DIGITOUR - 101038133

Boosting the tourism sector in Europe through digital tools and innovation

Announcement of the DIGITOUR open call for tourism SMEs.

Action acronym: DIGITOUR

Action grant agreement number: 101038133

Action full name: Boosting the tourism sector in Europe through digital tools and innovation

Call identifier: COS-TOURINN-2020-3-04

The action DIGITOUR, co-funded from the European Union's COSME programme under grant agreement No 101038133, foresees as an eligible activity the provision of financial support to third parties, as a means to achieve its own objectives.

Considering the COSME co-funded action "DIGITOUR - Boosting the uptake of digitalisation, innovation and new technologies in tourism through transnational cooperation and capacity building" (GRO/SME/20/C/07);

Considering Article 204 of the Financial Regulation forbids the exercise of discretion by the beneficiaries when defining the conditions for the giving of such financial support to third parties;

The DIGITOUR consortium publishes its open call, respecting transparency, equal treatment, conflict of interest and confidentiality. In particular, the call will be carried out by respecting the following principles:

i. **Excellence**. The proposals selected for funding must demonstrate a high quality in the context of the topics and criteria set out in the call;

ii. **Transparency**. Funding decisions will be based on clearly described rules and procedures, and all applicants will receive adequate feedback on the outcome of the evaluation of their proposals;

iii. **Fairness and impartiality**. All proposals submitted to the call are treated equally. They are evaluated impartially on their merits, irrespective of their origin or the identity of the applicants;

iv. **Confidentiality**. All proposals and related data, knowledge and documents are treated in confidence;

v. **Efficiency and speed**. Evaluation of proposals and award of the financial support will be as rapid as possible, commensurate with maintaining the quality of the evaluation, and respecting the legal framework.

Summary

- **Calls' opening date:** end of September 2022
- **Deadline model:** single-model

Voucher 1: Up-skilling and Capacity Building (Voucher 1) – Voucher for single tourism SME Refer to page 7 onwards for further details

   o **Call's deadline:** March 31, 2023
   o **Evaluation period:** one month
   o **Projects' duration:** 6 months
   o **Eligible participants:** single tourism SMEs with low digital maturity level, established in one of the DIGITOUR partner countries.
   o **Eligible activities:** training and advisory support
   o **Available budget per project:** 1,000.00 euros

- **Voucher 2: Collaboration Innovation (Voucher 2) – Collaborative voucher (min. 2 tourism SMEs) - refer to page 10 onwards for further details**

   o **Call's deadline:** November 30, 2022
   o **Evaluation period:** one month
   o **Projects' duration:** 11 months
   o **Eligible participants:** tourism SMEs. Consortia must be made up of a minimum of 2 partners and a maximum of 5. Consortia must be composed by tourism SMEs that conform with the NACE Codes identified in Part II (Page 4) of this Call. Project coordinators (i.e., applicants) have to be based in one of the DIGITOUR partner countries listed on page 6; however, they can involve in their partnership organizations established in any EU Member State or third-country participating in the COSME programme. Awarded SMEs will select and pay for specific training and advisory services offered by technology providers listed on the DIGITOUR platform (https://digitour-project.eu/).
   o **Eligible activities:** implementation of digital solutions for tourism SMEs; development of innovative and digital technology projects for the multifunctional enhancement of territorial and cultural heritage for tourism purposes; specific packages (of digital connotation) for tourists of international interest to be developed with travel agencies and to be promoted online; highly innovative projects involving augmented reality (AR) and virtual reality (VR) with positive effects on tourism.
   o **Available budget per project:** maximum 20,000.00 euros. However, the grant per SME can never exceed the amount of 10,000.00 euros - for instance, in a two

partners consortium the amount of 20,000.00 cannot be split into 15,000.00 euros for one SME and 5,000.00 euros for the other SME.

- **Total funding available:** 480,000.00 euros
- **COSME project acronym and Grant Agreement number:** DIGITOUR - 101038133
- **Topic:** TOURINN-01-2020 - Innovation uptake and digitalisation in the tourism sector
- **FAQ and contacts:** for any further support, you can write to: contact@digitour-project.eu. A specific section of the DIGITOUR platform will be dedicated to the Frequently Asked Questions (FAQ), linked to this call for proposals.

Part I. Context and background

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 andsustainable 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.

