

# Call for Expression of Interest of European Tourism Destinations

7<sup>th</sup> October 2021

*Dissemination Webinar*



CARSA



SMART  
TOURISM  
DESTINATIONS



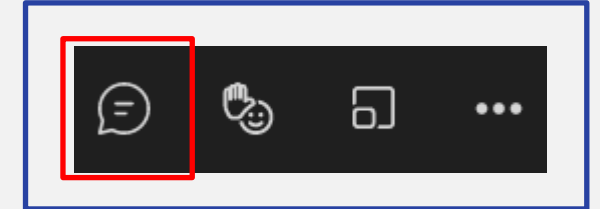
# Some instructions before starting

## Chat panel

In order to pose questions, please use the 'Chat' panel.

You should take the following steps:

1. Click on the **Chat icon** to open the panel
2. Enter your question in the chat text box and then press **Enter**

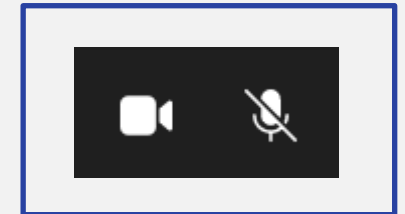


*Questions will be collected throughout the webinar and answered in the dedicated Q&A session.*

## Microphone and camera

You can turn on your camera if you want or if you have to take the floor and speak.

However, please make sure to mute your microphone while not speaking, in order to ensure a seamless webinar experience.



# Objectives of the webinar



*Frame the relevance of the project into the wider smart tourism policy context*



*Present the key objectives and main phases of the Smart Tourism Destinations project*



*Provide an overview of the structure and goals of the Call for Expression of Interest of EU smart destinations*



*Conduct a practical live demonstration of the call application process*



*Gather questions from participants and provide clarifications on the project and on the call*



# Agenda of the webinar

Time	Session	Speaker
11:00-11:05	<b>Welcome and introduction:</b> Welcome of participants and presentation of webinar objectives and agenda	<b>Giovanna Galasso</b> Project director, PwC EU services / Intellera
11:05-11:15	<b>Project overview and policy context:</b> Introduction to the project and presentation of the policy context	<b>Misa Labarile</b> Project officer, EC - DG GROW
11:15-11:30	<b>Focus on the call for destinations:</b> Presentation of the key objectives of the call and provision of details on the criteria and requirements as well as deadline and milestones	<b>Serena Vivarelli</b> Project manager, PwC EU services / Intellera
11:30-11:40	<b>Application process demonstration:</b> Practical demonstration on the use of the platform for applications	<b>Antonio Collado</b> Innovation consultant, CARSA
11:40-11:55	<b>Questions &amp; Answers:</b> Q&A session to allow participants to ask questions and learn more about the call	<i>Moderated by</i> PwC EU services / Intellera
11:55-12:00	<b>Conclusions and next steps:</b> Wrap-up session and closing of the webinar	<b>Giovanna Galasso</b> Project director, PwC EU services / Intellera



# Smart Tourism Destinations - Project overview

## Objectives



Strengthen **collaboration** between **EU tourist destinations** in terms of data management and reuse



Develop a **knowledge base** and launch **capacity building** activities aimed at urban tourism policies



Define the **challenges of EU tourism**, finding **new solutions** to overcome them through data management



Understand the **impacts of tourism** on EU destinations and how to **best use the available data**

