AS A EUREKA UMBRELLA WE ...

CONNECT YOU WITH THE RIGHT PEOPLE

Through our large network of innovative companies, research institutes and university laboratories specialising in tourism. Through events where you can exchange ideas and find potential project partners or other business contacts.

KEEP AN EYE ON FUNDING OPPORTUNITIES

We are continuously keeping our eyes open for calls in your technological area, increasing your chances of accessing public funds. EITOURISM+ can offer you access to many national and European funding programmes across the continent.

HELP YOU MANAGE THE PAPERWORK

The admin work involved in putting a European project together can be a burden. We will help you complete your application form, whether it is for EUREKA or another funding programme.
Going for quality

Europe is the first tourism destination worldwide but in a new, more globalised scenario for a fast growing tourism industry, it is progressively losing its market share. To change this trend, the European tourism industry must be able to provide a more attractive travel experience, mainly by increasing the quality of its offer. This is particularly true for the hospitality industry. As a primary component of the travel experience, hotels play a significant role shifting the debate to quality, and are no longer competing with the rest of the world exclusively on the basis of cost alone.

The one year 21st CENTURY HOTEL project was built around 6 work packages: sensations, simulation and training, sustainability, safety and security, services and wellness and health – all considered key areas for the development of future hotels.

Pedro Anton, formerly EUREKA TOURISM chairman likes to stress the fact that the project had two components: one theoretical and one practical. “Some of the results of the project, which involved no less than 14 organisations across Israel, Portugal and Spain, are already in use in European hotels,” he tells us.

The development of virtual travel agencies, also known as portals, has generated a new method of offering tourism products, where the consumer receives alerts and is directed to information instantly. One of the effects of this evolution is the possibility for portal operators to calculate in real-time the best possible and most competitive sales price: a practice known as yield management.

The art of fixing prices and optimising capacity to maximise income has been around for as long as the tourism industry itself. But with the emergence of online portals came the need to calculate a bid price that is updated second-by-second in real-time: a difficult thing to achieve for small businesses.

Merge statistics, accountancy and data collected directly from on-line sites are the new parameters used to calculate prices – a complicated process, especially for smaller agencies and hotel chains. The BEAUTY research project brought together small companies specialising in web technologies and offering products related to yield management. They overcame the complexity problem by creating an adaptable program for use in different online scenarios.

The tourism industry has changed radically with the advent of cheap flights, last-minute websites and the omnipresent Internet. Spanish company Worldnet21 realised tourist offices and local authorities needed a way to respond to this new age of tourism.

Worldnet21 teamed up with Irish online map specialist Bizmaps, and Amvos Consulting, a Spanish specialist in business intelligence, to develop easy-to-use hardware and software through the research project ITINERE. The companies worked together to develop a communication platform that would enable tourists to access and download personalised content about cities via mobile devices. They offered information at points along the famous pilgrim trail, the Camino de Santiago, which sees tens of thousands of tourists head to the Cathedral at Santiago de Compostela, many of them walking miles (kilometres?) on foot.

Tourist offices discovered the software would enable them to learn a lot about the profile of tourists visiting their regions, as visitors had to register online and specify their needs. Users are delighted that their daily programmes are updated in real time and through GPS technology can follow guided tours via maps.