In this framework, COSME - Europe's programme for small and medium-sized enterprises concretely supports the tourism sector and its small businesses, aiming at promoting growth and at strengthening the competitiveness and sustainability of enterprises in the European Union. Therefore, in line with the priorities of the European Commission regarding the European tourism ecosystem, the actions proposed under the COSME 2020 aimed at strengthening the competitiveness and sustainability of tourism, by co-funding relevant projects to boost the capacity of tourism SMEs in their digital transformation and uptake of innovation and new technologies. The DIGITOUR project is one of the successful initiatives, co-financed by COSME, which directly provides financing support to tourism SMEs through the COSME cascade funding system and according the financing scheme provided by this call for proposals.

Participation to this call for proposals (in either of the two vouchers) is completely free of charge for SMEs.

Part II. Definitions

Beneficiaries: if awarded, the applicant (participating SMEs) will become a beneficiary of this Call for Proposals.

Evaluation Committee: the DIGITOUR Evaluation Committee will be in charge of evaluating and awarding the SMEs' proposals. It is composed by at least one representative of each DIGITOUR partner, combining tourism and business expertise. Proposals will be assessed by the Evaluation Committee members on a national basis and according to the nationality of the applicants. As per Voucher 1 and Voucher 2's above-mentioned description (page 2), applicants must belong to one of the DIGITOUR partners' countries, for both Vouchers. In fact, Voucher 1 is a monobeneficiary voucher and the applicant must belong to one of the DIGITOUR Countries; Voucher 2 is a collaborative voucher but, the coordinator (i.e., the applicant) must belong to one of the DIGITOUR Countries (although the applicant-coordinator can involve in the consortium partners from non-DIGITOUR Countries – restricted to EU Member State or third country participating in the COSME programme-, the applicant/coordinator is the one applying for and receiving the voucher).

Grant Agreement: each beneficiary and each DIGITOUR partner (funding entity) will sign a bilateral specific agreement; signing this agreement, the beneficiaries agree and accept the financial support and will implement its activities under its own responsibility, in accordance with the agreement's conditions and obligations. For Voucher 2, the applicant/coordinator applying for and receiving the voucher will be responsible for the implementation of the project and related financial reports and this same applicant/coordinator will receive the funding and distribute it to the other participants.

NACE list: statistical classifications of economic activities developed since 1970 in the European Union (EU). This Call is open to SMEs that comply with the following classifications:

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

Partnership Agreement: applicants will establish and sign a Partnership Agreement, an internal document, stating partners' role (the responsible and others) and parameters for payments, contributions and IPR (Voucher 2).

SMEs: Small and Medium-sized Enterprises (for-profit companies). According to the European Commission's Recommendation (2003/361/EC), companies shall respect these requirements:

Company	Number of employees	Turnover	Total balance
Micro	<10	≤2 M	≤2 M
Small	<50	≤10 M	≤10 M
Medium	<250	≤50 M	≤43 M

SMEs' digital maturity level: less mature tourism SMEs only have basic digital skills and know-how, while more mature SMEs already use digital technologies in their daily business. Digital maturity level can be considered in the following business dimensions: Digital transformation and competition; Financial data management; Human resources environment; Customer relationship management; Resource management; Communication and customer relations; Digitalisation of processes; Security policy and practices; Digitalisation in production; Innovation and growth perspectives. Awarded SMEs will find the list of technology providers from which they can select and pay for specific training and advisory services listed on the DIGITOUR platform (https://digitour-project.eu/).

Vouchers: redeemable transaction bond corresponding to a certain monetary value, and which may be spent only for specific reasons or on specific goods, as listed in each strand of this Call document.

Part III. General objectives and requirements of the DIGITOUR Call for proposals

> **General objectives of the call:**

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.

In particular, DIGITOUR aims at enhancing their knowledge of digital tools (Voucher 1), and at boosting innovative ideas for digital solutions by SMEs to improve their offer and foster cross-sectoral and cross-border partnerships among tourism SMEs, relevant stakeholders and technology providers (Voucher 2).

> **Who can apply – Admissibility and eligibility criteria:**

Small and medium enterprises (SMEs) of the tourism sector can apply to receive financial and non-financial support. Companies shall meet the following criteria to be eligible:

- Having an economic activity related to the tourism sector (NACE list: I5510, I5520, I5530, N79)

- Being established for at least two financial years to be proved through the Company Registration Report;
- Being a small- or medium-sized enterprise (SME), according to the [EU recommendation 2003/361](#);
- Being established in an EU Member State or [third country participating in the COSME programme](#).