## Actors involved



EU Commission – DG GROW



PricewaterhouseCoopers



CARSA

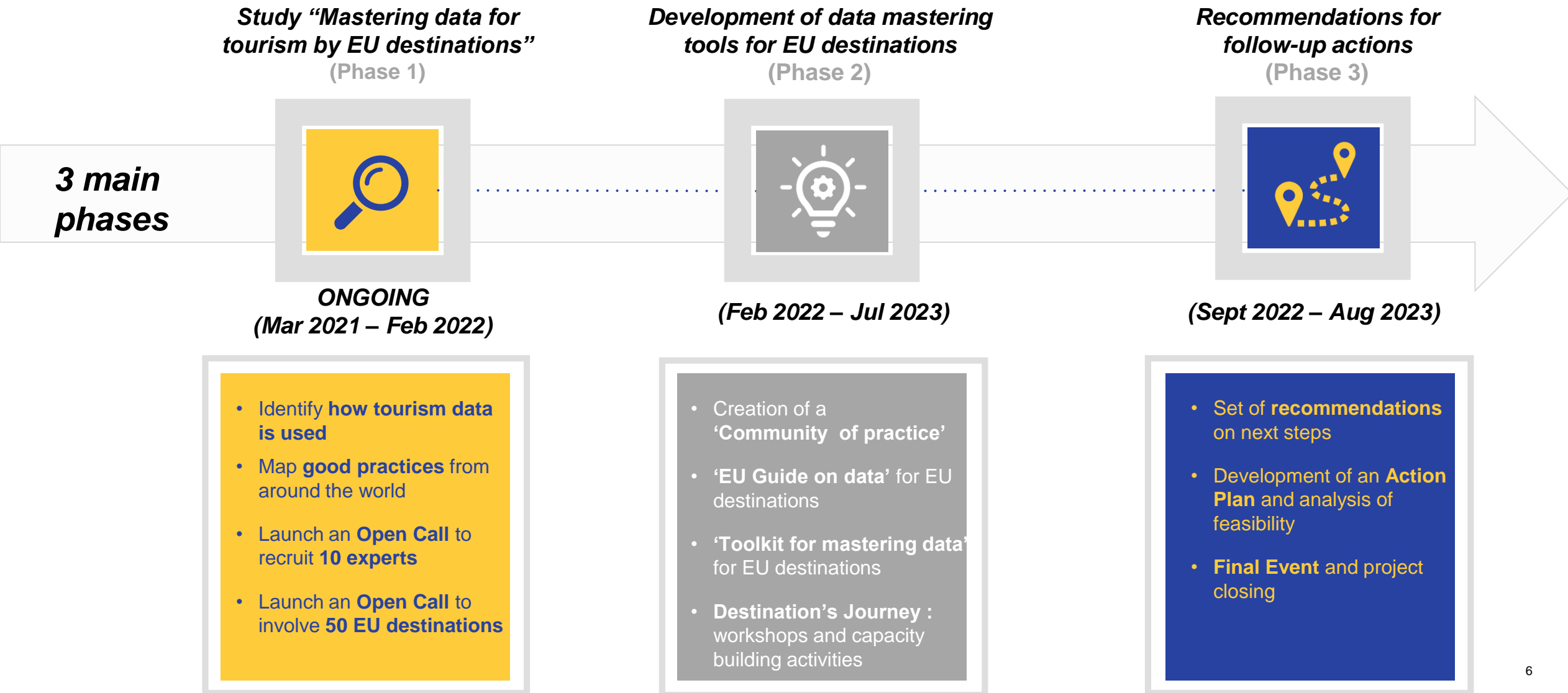


Intellera Consulting



Università di Malaga

# Smart Tourism Destinations – Key phases and outputs



# Call for EU destinations – Goal and Timeline



**Goal:** select 50 destination managers



**Timing:** 8<sup>th</sup> September 2021 – 31<sup>st</sup> October 2021



## Selection Process

**8<sup>th</sup> September**

**Opening of the call**

**31<sup>st</sup> October**

**Deadline for submitting applications**

**November - December 2021**

**Communication of the final selection**

**Beginning 2022**

**Kick-off of project activities**



# Call for EU destinations – Eligibility criteria



*Applicant destinations should be:*

- ✓ A **regional or local entity** dealing with tourism policies and programmes
- ✓ Located in an **EU Member State**
- ✓ Supported by a **letter of intent** signed by an authorised representative
- ✓ Capable to **commit sufficient human resources**, with a proficient level of English (C1)





# Call for EU destinations – Letter of Intent Template

**WHAT:** Each applicant destination is required to submit a short letter of intent signed by an authorised representative

**WHY:** It is needed to validate each destination manager's candidature, on behalf of her/his destination

**WHERE:** A template letter can be found in the Guide for Applicants. Signed letters have to be uploaded on the application platform

Guide for applicants to the call for expression of interest of destination managers

**Letter of intent by an authorised representative**

To whom it may concern,

I, \_\_\_\_\_ (the undersigned), \_\_\_\_\_ (role within the entity) of \_\_\_\_\_ (name of the entity) endorse the application of \_\_\_\_\_ (name of the entity) to the EU project for the development of Smart Tourism Destinations.

\_\_\_\_\_  
DATE, PLACE

\_\_\_\_\_  
NAME

\_\_\_\_\_  
SIGNATURE



# Call for EU destinations – Selection criteria



*The evaluation will be based on the following criteria:*

- ✓ Tourism assets: assess the **suitability of the local tourism ecosystem** for the application of smart tourism concepts in terms of data management
- ✓ Technical capacity: make sure that the destinations involved can commit **sufficient human and material resources** for successfully performing the activities
- ✓ Previous experiences and Motivation&Expectations: involve **destinations with previous experience** in tourism data management, **as well as newcomers** eager to start their smart tourism journey



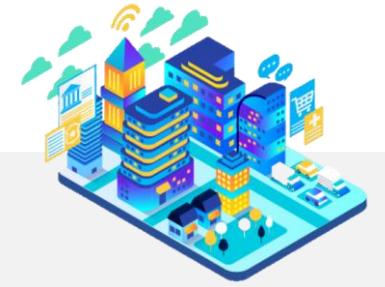
# Call for EU destinations – Application scoring system

