



Cooperation opportunities for tourism SMEs

About Smarter Amazon of Europe(AoE) project

Key project facts

Duration: 30 months (1. 1. 2022 – 30. 06. 2024)

7 countries (AoE area: SI, HR, HU, RS; pilot actions: ME, BG, RO)

9 partners (IT, business support and tourism experts)

Total budget: 1.27 mio EUR

(390.000 EUR of financial support to tourism SMEs)

Project aim

**Addressing specific needs of tourism SMEs
(Small and Mid-size Enterprises)**

located in rural areas in the field of digitalization.

Project objective

Establishing an international ecosystem of tourism SMEs in the Amazon of Europe and other Biosphere Reserves to boost social, digital and ecological innovation through collaboration, capacity building and digital transformation.

Main project goals regarding tourism SMEs



-  Support SMEs (tourism service providers) along the AoE Bike Trail: accommodations, attractions, etc.
-  Increase their market visibility and marketing skills
-  Enhance their digital skills in their everyday business
-  Raise their awareness in environmental aspects (ecological footprint)
-  Establish an international ecosystem of tourism SMEs
-  Pilot actions – Montenegro, Bulgaria, Romania – testing transferability of the actions implemented in the Amazon of Europe area

Cooperation opportunities for SMEs

AoE HUB



- an online networking platform
- to promote collaboration and create opportunities for cooperation between tourism service providers in the AoE area
- online platform will be established in December 2022 as part of the AoE destination website

Cooperation opportunities for SMEs

AoE Academy



- joint online trainings for tourism SMEs
- regional workshops for tourism SMEs
- mentoring programme for digital transformation of tourism SMEs
- implementation planned between March - December 2023

Cooperation opportunities for SMEs

Financial support to tourism SMEs (public call)



- A call for financial support to tourism SMEs will be published on 3rd January 2023 and closed on 3rd March 2023 on the AoE destination website (www.visitaoe.com/call)
- 130 tourism SMEs in all participating 7 countries will be selected to receive financial support in the maximum amount of 3.000,00 EUR
- Each applicant will need to propose a small-scale project for digital transformation of their business (e.g. upgrade of their existing website)

Details on the the public call

Who can apply?

Third-party beneficiaries of financial support are legal entities, small and medium-sized (according to the EU definition) tourism enterprises based in target regions that fall into the following categories of tourism industries (in line with selected Eurostat classes 27):

- 55.10 Hotels and similar accommodation;
- 55.20 Holiday and other short-stay accommodation;
- 55.30 Camping grounds, recreational vehicle parks and trailer parks;
- 79 Travel agency, tour operator reservation service and related activities.

Details on the the public call

Target regions:



Slovenia: Pomurska region;



Croatia: Međimurje County, Osijek-Baranja County, Koprivnica-Križevci County; Varaždinska županija, Virovitica-Podravina County;



Hungary: Zala County, Somogy County, Baranya County;



Serbia: West Bačka District;



Montenegro: Montenegro;



Romania: Tulcea County;



Bulgaria: Dobrich Province, Silistra Province, Ruse Province.



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Details on the the public call

Eligible costs for awarding financial support:



Digitalisation and marketing tools for better performance of tourism SMEs



Costs of expert mentors and specialized training courses for SMEs



Travel and accommodation costs connected to the implementation of the proposed small-scale project



**For more information check out our
social media and/or
contact your regional coordinator.**