➤ **What the DIGITOUR project offers**:

➤ **The total budget of the DIGITOUR call for proposals is 480,000.00 euros in total. A total of 100,000.00 euros is allocated to Voucher 1, and a total of 380,000.00 euros is allocated to Voucher**
2. The funding rate of SMEs' projects is 100% of eligible costs.

The overall total number of tourism SMEs receiving the vouchers' grant, cannot be lower than 138.

The following table shows the total budget of this Call and its distribution in the participating countries:

Country	Total indicative available budget	Minimum number of SMEs per country
Italy	100,000.00 euros	7
Czech Republic	50,000.00 euros	7
Spain	100,000.00 euros	7
Serbia	30,000.00 euros	7
Bulgaria	50,000.00 euros	7
Germany	50,000.00 euros	7
France	50,000.00 euros	7
Denmark	50,000.00 euros	7

Furthermore, with reference to the Voucher 2, the participation of organizations established in any EU Member State or third-country participating in the COSME programme is permissible but only as project partners (not as project applicants-coordinators).

The DIGITOUR financial support to tourism SMEs will be based on the following principles:

- **Equal treatment:** The general principle of equal treatment and non-discrimination requires that comparable situations are not treated differently unless differentiation is objectively justified.
- **Transparency:** Vouchers shall be awarded following a publication of Calls for proposals and evaluated by the established Evaluation Committee.

- **Non-cumulative award and no double financing:** Each action may give rise to the award of only one voucher.
- **Non-retroactivity:** Vouchers shall not be awarded retroactively. Expenses must be incurred during the projects' period.

Part IV. The DIGITOUR vouchers

In order to better meet the SMEs' needs, the DIGITOUR project offers **two types of vouchers** for tourism SMEs under two different strands:

Strand 1 - Up-skilling and Capacity Building (Voucher 1) – Voucher for single tourism SME:

- **Aim of Voucher 1:** improving the digital skills and the digitalisation's maturity level of touristic SMEs through training and individual advisory services.

- **Expected impacts:** awarded SMEs will benefit from training and advisory support, enhancing their innovation and market potential, improving their touristic offer and ensuring a more competitive, sustainable and digitalised business in the mid- and long-run.

- **Potential beneficiaries:** single SMEs can apply. In particular, less mature tourism SMEs can submit their proposals to build up their innovation capacities as well as to upskill existing basics. Applicants must be established in Italy, Czech Republic, Spain, Serbia, Bulgaria, Germany, France, Denmark. SMEs must pertain to the specific sectors corresponding to the classifications mentioned above (See *NACE list*).

- **Each SME will be eligible to apply only with one project.** Moreover, SMEs that apply for Voucher 1 cannot apply for Voucher 2.

- **Eligible activities:** training and advisory support. The DIGITOUR consortium (funding entities) will assist at least 100 SMEs in the best training and advisory support -based on their needs-, on a national basis and according to the nationality of the participating SMEs. Training and individual advisory services can concern one or more of these activities: strategies of efficient digital communication; co-creation of online contents with the direct support of the digital advisor or trainer; support to use technical platforms, social media and CRM software; consulting services to implement and manage e-commerce solutions; high-quality training on ICT and web-marketing. This is an indicative list.

    Single awarded SMEs will pay for specific training and advisory services offered by technology providers listed on the DIGITOUR platform (https://digitour-project.eu/).

- **DIGITOUR contribution to SMEs and reporting:** Voucher 1 corresponds to a maximum of 1,000.00 euros per single SME.

  The estimated budget of each proposal can exceed this amount. However, the Voucher 1 grant will be up to 1,000.00 euros per SME and will not exceed this total.

  Payments will be performed at the end of the activities (100% funding rate) as a reimbursement, after the technical and financial reporting (proof of payments and financial report; technical report proving the achievement of the project objectives). In particular, the **Final Report** (month 6) shall include:

  - Overall progress of the activity: brief description, methodology, work plan and achievement;

  - Outputs and outcomes;

  - Impact achieved and future improvements;

  - Conclusions: overall management and recommendations for the replication and/or upscaling the realized activity;

  - Evidence of payments (i.e., invoices; proof of transfer; declaration from beneficiary of transfer) and results' achievement, according to the pre-defined targets of the application.A devoted template will be provided to all beneficiaries.

