1. **GRO/SME/20/C/07- INNOVATION UPTAKE AND DIGITALISATION IN THE TOURISM SECTOR**

***Type of applicants targeted***

Consortia of organisations of the relevant tourism industry stakeholders, clusters, innovation hubs, incubators, accelerators, as well as public authorities and public bodies at regional or national level in charge of tourism, digital transformation or innovation.

***Description of the activities***

***Total amount of the action: EUR 8,000,000***

***Rate of co-financing: Maximum rate of co-financing: 75%***

***Description of activities:***

This action is to support the digital transformation of tourism entrepreneurs, particularly SMEs and start-ups, and boost innovation along the tourism value chain through the integration of tourism businesses and stakeholders in transnational and inter-regional innovation ecosystems as well as territorial partnerships and cooperation.

The action will provide support to tourism SMEs and start-ups through among others, capacity building, training, coaching, technical assistance, prototyping, business matchmaking, financial advice, awareness raising.

***Expected results of the action:***

Expected results include: i) enhanced transnational cooperation between existing and newly created technology and innovation providers in support of tourism businesses; ii) enhanced competitiveness of tourism SMEs through better uptake of innovation and digitalisation; iii) new business models in tourism building on digitalisation and new technologies (i.a. artificial intelligence, blockchain technology, open and big data); iv) enhanced cooperation along the tourism value chain for innovation; v) smarter use of available financial support for digitalisation and innovation by tourism SMEs resulting in enhanced investment and innovative power.

***Implementation***

Implemented by EASME.

***Additional information***

***Indicative implementation timetable and payment timetable:***

Publication of the call: Q2 2020.

***Qualitative and quantitative indicators for the action:***

- Number of countries participating in transnational cooperation projects;

- Number of SMEs directly supported in transnational cooperation projects;

- Number and sub-sectorial coverage of companies directly supported in transnational cooperation projects;

- The variety of support actions organised.