NECSTOUR

CISET

Centro Internazionale di Studi sull'Economia Turística (Italy) - CISET

ETOA

European Tourism Association (UK) - ETOA



Haaga-Helia University of Applied Sciences (Finland) - Haaga-Helia



Turismo de Gran Canaria (Spain) - TGC

[More info](#) →

Meet Project Coordination Institution



The University Institute of Tourism and Sustainable Economic Development (TIDES), belongs to the University of Las Palmas de Gran Canaria (ULPGC).

It is a research institute that aims to develop outstanding tourism research, generating and circulating scientific knowledge, and integrating itself into international tourism networks of excellence. In addition, it provides education, training and raises awareness to improve the development of tourism. Finally, it applies the knowledge generated to promote the improvement of economic, social and environmental tourism development in tourist destinations.

TIDES, as the institute responsible for research in tourism at the ULPGC, has contributed to the fact that it occupies fourth place as a research centre for scientific productivity in tourism in Europe, second worldwide, shared with other institutions, in scientific productivity in marketing and management of destinations, fourth worldwide in scientific productivity in research on image and brand, and first in Latin America in scientific productivity in hospitality.

Likewise, the data of the prestigious ranking of Shanghai (ARWU), confirm the outstanding role of the ULPGC, occupying first position in the European Union in research on Hospitality & Tourism Management and placing it among the 23 best centres in the world in the field of Tourism.

Cooming soon...



Launch Call for SMEs webinar in Finnish

Haaga-Helia, our Finnish partner will be in charge of the Launch Call for SMEs webinar in Finnish. Stay tuned to our Social media and webpage to not miss this webinar.

Euro-emotur week in Finland

By September 2023 the Euro-emotur Consortium plans to hold the Euro-emotur week in Finland. EURO-EMOTUR week will be held, where a matching event will take place. the matching events have the objective of connecting technology providers with SMEs, where laboratories act as connectors and provide SMEs with solutions through technology companies. In addition, these events act as a place for the exchange of proposals.

Emotur

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

Contact: +34 928 45 98 71

Mail: euroemotur@ulpgc.es

website: <https://euroemotur.eu/>