- **Evaluation process:**

  Once the applicants have submitted their proposals, the DIGITOUR Evaluation Committee will proceed to:

  • Check eligibility and admissibility (See *Who can apply – Admissibility and eligibility criteria above*) and, if successful;

  • Initiate the evaluation of the content of the proposals (Quality check).

  The purpose of the evaluation is to assess the excellence, impact and implementation of each proposal that successfully passed the admissibility and eligibility criteria.

  Participating SMEs will be requested to explain their needs in terms of digitalisation and technical support. Moreover, they shall explain how the training and advisory support will meet their needs and will support them in offering more innovative, digitalised and sustainable services to their clients.

  Projects' assessment will be thus based on the market potential of the project ideas and the mid-

term impact of Voucher 1 as well as on the competitiveness and innovativeness of the touristic SMEs' offer, thanks to this first input and investment to boost their digitalisation. This is an indicative list and other training and advisory initiatives could be funded.

The evaluation phase is integrated by different groups of criteria which will be assessed according to the following scores from 0 to 5:

Score	Description
0 – None	The information requested is missing or incomplete
1 - Very poor	The information provided is considered irrelevant or inadequate, compared to the specific call provisions
2 – Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3 – Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4 – Good	The information provided is adequate with good outlined details, compared to the specific call provisions
5 - Excellent	The information provided is outstanding in its details, clarity andcoherence, compared to the specific call provisions.

Moreover, SMEs' proposals will be evaluated and scored against the evaluation criteria listed below:

Criteria		Max. score
I.	Excellence and innovative aspects of the proposal for the tourism sector	15
II.	Innovation potential	15
III.	Ambition of the proposal and contribution to the expected impact	20
IV.	Implementation: planning and sound financial management	10

Only proposals ranked equal or over 60 points (threshold) will be pre-selected.

- **Call's opening date:** the application period will last from September[1] 2022 until March 2023.
- **Call's deadline:** Applications must be submitted electronically by March 31st, 2023 17h00 CET. See the Application Form below.
- **Evaluation period:** one month

● **Projects' duration:** 6 months. The activities shall be concluded by the 31st of October 2023.

Strand 2 - Collaboration Innovation (Voucher 2) – Collaborative voucher (min. 2 tourism SMEs):

Aim of Voucher 2: to boost innovative ideas for digital solutions by tourism SMEs to improve their offer of products and services and their management, marketing, and promotion in novel andsustainable ways, adapting to the new challenges of the tourism sector.

● **Expected impacts:** cross-sectoral and cross-border consortia will be established, enhancing the digital dimension of the tourism sector through consolidated collaboration.

● **Potential beneficiaries:** consortia[2] of mature tourism SMEs, established according to the national law requirements, are eligible with the following composition:
   o At least 2 SMEs with condition of transnationality[3]; or
   o At least 3 SMEs without obligation of transnationality;
   o Maximum 5 SMEs in total per consortium can participate.

Within each consortium, a total of maximum 5 tourism SMEs partners per consortium will be eligible. All tourism SMEs need to comply with the NACE classifications specified above.

The leading partner of the consortium shall be a tourism SME established inone of the DIGITOUR consortium countries (Italy, Czech Republic, Spain, Serbia, Bulgaria, Germany, France, Denmark). The Evaluation Committee will assess all proposals for Voucher 2on the basis of the coordinators' nationality. Other consortium's partners can be established in any EU Member State or third country participating in the COSME programme.

Consortia members will be eligible to apply only with one project. Moreover, SMEs that apply for Voucher 1 cannot apply for Voucher 2.

Eligible activities: consortia can implement one or more of the following proposed activities: implementation of digital solutions for tourism SMEs; development of innovative and digital technology projects for the multifunctional enhancement of territorial and cultural heritage for tourism purposes; personalized digital packages for tourists of international interest and with cross-sectoral experiences, to be promoted online through innovative tools and to be offered as permanent services through SMEs' digital channels; highly innovative projects involving augmented reality (AR) and virtual reality (VR) with positive effects on tourism. This is an

---

[1] The exact launch date will be communicated once the call document will be validated and approved.

indicative list. Awarded SMEs will select and pay for specific training and advisory services offered by technology providers listed on the DIGITOUR platform (https://digitour- project.eu/).

- **Operational capacity:**
  Applicants will have to show their operational capacity via the following information:
  o General profiles (Curriculum Vitae) of the staff responsible for managing and implementing the project;
  o Description of the consortium participants (See *Application form*);
  o Company Registration Report.

