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## D3.4 Final Call Announcement, full Call details

DIGITOUR - Boosting the tourism sector in Europe through digital tools and innovation

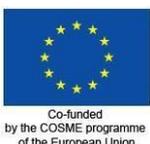
Action number: 101038133

COORDINATOR:

**VENETIAN CLUSTER**

RESPONSIBLE OF THE DELIVERABLE:

**VENETIAN CLUSTER**

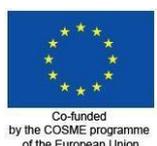


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## Project deliverable

Project number	101038133	Project title	DIGITOUR
Programme	COSME	Thematic priority	Tourism SMEs and Digitalisation
Start of the project	10 <sup>th</sup> november 2021	Duration	26 months
Deliverable title	D3.4 Final Call Announcement, full Call details		
Contractual delivery date	09/03/2022	Actual delivery date	V1 04/07/2022 V2 20/07/2022 V3 10/08/2022 V4 12/08/2022 V5 20/09/2022
Dissemination level	Public Restricted to other programme participants (including the Commission) Restricted to a group defined by the consortium (including the Commission) <b>⊗ Confidential, only for members of the consortium (including the Commission)</b>		
Responsible of the deliverable, contributors	Venetian Cluster is the responsible of the deliverable. All partners have proactively contributed to the definition of the Call document.		
Abstract of the deliverable	This document represents the open call for proposals that the DIGITOUR consortium will publish, respecting transparency, equal treatment, conflict of interest and confidentiality. The DIGITOUR call will be open to tourism SMEs.		
Revision history			
Version	Date	Description	Author (organisation)
V1	04/07/2022	D3.4 Draft of the final Call Announcement, full Call details	Venetian Cluster
V2	20/07/2022	D3.4 Draft of the final Call Announcement, full Call details	Venetian Cluster
V3	10/08/2022	D3.4 Draft of the final Call Announcement, full Call details	Venetian Cluster
V4	12/08/2022	D3.4 Draft of the final Call Announcement, full Call details	Venetian Cluster
V5	20/09/2022	D3.4 Final Call Announcement, full Call details	Venetian Cluster



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# 1 Introduction

This document introduces the final version of the open call for proposals, envisaged by the DIGITOUR project. The project leader Venetian Cluster has developed the call document, together with all DIGITOUR partners.

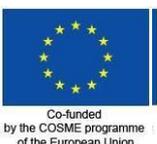
This document presents different sections, describing the abstract and objectives of the Call (section 2), the main scope and use of the call (section 3), and the preparation and development stages which involved the DIGITOUR partners (section 4).

The call document will be published on the DIGITOUR platform as well as on the available channels of the EU (i.e. Funding and Tenders Portal), once it will be validated and approved. Moreover, it will be promoted by all partners through their social media and websites.

## 2 Deliverable summary

### 2.1 Deliverable abstract

Small and medium businesses are the backbone of the tourism sector in Europe and, within this context, they play a crucial role to innovate and re-launch this industry ecosystem. Considering the consequences of the COVID-19 and its restriction measures, Small and Medium Enterprises (SMEs) currently are facing an acute liquidity crisis, with losses that have reached 85% for hotels, as well as for tour operators and travel agents. In order to remain competitive in the coming years, SMEs need support to adapt to the new challenges and to find innovative solutions for an efficient and sustainable management. The development of new products and services is a key to sustainability, and the marketing and promotion of their offer towards the needs of target customers is crucial. Digital tools and technologies could help SMEs in this. Moreover, it is of paramount importance to enhance the level of skills and knowledge of such tools, which is not equally distributed among European companies. Thus, considering the emerging and growing needs of tourism SMEs, the DIGITOUR call for proposals (Annex) offers a total budget of 480,000.00 euros to this sector, in order to contribute to the tourism's recovery. The DIGITOUR call provides all the necessary details about the distribution of the total available amount, to be distributed to at least 138 companies. These companies shall be established in the DIGITOUR consortium's countries (Voucher 1) or in any EU Member State or third country participating in the COSME programme (Voucher 2). Thanks to the DIGITOUR platform, the participation in international, national and local events, the promotion of the DIGITOUR call for proposals through the EU channels and the wide network of the DIGITOUR partners, at least 138 companies will be funded in the above-mentioned targeted areas. In particular, the DIGITOUR consortium will be at the disposal of the tourism SMEs to facilitate their collaboration. Moreover, with regards to their cooperation with technology providers, a devoted section of the DIGITOUR platform is dedicated to list the available providers and experts, in order to organize B2B events, schedule meetings and match businesses which will ensure the proper implementation of the SMEs' projects.



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## 2.2 Deliverable objectives

This document aims at introducing in detail the DIGITOUR call for proposals, its objectives, targets, budget, etc. In particular, through this Call for proposals, the DIGITOUR project will support tourism SMEs (at least 138), by improving their digital maturity, skills and capacities. To this end, the DIGITOUR call for proposals aims to:

- support tourism SMEs through the promotion of up-skilling, capacity building and collaboration;
- foster cooperation among tourism SMEs and digital ecosystem's players;
- provide ongoing mentoring and tutoring support to the awarded SMEs;
- foster networking at the European level by offering SMEs access to international collaboration platforms and networks.

Therefore, this deliverable provides a concrete overview on the DIGITOUR support to the tourism sector, aiming at enhancing SMEs' knowledge of digital tools (Voucher 1), and to boost innovative ideas for digital solutions by SMEs to improve their offer and foster cross-sectoral and cross-border partnerships among tourism sector SMEs, relevant stakeholders and technology providers (Voucher 2).

## 3 Scope, use and impacts of the deliverable

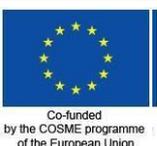
### 3.1 Scope of the deliverable

The scope of this deliverable is to inform SMEs about the financial support offered by the DIGITOUR consortium, to explain the voucher scheme and to raise their awareness about the European Union's help to contribute to the recovery of the tourism sector. Indeed, the DIGITOUR call aims at providing a concrete financial support through an open, transparent and fair approach, as foreseen by the EISMEA's guidelines related to financial support to third parties.

### 3.2 Use of the deliverable

This is a confidential deliverable, presenting and introducing the call for proposals, which will be promoted, published and shared through the consortium's channels as well as through the European Union's tools (i.e. Funding & Tenders portal) once it will be approved. The DIGITOUR partners will share the link to the call through their social networks, official accounts and websites, in order to reach a wide range of enterprises, after the approval and validation of this document.

The DIGITOUR call will be open for more than two months, as expected by EISMEA, in order to facilitate the applicants to submit their proposal. After the submission period, the evaluation process will start and will last around one month.



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## 4 Preparation and development of the deliverable

### 4.1 Preparation stages and deliverable development

As project leader and WP3 coordinator, Venetian Cluster has drafted the call document, based on the proposal's description, on the results of the questionnaire distributed to the SMEs (D2.4) and on the "Overall strategic recommendations related to digitalisation of the tourism sector" (D2.1). All partners have concretely and actively contributed to the preparation of the call document, by providing relevant feedback, comments and inputs based on their own experience in the business and tourism sector. The Internal Collaborative Platform has been used in order to exchange different points of view as well as to coordinate and finalise the document.

## Contents and annexes

The Call (Annex 1)



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