

ANNEX-1: Table I

Pillars	Products and services to be provided for tourism SMEs eligible for TourINN-act voucher
<p><b>2</b></p> <p><b>Competitiveness and resilience</b></p>	<p><b>Digital infrastructure</b></p> <p>Services and solutions to improve and connect operations along tourism value chains and ecosystems.</p> <p><i>Digital supply chain technology solutions aimed at optimising supply chain management</i></p> <p><i>Development of the basic digital infrastructure (e.g. high-speed Internet access, Internet connectivity, internet services accessibility, security services, ICT devices and application,...);</i></p>
<p><b>3</b></p> <p><b>Innovation and digitalization</b></p>	<p><b>Digital technologies and innovations</b></p> <p>Digital and innovative solutions to improve the quality of services provided to guests, Digital innovations.</p> <p><i>Technology solutions for immersive, interactive and participatory navigation</i></p> <p>Technologies for augmented and virtual reality (i.e. virtual receptionist)</p> <p>3D solutions (3D elements : standing alone or for virtual environment integration ex. virtual tours, 3D prototypes, 3D metrics, 3D Visualisations), Simulations</p> <p><i>Internet of things - IoT for tourist interaction solutions</i></p> <p><i>Solutions and projects concerning the application and implementation of Artificial Intelligence technology (chatbots, voice technology / voice assistants, digital check-in, smart rooms, flight forecasting, facial recognition, ...) Artificial Intelligence applications in tourism</i></p>



	<p><i>Solutions and projects concerning the application and implementation of Blockchain technology</i></p> <p><i>Web Development (portals, websites, weblabs, e-learning platforms etc...), App, Web App development, Back end development, Content Management System - CMS softwares</i></p> <p><i>E-invoicing tools</i></p> <p><i>Physical Web and Beacon dispositives (Beacon - Geofencing - QR Code)</i></p> <p><i>Interactive mapping - personalised tourist itineraries</i></p> <p><i>Drone based services</i></p> <p><i>Advanced Robotic Solutions</i></p>
<p><b>2</b> <b>Competitiveness and resilience</b></p> <p><b>3</b> <b>Innovation and digitalization</b></p>	<p><b>Online marketing and promotion</b></p> <p>Services or technologies that enhance or improve the online sales channel</p> <p><i>Online reputation management tools (i.e sensitivity analysis)</i></p> <p><i>Marketing automation tools</i></p> <p><i>Packaging and labelling</i></p> <p><i>Campaign and Social Media Management, Social Media Advertising, Advertising</i></p> <p><i>SEO and Search Engine Marketing - SEM Strategies</i></p> <p><i>Digital Marketing strategies</i></p> <p><i>Video production solutions</i></p>
<p><b>2</b> <b>Competitiveness and resilience</b></p> <p><b>3</b></p>	<p><b>Technology for smart governance and e-business</b></p> <p>Services to perform key business functions, services for business intelligence, business digitalization solutions</p>



<p><b>Innovation and digitalization</b></p>	<p><i>Cloud platforms (Smart Communication Platforms / Smarter Customer Conversations, Cloud backup service, Cloud workspaces, Cloud secure data storage)</i></p> <p><i>Big Data e Analytics, Data flow monitoring tools, Open Data exploitation</i></p> <p><i>Software, platforms and digital applications for the management and coordination of business processes with high service integration features including activities related to information and management systems - e.g. ERP, MES, PLM, SCM, CRM, etc. - and design and use of tracking technologies (RFID, barcode, etc.)</i></p>
<p><b>1</b></p> <p><b>Socio-economic measures</b></p>	<p><b>Technology for prevention and mitigation of COVID</b></p> <p>Solutions to prevent and mitigate the risk of COVID spread</p> <p><i>Air treatment and distribution systems</i></p> <p><i>Contactless technologies</i></p>
<p><b>4</b></p> <p><b>Sustainability and Green Growth</b></p>	<p><b>Smart and sustainable tourism products, services and activities</b></p> <p>Solutions and practices with a sustainable impact, respecting the environment.</p> <p><i>Green services for energy resources saving and efficiency (Photovoltaic water heater, Low energy consumption heaters, Installation of water filtered bottle systems / water stations, Remote thermoregulation systems, Water purifier systems, water-saving mechanisms)</i></p> <p><i>Sensors and IoT for energy efficiency</i></p> <p><i>Green energy solutions (Photovoltaic installations, different Kw, Photovoltaic charging stations, Solar trackers, Inverter, Accessories for photovoltaic installations, Solar water heating panels, Heating and Hot Water System by Geothermal Energy)</i></p> <p><i>Solutions for green mobility (E-bikes rental or purchase, E-mobility such as e-monopax, e-cars and e-scooters, Charging stations for electric vehicles, Charging stations)</i></p>



	<p><i>Waste management systems</i> (Waste sorting bins, Technologies for recycling, reuse and renovation, composting solutions)</p> <p><i>Solutions for green building</i> (Natural materials for coatings and/or construction, Paints and glues with low VOCs (volatile organic compounds) or natural materials, Building Energy Management System (BMS))</p> <p><i>Farm to fork policy solutions</i></p> <p><i>Activities for the promotion of sustainability to clients</i> (beach cleaning initiatives, training on sustainability, environmental and awareness-raising actions and activities in the hotels for both employees and customers, environmental exhibitions for biodiversity)</p>
<p><b>2</b> <b>Competitiveness and resilience</b></p> <p><b>3</b> <b>Innovation and digitalization</b></p>	<p><b>eCommerce</b></p> <p>E commerce services, both for B2B and B2C.</p> <p><i>Online booking and online payment services</i> (Online direct payment tools),</p> <p><i>Software, platforms and digital applications for the management and coordination of business processes with high service integration features</i> including activities related to online booking and management systems (with CRS, PMS, Booking engine, Channel management)</p> <p><i>PMS, Channel Management tools, Central Reservation System - CRS</i></p> <p><i>Dynamic Packaging services</i></p>
<p><b>1</b> <b>Socio-economic measures</b></p> <p><b>2</b> <b>Competitiveness and resilience</b></p>	<p><b>Advisory services, coaching and technical support</b></p> <p>Advisory services, body rental support services / mentoring services</p> <p><i>Business planning</i></p> <p><i>Marketing</i></p> <p>Digital marketing, Brand identity</p> <p><i>Legal advice</i></p>



	<p>Data protection, Privacy service design, Safety in the workplace, Trademark registration, Certification processes consulting</p> <p><i>Business modelling</i></p> <p>Agile working, Market research, Digital transformation</p> <p><i>Graphic design</i></p> <p>User experience</p> <p><i>Risk analysis and cyber security consultancy</i></p> <p><i>Grants and funding consulting</i></p> <p><i>Sustainability /environmental impact consultancy</i></p>
<p><b>1</b></p> <p><b>Socio-economic measures</b></p> <p><b>2</b></p> <p><b>Competitiveness and resilience</b></p>	<p><b>Training services for employees</b></p> <p>Training to enhance their digital, innovative and sustainable skills</p> <p><i>Language training</i></p> <p><i>Capacity building training on sustainable practices and ecotourism</i></p> <p><i>Capacity building training on sector related skills and digital skills</i></p> <p><i>Digital selling techniques and product promotion</i></p>
<p><b>5</b></p> <p><b>Coordination and partnership</b></p> <p><b>2</b></p> <p><b>Competitiveness and resilience</b></p>	<p><b>Technology for regional cooperation</b></p> <p>Solutions for knowledge and experience sharing, cooperation with travel and tourism ecosystem</p> <p><i>Platforms for knowledge and experience sharing</i></p>