- **DIGITOUR contribution to SMEs and reporting:** the maximum amount of Voucher 2 will correspond to 20,000.00 euros maximum per consortium (and each SME cannot receive more than 10,000.00 euros). The lead beneficiary of the consortium will receive the total amount of the voucher and will distribute it to the partners, according to the proposed budget. Each DIGITOUR partner (funding entity) will verify the budget allocation to the project partners.

  Awarded SMEs will receive Voucher 2 in three installments:
  o Pre-financing: 30% (within 30 days after the signature of the Grant Agreement);
  o Interim payment: 40% (upon the submission of the intermediary report (month 6) and within 15 days after its approval);
  o Final payment: up to 30% (upon the submission of the final report -month 11- and within 30 days after the project's end).

  In particular, the **Intermediary Report** (month 6) shall include:
  - Overall progress of the activity: brief description, methodology, work plan and progress achievement;
  - Proof of payments;
  - Intermediary outcomes;
  - Further steps.

---

[2] The establishment of participating consortia will be defined according to the national law requirements. Specific conditions could be added in the translated version of the call document.
[3] Condition of transnationality: consortia shall be composed of at least two entities, based in two different countries (DIGITO UR consortium countries or EU Member State or third country participating in the COSME programme). Coordinators shall be based in one of the DIGITOUR partners' countries

The **Final Report** (month 11) shall describe:

- Overall management and recommendations for the replication and/or upscaling the realized activity;
- Impact and KPIs achievement;
- Evidence of payments and results' achievement, according to the pre-defined targets in the application.

A devoted template will be provided to all beneficiaries.

Applicants will establish and sign a Partnership Agreement. This will be an internal document, stating the parameters for payments, contributions and IPR.

● **Evaluation process:**

Once the applicants have submitted their proposals, the DIGITOUR Evaluation Committee will proceed to:

• Check eligibility and admissibility (See *Who can apply – Admissibility and eligibility criteria above*) and, if successful;

• Initiate the evaluation of the content of the proposals (Quality check).

The purpose of the evaluation is to assess the excellence, impact and implementation of each proposal that successfully passed the admissibility and eligibility criteria.

In particular, the evaluation of all participating ideas will be based on the following elements, criteria and sub-criteria:

o Market and innovation potential of the solution for the tourism sector.
o Proposal's sustainability and resilience for the tourism sector.
o Cross-fertilisation.
o Cross-border collaboration.
o Integration of special Covid-19 requirements.

Criteria	Max. score
I. **Excellence and innovative aspects of the proposal for the tourism sector**	**15**
a. Coherence of the intervention logic	5
b. Innovation potential	5
c. Impact: social, economic and general sustainability	5
II. **Ambition of the proposal and contribution to the expected impact**	**15**

d. Effectiveness of the proposed measures to communicate the project and to exploit and disseminate the proposal results	15
III. Implementation: planning and sound financial management	**20**
e. Coherence and effectiveness of the work plan, including appropriateness of the allocation of budget, tasks, and resources	10
f. Appropriateness of the management structures andprocedures, including quality management and riskmanagement	10
IV. Expertise and previous experience of the applicants	**5**

Only proposals ranked equal or over 40 points (threshold) will be pre-selected.

● **Call's opening date:** the application period will last from September[4] 2022 until November 2022.
● **Call's deadline:** Applications must be submitted electronically by November 30th, 2022 17h00CET. See the Application Form below.
● **Evaluation period:** one month
● **Projects' duration:** 11 months. The activities shall be concluded by the 30th of November 2023.

Part V. General provisions for applicants

➤ **Exclusion criteria:**

Applicants will be excluded from the evaluation process if the present the following elements:

- Receiving funds and support under the other COS-TOURINN projects[5] (double funding is not allowed);

- Presenting the characteristics of a "company in difficulty", as defined by the EU Regulation n.651/2014 of the European Commission;

---

[4] The exact launch date will be communicated once the call document will be validated and approved.
[5] (EU DIGITOUR; CULTOURDATA; SMARTER; TOURISM 4.0; RESETTING; TOURBIT; EURO-EMOTOUR; TOURINN-ACT)

- Lack of administrative, technical, operational and financial capacity, necessary to implement the projects' activities, as foreseen by art. 125 of the EU Regulation n. 1303/2013.