		Score	Threshold
<b>Tourism assets</b>	<ul style="list-style-type: none"> <li>• Introduction to the tourism ecosystem the destination manager is responsible for</li> <li>• Description of its tourism assets and specificities</li> </ul>	0 - 5	3
<b>Previous experiences</b>	<ul style="list-style-type: none"> <li>• Presentation of any already implemented uses of data for tourism</li> <li>• Description of challenges faced, solutions adopted and instances of cooperation efforts with other entities, if applicable)</li> </ul>	0 - 5	0*
<b>Motivation and expectations</b>	<ul style="list-style-type: none"> <li>• Presentation of the current vision/ambition and objectives in data for tourism</li> <li>• Relevance and fit of stated objectives with project goals and activities</li> <li>• Presentation of the expected positive outcomes from the project</li> </ul>	0 - 5	3
<b>Technical capacity</b>	<ul style="list-style-type: none"> <li>• Description of the human resources that will be devoted to the project, including the professional and academic background, and the level of English</li> <li>• Description of infrastructures and tools that may be deployed in the project</li> </ul>	0 - 5	3

*\* applicants are not required to have previous relevant experiences in the field of smart tourism*



# Destinations' Journey - Overview



## 5-STEPS INVOLVEMENT EMBRACING NEEDS AND SPECIFICITIES OF EACH DESTINATION

### Preparation

- Introduction to the journey
- Collection of needs and expectations



### Vision & Ambition

- Identification of the development goals for each destination



### Assessment

- Evaluation of the maturity of destinations in data management



### Priority actions

- Definition of a series of priority actions and projects for the development of data management skills

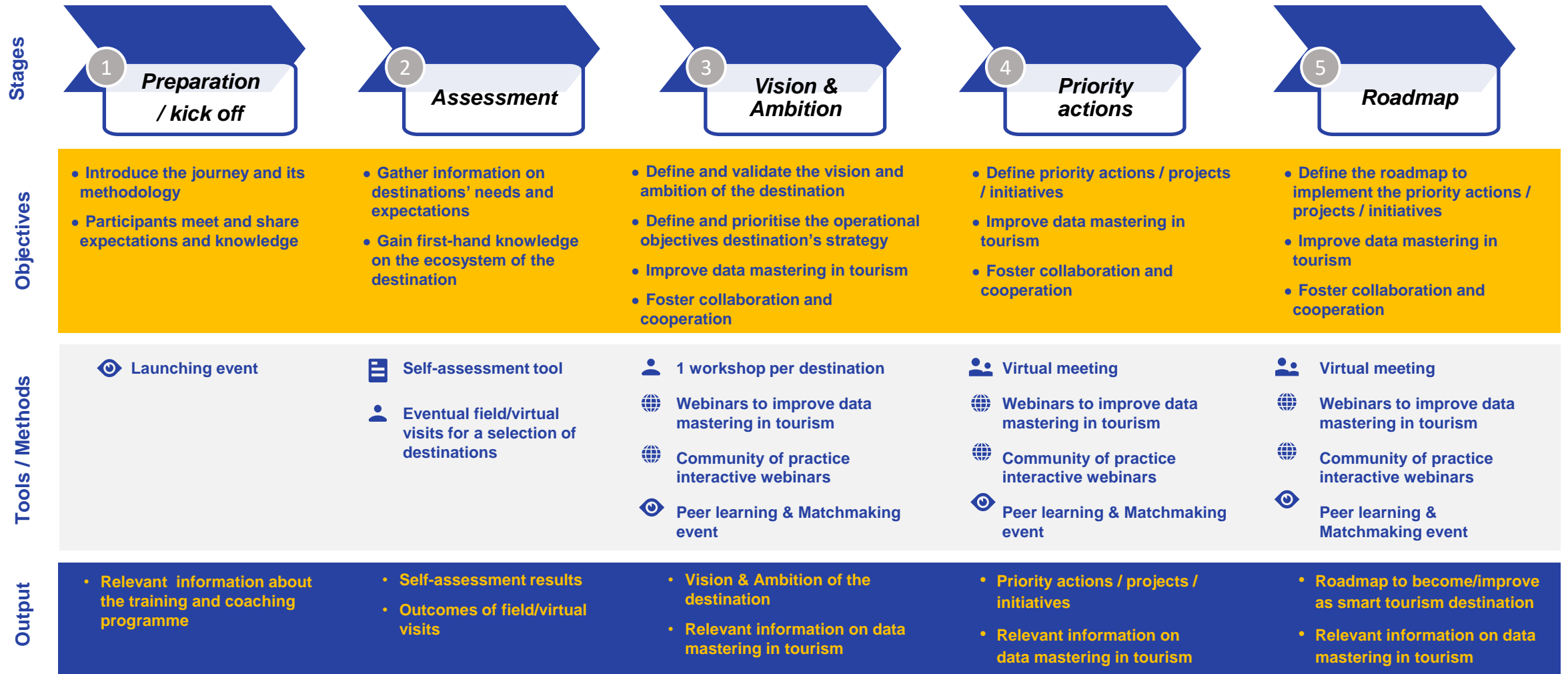


### Roadmap

- Development of a roadmap for each destination
- Promotion of cooperation between participants



