

euro-emotur



Co-funded by the COSME programme of the European Union

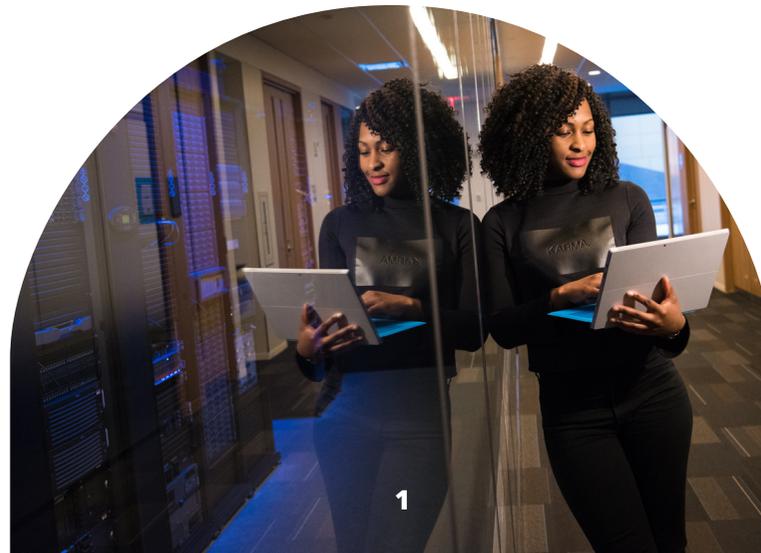


Call for Service Providers

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!

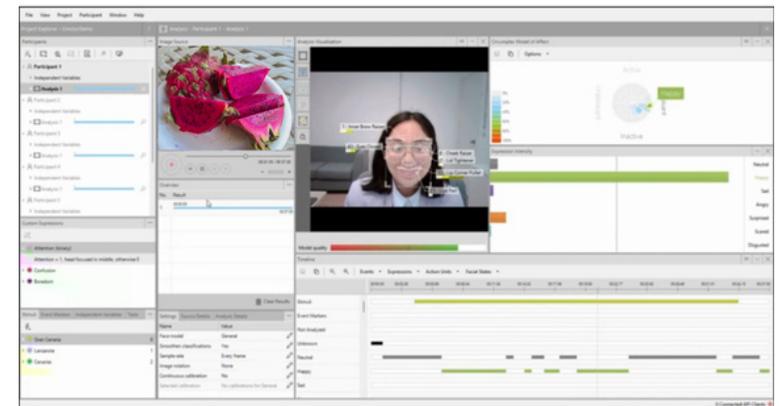
[Apply here](#) →



Support and analysis for awarded SMEs

At the end of 2023, the Euro-emotur project was launched, which marked the beginning of a series of interviews with selected SMEs. These interviews aimed to delve deeper into the needs and strengths of each SME, focusing on understanding how the project could effectively contribute to the improvement of its SME. The aim was to establish a comprehensive understanding of the SMEs' perspectives, laying the groundwork for tailor-made strategies and support in the framework of the Euro-emotur project. In addition, these interviews were used to investigate:

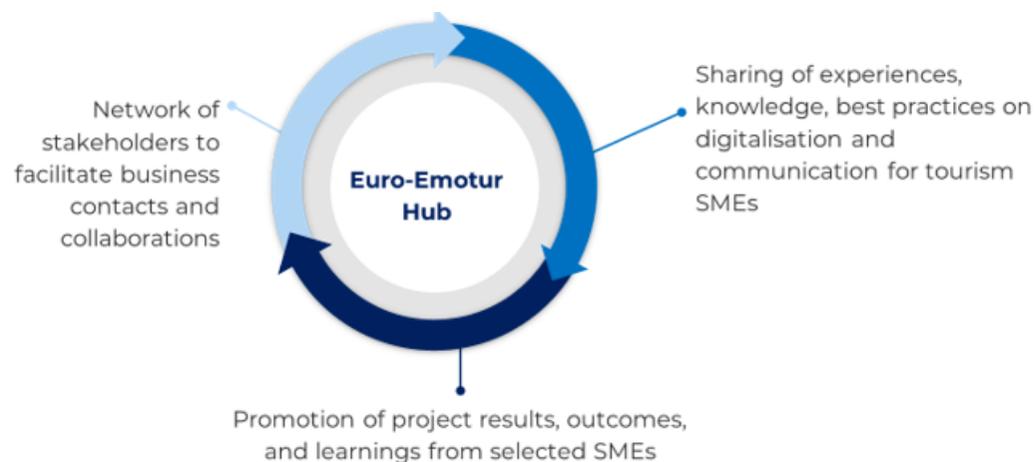
- What level of digitalisation the companies were in.
- In-depth analysis of the answers given in the questionnaire (Maturity Assessment/Preparedness Questionnaire).



Digital HUB part 1

Soon available on the euroemtour website

The Euro-Emotur project, which focuses on revitalizing tourism SMEs through digitalization, communication efficiency, and innovative products, outlines specific objectives. Fostering capacity building, and promoting the Euro-Emotur Hub as a cross-sectoral network. This digital hub focuses on hub development, launch and growth strategy, best practices collection, and conclusions. The Hub, as a core, serves as a digital network for tourism stakeholders, with a launch campaign incorporating social media, press releases, and branded content. The launch and promotion align with the project's visual identity, contributing to the overall dissemination plan. The Hub aims to support user contacts, share knowledge, and collect best practices for SMEs, destinations, and stakeholders. **Soon available on the euroemtour website.**



Euro-emotur at “FITUR” in Madrid

Euro-Emotur presented its innovative project at **FITUR** in Madrid, unveiling its collaborative initiative. In partnership with TURISMO DE GRAN CANARIA, NECSTouR, ETOA, Ciset, Haaga-Helia and ULPGC-TIDES (lead partner), the exclusive presentation highlighted the transformative impact of the Euro Emotur Project on the tourism landscape.

During the insightful session at Meeting Hall 9A-Pavilion 9, attendees delved into the project's vision, goals, and impactful initiatives, gaining a comprehensive understanding of the collaborative efforts driving tourism innovation. The event served as an excellent opportunity for industry leaders to connect, explore potential collaborations, and stay informed about the latest developments in tourism.

Save the date for future engagements and stay tuned for more updates on Euro-Emotur's groundbreaking initiatives in the tourism sector.



Neuromarketing techniques

The Euro-Emotur project specializes in applying neuromarketing techniques specifically tailored for the tourism sector. This innovative initiative aims to leverage neuromarketing principles to better understand and effectively respond to the emotions and perceptions of tourists. By focusing on the intersection of neuroscience and marketing, Euro-Emotur seeks to provide strategies and approaches that optimize the traveler's experience, thereby generating a positive impact on the tourism industry

In this newsletter we present the **virtual reality** technique.

¿What is virtual reality?

Tourism industry has been quick to adopt virtual reality technology and for good reason. Typically, travellers are looking to purchase experiences, rather than products, and virtual reality offers an effective way for marketers to give them a taste of what they can expect. In the tourism industry, virtual reality can be used to capture tourism destinations in a unique and immersive way. This content can be viewed on either a VR headset or a regular computer or mobile device. Although VR is more immersive when viewed in this way, it can also be viewed on any device, including mobiles



Emoturlab Inauguration

16th February marked the start of a new era of discovery in the world of emotions and technology for our partner ULPGC-TIDES.

At our opening event, attendees were enjoying six fascinating stations:

Emofood by Emotur Station: Immerse yourselves in an interactive room that allows us to study the influence of gastronomy on tourists' emotions using neuromarketing techniques, virtual reality, and augmented reality.

Observation Station: Immerse yourself in an introspective journey to discover more about your emotions and how they affect your daily decisions.