Specific eligibility conditions for each voucher (Voucher 1 and Voucher 2) are described below in detail.

> **General rules on eligibility of costs (Voucher 1 and Voucher 2):**

All eligible costs shall meet the following criteria:

- Be actually incurred by the participant (no estimated/imputed/budgeted costs);
- Be incurred in the project period;
- Be included in the budget;
- Be incurred in connection with the action and necessary for its implementation;
- Be identifiable and verifiable and recorded in the beneficiary's accounts in accordance with the applicable accounting standards and usual cost accounting practices;
- Comply with the applicable national laws on taxes, and be reasonable and justified and comply with the principle of sound financial management (in particular regarding economy and efficiency);
- Include Value Added Tax (VAT).

> **Beneficiaries' obligations:**

Beneficiaries shall comply with the obligations set out in this Call for Proposals and in the Grant Agreement to be signed with the funding DIGITOUR partner at national level. Beneficiaries must play an active role in the project by using their skills, experience and good practice. The implementation of the projects' activities is the sole responsibility of the beneficiary with the support of the DIGITOUR consortium.

Part VI. Application process and conclusions

How to apply: The application form will be available on the following website: https://digitour-project.eu/

You can find in annex a copy of the application form. The application form shall be signed[6] by the Legal Representative[7] of your entity and submitted by e-mail at: contact@digitour-project.eu

Moreover, all applicants will be requested to attach the following documents:

- Company Registration Report;
- Declaration by the applicant (*Annex*);
- CV of the project coordinator/responsible.

After the evaluation process and in case of success, further information can be asked to the awarded companies.

Communication of results:

After the approval, the ranking list will be published on the DIGITOUR platform. Beneficiaries will be listed on the devoted platform. Moreover, all applicants will be informed about the evaluation results.

Confidentiality: Access to the received applications will be given to the DIGITOUR Team and its Evaluation Committee. The title and overall scope of the project will be shared on the DIGITOUR platform. All requested data will be used only in the framework of this Call, in line with art. 13 of the EU Regulation n. 2016/679.

Information and contacts:

Email address for further information: contact@digitour-project.eu
This Call for proposals will be available in English, Italian, Czech, Serbian, Spanish, Bulgarian, French, Danish, Deutsch.
After the evaluation process and in case of success, further information can be asked to the awarded companies.

---

[6] Digital signature, where possible and available. If not available, simple signature and ID card.
[7] Alternatively, Managing Directors, owners.

Annex – Application forms

Note: Applicants must complete, sign and send the application forms as mentioned above.

Further details will be available on https://digitour-project.eu/

Application form for Voucher 1

1. Company information

Please provide information on your company:

- Company name in English

- Company name in the original language

- Legal entity's address and country of establishment (only Italy, Bulgaria, Czech Republic, Denmark, France, Germany, Serbia, Spain are admitted)

- Contact person (name, surname, e-mail address, phone number)

- Specific sector and NACE

- Number of employees (Full Time Equivalent) in 2020 and 2021

- Annual turnover in 2020 and 2021

- Date of establishment

2. SME eligibility

- Does your company offer tourism services?

YES
NO

- Has your company received alternative funding under another project of the European COS-TOURINN call (EU DIGITOUR; CULTOURDATA; SMARTER; TOURISM 4.0; RESETTING; TOURBIT; EURO-EMOTOUR; TOURINN-ACT)?

YES
NO

a. Current expertise and company's involvement in digitalisation

- Does your current business involve digital services or is your business connected with digital technologies?

YES
NO

- Have you already planned any digitalisation of your product or services? If yes, which ones? If not, why?

- Do you communicate your services and products through digital communication means?

YES
NO

- Please, mention any other practices relevant for the digitalisation of your business.

- In relation with your business and its current digital maturity, please, assess and rate the following digitalisation dimensions (very poor; poor; good; excellent):
  - Digital transformation and competition:

Very poor	Poor	Good	Excellent

  - Financial data management:

Very poor	Poor	Good	Excellent

  - Human resources environment:

Very poor	Poor	Good	Excellent

● Customer relationship management:

Very poor	Poor	Good	Excellent

● Resource management:

Very poor	Poor	Good	Excellent

● Communication and customer relations:

Very poor	Poor	Good	Excellent

● Digitalisation of processes:

Very poor	Poor	Good	Excellent

● Security policy and practices:

Very poor	Poor	Good	Excellent

● Digitalisation in production:

Very poor	Poor	Good	Excellent

● Innovation and growth perspectives:

Very poor	Poor	Good	Excellent

3. Ambition

- Briefly describe how you envisage digitalisation in your company. What is your vision in the mid-long term? (Max. 1500 characters)

- Describe the activities you will plan thanks to the **Up-skilling and Capacity Building (Voucher 1).** Moreover, please, plan and justify your costs, according to your activities. (Max. 2000 characters)

4. Operational and financial management

- Briefly describe the profile of the project coordinator and the management team, if available.