# Destinations' Journey – The full experience



Legend: Questionnaire / assessment General coaching Individual coaching Webinar Events





# Live demonstration

**Antonio Collado,**  
*Innovation consultant, CARSA*

*Application*

*process on the*

*EMS platform*



# Q&A



# Q&A session (1/2)



**Are you considering business travel destinations in any specific way? Exhibitions, trade fairs, conferences etc. generate a lot of economic impact across the entire tourism chain and connecting the data would be very beneficial to the destinations.**

The destinations' journey foresees a number of capacity-building activities that include matchmaking and peer learning events. The participation in exhibitions, trade fairs and conferences definitely represents an interesting opportunity that the project team will assess in developing the abovementioned journey. As anticipated, the latter will be tailored to the needs and expectations of selected entities.

**Is it possible to consider a multicentered destination (such as a cultural route) as an acceptable "tourism destination? Can applicants only be regional or local entities? Can the destination be a group of small cities?**

We are looking for 50 representatives of European destinations interested in becoming or improving as smart tourism destinations. In order to be eligible, applicants should represent regional or local entities dealing with tourism policies and programmes, such as - for instance - cities, regions, provinces or even a group of small cities. It can also be a multicentered destination (e.g. a cultural route) provided that there is an entity that has the responsibility for the management of the tourism experience along the route and that has the power to somehow influence/contribute to the policy-making and decision-making.

**Can a SME with the relevant expertise represent those entities?**

As previously clarified, the main target of the Call for Expression of Interest for the selection of 50 destination managers are regional or local entities dealing with tourism policies and programmes. Accordingly, eventual applications from SMEs will not be taken into consideration.

# Q&A session (2/2)



## **Do you have an estimate of how many personnel would we need to dedicate for the project?**

The personnel to dedicate to the project strictly depends on the entity's structure and operating model. However, in the application phase, it is important to consider that, for each destination, it is estimated an effort of approximately 20 working days in total for its participation in the project activities over a period of 12 months. Furthermore, the personnel should be proficient in English (minimum C1 level).

## **Is the following correct? Participating authorities will not receive any funding but maybe will be compensated for their travelling expenses if any.**

As correctly stated, representatives of selected entities will not be remunerated for taking part in the project. Nonetheless, in case of participation in physical meetings/events, travel, accommodation and subsistence costs will be covered by the project, in line with European Commission's rules.

## **What is the role and what are the expected responsibilities of the destination manager within the project?**

Overall, the destination manager be responsible for taking part in all the different support activities that will be organised by the project team (e.g. training/coaching sessions, peer learning events, webinars, etc.). During the implementation of these activities, destination managers will have - for instance - the opportunity to share their experiences and be part of a network aimed to foster cooperation among EU smart destinations. It is worthy to note that the study team is also in the process of selecting 10 independent experts that will have an active role in the second phase of the project. Destination managers might eventually support them in the preparation of outputs and reports (e.g. toolkit, guide, etc.) by, for example, providing them with relevant inputs.



# Conclusions and next steps

## *Call for European Destinations*



- **Goal:** select 50 European destinations
- **Deadline:** 31<sup>st</sup> October 2021
- **Start of activities:** 2022
- **Who can apply:** representatives of EU regional or local destinations dealing with tourism policies, capable of committing sufficient human resources
- **Reimbursement:** coverage of travel, accommodation and subsistence costs related to physical meetings and events

## *Steps to apply*



- **Step 1:** consult the Specifications and the Guide for Applicants
- **Step 2:** register in the EMS platform by creating your applicant profile
- **Step 3:** create a new application
- **Step 4:** fill-in all sections of the application
- **Step 5:** upload your signed Letter of Intent and any other relevant document
- **Step 6:** submit your application





# Thank you and... ...submit your application!

*For more info and for submitting you application:*

- **Official website – Contact us:**



<https://smarttourismdestinations.eu/contact-us/>

- **LinkedIn page:**



[www.linkedin.com/company/smart-tourism-destinations-project](https://www.linkedin.com/company/smart-tourism-destinations-project)