Workshop Station: Learn about the techniques carried out in the lab on various projects, providing insights into the intersection of emotions and scientific experimentation.

Brain Station: Explore the unique connection between the mind and emotions. Discover how scientific advances, including the use of EEG, are unlocking the secrets of the human brain.

Emotion Station: Immerse yourself in a world of expressions and feelings. Discover how emotions influence our daily interactions and gain a better understanding from a tourist's perspective.

Metaverse Station: Take a leap into the future with immersive experiences and cutting-edge technology. Discover how the metaverse is transforming the way we live and experience the world!

You can now enjoy the different techniques of the laboratory and distributed in stations.

This opening is closely linked to the future launch of the digital hub, details of which will be announced soon.



Euro-emotur at Digion

We are delighted to share the success of Euro-Emotur's participation in the second edition of **DigiON Canarias**, held at Infecar on **February 21-22, 2024**. The event proved to be a significant milestone, bringing together industry leaders, innovators, and enthusiasts in the realm of digitalization.

Euro-Emotur Takes the Spotlight

Euro-Emotur played a pivotal role in this premier business digitalization salon, showcasing its groundbreaking project at a dedicated stand. Visitors had the opportunity to explore and experience firsthand the latest advancements in neuromarketing techniques.

Live Demonstrations

Euro-emotur Consortium took the stage to conduct live demonstrations. Attendees witnessed the application of cutting-edge neuromarketing techniques, including the face reader and eye tracking.

Unveiling the Future of Digital Tourism

The event served as a platform to introduce Euro-Emotur Hub, a revolutionary initiative thinking digital tourism through neuromarketing. This marks a significant step forward in redefining the landscape of the tourism industry, integrating innovative technologies to enhance user experiences.

Missed the Event? Catch Up Now!

If you couldn't attend DigiON Canarias, don't worry! You can still catch up on the latest developments and insights from Euro-Emotur by visiting the event's official website: [DigiON Canarias](#).

[Watch more](#) →



Coming soon...



Euro-emotur training programme

In the future, the education and training program of the Euro-Emotur training programme will focus on key topics such as new trends in tourism communication and digitalization through emotions, and digital innovation. The programme will also cover neuromarketing tools, new mindsets for the digital ecosystem, innovative products and experiences in the digital landscape, and creating effective digital content. The results of the project will be integrated as practical examples in the training courses, presented with the support of external experts, and a Massive Open Online Course (MOOC) on digitalization and tourism will be available by the project's end.

Business Support Organisations (BSOs) partners will play a crucial role in promoting the training course delivery and engaging participants. Ciset will coordinate activities to maximize outreach. The Euro-Emotur training programme will serve as the platform for digital content materials, training courses, and peer-to-peer learning, accessible throughout the program period. A discussion forum group will facilitate the exchange of good practices and experiences, moderated by Haaga-Helia and supported by ULPG-TIDES, Ciset, ETOA, TURISMO DE GRAN CANARIA and NECSTouR.

Coming soon...

Euro-omotur matchmaking online event

The Euro-omotur consortium is preparing to launch its Transnational Matchmaking Events Plan. Here is a sneak preview of what's for you:

- **Facilitating Impactful Collaborations:** The plan is meticulously designed to foster meaningful partnerships between Small and Medium-sized Enterprises (SMEs) and technology companies (service providers).
- **Strategic Calendar for Growth:** Get ready for a dynamic calendar of offline events. The focus? Fostering connections, driving innovation, and nurturing the growth of participating SMEs.
- **Addressing Challenges, Empowering SMEs:** The plan takes a proactive approach by addressing challenges based on identified problems and needs of SMEs. The goal? Involving a total of 100 SMEs from Spain, Italy, Finland, and beyond.
- **Save the Date for April 2024:** Mark your calendars for a month filled with innovation and collaboration. Opening sessions, company presentations, workshops, and B2B meetings are just a glimpse of what awaits.



Emotur

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