

# Knowledge hub >

# Tutoring and mentoring of tourism SMEs

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**Manon COSSON**

Tourism innovation officer

**Magali PAGES**

European Innovation Officer



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**Tutoring** - Guidance for tourism SMEs before and during the project by helping throughout the production of content and implementation of their project  
= support in fulfilling the expectations from DIGITOUR project application and implementation

**Mentoring** - Individual or collective help and assistance for tourism SMEs during the project set-up and implementation through the development of their strategic positioning and concerning a specific or general goal.  
= a more global support aiming at boosting the SME's competitiveness

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- Submission support
- Project management support
- Partnering support at European / international level
- Partnering support at local / national level
- IPR
- Sustainability support
- Digital support
- Training advice

# Tutoring and mentoring in practice

- **Application phase – Vouchers 1 and 2**
  - **Eligibility criteria check** (number of partners; partners from countries out of COSME scope; NACE codes; incomplete applications; timing of touristic season...) → redirection to local partners or other funding opportunities
  - **Most used services:** partner search; identification of alternative funding sources

# Tutoring and mentoring in practice

- **Implementation phase – Voucher 1**

**Project management support:** matching with digital providers; assistance with reporting requirements...

**Main added value:** bringing together small tourism operators which are far removed from European projects and public funding

# Tutoring and mentoring in practice

- **Implementation phase – Voucher 2**

Success story:

**THERM'ASSIST project**





# Lessons learned

- Tutoring and mentoring is **one of the pillars of DIGITOUR**: without it, no vouchers...
- EU cascade funding, operated by business support organisations, is a **perfect match for tourism SMEs**
- Digital innovation vouchers are great, but **in-person support is essential!**