Project manager:
Financial manager:
Technical manager:

5. Impact

- Will your proposal's activities positively impact your current business in the mid- and long-term?

YES
NO

1. Consortium information

Please, provide information on your consortium.

Coordinator information:

- Company name in English

- Company name in the original language

- Short description of the company

- Address

- Contact person (name, surname, e-mail address, phone number)

- Specific sector and NACE

- Number of employees (Full Time Equivalent) in 2020 and 2021

- Annual turnover in 2020 and 2021

- Date of establishment

Partners' information:

- Company name in English

- Company name in the original language

- Short description of the companies as parts of the consortium

- Address

- Contact person (name, surname, e-mail address, phone number)

- Short description of the involved staff

2. Consortium eligibility

- How many companies are involved within your consortium? If 2, is the transnationality requirement fulfilled?

- Does your consortium collaborate with at least one technology provider? How is the technology provider collaborating and what role does it play?

- Do your companies have an economic activity of travel agency and/or tour operator and/or hotel, accommodation, B&B and/or are their activities included within the above-mentioned NACE list? Provide a short description of each partner's role within the consortium.

- Have your companies received alternative funding under another project of the European COS-TOURINN call (EU DIGITOUR; CULTOURDATA; SMARTER; TOURISM 4.0; RESETTING; TOURBIT; EURO-EMOTOUR; TOURINN-ACT)?

YES
NO

3. Executive summary: The executive summary should be a clear and concise description of the project's key elements (Max. 1500 characters)

4. Background information and need analysis

- Define the project background, including specific issues, challenges and needs, as well as the importance of addressing them (Max. 2000 characters)

5. **Excellence and innovative aspects**
- Clearly describe the objectives of your project and the alignment of the proposal with the scope of the call. Specify and demonstrate the relevance of your collaboration innovative project. Describe how the aim and the objectives of the proposals are related to the outcomes and results, including the methodology, the tools and the solutions to be used to achieve the expected outcomes (Max. 2500 characters).

6. **Impact and ambition**
- Describe the proposal's expected impacts in a measurable (quantitative and a qualitative) level. Include the expected outcomes, outputs, results aligned with the results, target groups and the tourism challenge(s) addressed. Specify how the social, economic and innovation impacts of the proposal are covered. Demonstrate the relevance of the benefits of the project or solution to your businesses and to the tourism sector as a whole, enhancing the project's replicability potential.
- Describe the potential of the activity to be implemented on a broader scale in various contexts (the outcomes are repeatable and/or scalable).
- Specify how the proposal takes the gender dimension and social inclusion into account.
- Describe the planned measures for the dissemination and communication plan.

(Max. 3000 characters in total)

7. **Implementation: planning and sound financial management**
- Briefly describe the work plan, including details such as timeline, location and budget allocation for each activity.

- Describe the role of the partners within the consortium and the related competencies, in accordance with their activities and responsibilities.

(Max. 3000 characters).

```

```

8. Operational and financial management

- Briefly describe the profile of the project coordinator and the management team (Project coordinator; Financial manager; Technical experts). Moreover, please, plan and justify your costs, according to your activities.

```

```

Annex

DECLARATIONS

Truthfulness / Double funding	
Information concerning other EU grants for this project ⚠ *Please note that there is a strict prohibition of double funding from the EU budget (except under EU Synergies actions).*	**YES/NO**
We hereby declare that the information provided is true and correct. We also understand that any willful dishonesty may render for refusal of this application.	
We confirm that to our best knowledge neither the application as a whole nor any parts of it have benefitted from any other EU grant *(including other COS-TOURINN projects: (EU DIGITOUR; CULTOURDATA; SMARTER; TOURISM 4.0; RESETTING; TOURBIT; EURO-EMOTOUR; TOURINN-ACT))*. If NO, explain and provide details.	