



TIS TOURISM
INNOVATION
SUMMIT

10-12 NOVEMBER 2021
SEVILLE, SPAIN
#TIS2021

RESTART

THE NEW WAYS OF TRAVEL

CALL FOR AWARDS



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01. PURPOSE OF TOURISM INNOVATION AWARDS 2021

We believe that the travel industry is booming and while online reviews are great, it always helps to have some recognition from a credible, third-party source. Additionally, as travel lovers, we wish to recognize those organizations that are shaping the industry and showcase them to our 100,000 strong readership. Our goal is to provide the very best tips on travel to our discerning readers too. This way, we intend to bring out the best in the travel industry and highlight it for the world to see.

Our global awards honour the firms and individuals which have displayed excellence in a multitude of fields throughout the year.

Our dedicated research team look to single out some of the most active and influential individuals to feature in our annual Summit. We use extensive sources to identify nominees that we feel deserve recognition and look to provide an insight into their accomplishments over the past 12 months.

02. THE TOURISM INNOVATION CATEGORIES

The proposals that will be considered to participate in the Awards must be in the framework of the following categories:

THE NEW WAYS OF TRAVEL



§ THE BEST CUSTOMER EXPERIENCE AWARDS

§ THE BEST INNOVATION ON AI AND DATA ANALYTICS AWARDS

§ THE BEST DIGITAL & INNOVATION AWARDS

§ THE BEST SUSTAINABLE TOURISM PROJECT AWARDS

§ THE BEST NEW BUSINESS MODEL AWARDS

§ THE PRIX D'EXCELLENCE AWARDS

THE BEST CUSTOMER EXPERIENCE AWARDS

For the purpose of this initiative, a smart tourism customer is defined as a way of facilitating access to all tourism and hospitality products, services, spaces and experiences through Information and Communications Technology-based tools. Furthermore, it has to be in a smart and innovative solution with a healthy social and cultural environment, which can be found through a focus on the city's social and human capital. It also implements innovative, intelligent solutions and fosters the development of entrepreneurial businesses and their interconnectedness. The best customer Experience awards is focused on the most innovative solution and experience that was deliver to any traveler.

THE BEST INNOVATION ON AI AND DATA ANALYTICS AWARDS

The best Innovation on AI & DA are specifically focused on recognizing teams & end user organizations that are doing groundbreaking work to deliver business outcomes using Data Analytics, AI & IoT technologies & techniques. Best Industry Application of Data Analytics, of IoT, of AI/Cognitive, of Customer Insights, of Government Service or as the Best Startup.

THE BEST DIGITAL & INNOVATION AWARDS

This award recognises an organisation within the travel industry that has a well implemented strategy to successfully market its products or services using digital technologies. It will also recognises tourism boards or travel brands that have used social media to effectively gain trade and consumer trust, increase brand awareness and consideration, improved loyalty through promotions and deals, offered interactive competitions and excelled in customer service through social media.

THE BEST SUSTAINABLE TOURISM PROJECT AWARDS

These Best Sustainable Tourism Project Awards aim to demonstrate the benefits of rehabilitation, recycling, ecofriendly transformation and the incorporation of sustainability into the strategy of tourism businesses through the 17 Sustainable Development Goals of the United Nations.

THE BEST NEW BUSINESS MODEL AWARDS

These Best New Business Model Awards aim to demonstrate the benefits to achieve a sustainable and profitable future through technology and innovation. Categories have to be following the World Tourism Organization models. Deep Tech, rethinking location and geolocation, the aim in this category is to select the best business model that simplifies trips for customers or suppliers using location systems. Solutions that combine location data with artificial intelligence can be used to identify tourism regions, associate them with nearby airports, optimize, and offer opinion mining, among others. Smart Mobility, the category features projects that improve the quality of travel and that facilitate the mobility of users using any transport system. The objective is to reduce economic, environmental and time costs.

PRIX D'EXCELLENCE

A limited number of award recipients will be further categorised under the Prix d'Excellence Awards category; which is the highest achievement under the International Tourism Innovation Awards. Direct submission for the Prix d'Excellence Awards is not possible, as the honorees are selected among recipients of the International Tourism Innovation Awards. In years where no submission is deemed to have achieved the level of Prix d'Excellence, no such award category shall be awarded.

03. AWARDS ORGANIZER

The Innovation Summit Awards is organized and owned by TIS | Tourism Innovation Global Summit.

04. WHO CAN PARTICIPATE?

The **Tourism Innovation Awards** are aimed at all companies, universities, vendors, executives, business schools, scholars, researchers, analysts, journalists, start-ups, scale-ups, accelerators, science and tech parks, innovation centers, etc. from all over the world.

All organizations which are identified with this aim are cordially invited to submit their proposals to the **TIS2021 | Tourism Innovation Summit Evaluation Committee**.

05. RESTRICTIONS

There are no restrictions in terms of numbers of entries to be submitted at TIS2021 'Call for Awards'. TIS believes that all organizations should face their **Digital Transformation in all possible ways and be ready the global digital economy**.

However please note that entries must not contain any threatening, abusive, defamatory or false content if so, the organizer has the absolute right to remove the entry without any notice to the author.

06. PROPOSAL APPLICATION

Only proposals made through TIS website (<https://www.tisglobalsummit.com/awards/tourism-innovation-awards-2021/>) will be accepted. The submission implies the acceptance of the terms and conditions included in this online form. Organiser recommends the perusal of each item of the terms & conditions.

The proposal submission for the **Tourism Innovation Awards 2021** must be done through the available online form (<https://www.tisglobalsummit.com/awards/call-for-awards-application/>).

The form and all complementary information will have to be filled out entirely in English (*proposals in any other languages will be rejected).

No additional documents to the online form will be accepted unless required by the organiser. The organization reserves the right to ask for any clarification or additional information about the submitted entries.

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07. SUBMISSIONS DEADLINE

Call for Awards will close **30 September 2021, 23:59:59 CET.**

TIS Call for Awards could be extended if necessary, at the discretion of the Organizer.

08. EVALUATION CRITERIA

All submitted proposals will be evaluated by TIS | Tourism Innovation Summit 'Evaluation Committee' in terms of the impact achieved within the frame of:

- Innovation
- Leadership
- Disruption
- Strategy
- Execution

09. EVALUATION PROCESS

The evaluation process is divided in two phases:

PHASE 1:

Regulation compliance and pre-selection: The Evaluation Committee will conduct the first evaluation to check whether the entries comply with the requirements and conditions defined selection criteria.

A pre-selection of 3 pre-award candidates per category will be made. Pre-selected candidates will be informed by email (according to item 10. Pre-Selection Communication).

The organiser will then be able to request additional information if needed in order to complete the information submitted in the entry.

Proposals may exceptionally be subject to a change of category according to the observations of the Evaluation Committee. The candidate will be informed in due time.

PHASE 2:

Winners selection: The Evaluation Committee will assess the projects, selecting each TIS2021 award category winner.

The Evaluation Committee members and the winners will be announced during the Tourism Innovation Awards 2021 Gala Ceremony to be held on Nov. 11th, 2021.

The Steering Committee decision is final and private and not subject to any queries or public investigations.

Any of the TIS2021 Awards categories may be declared void by the Evaluation Committee.



10. PRE-SELECTION COMMUNICATION

Pre-selected Awards finalists candidates will be notified from 30th September 2021 onwards to the main email address specified in the registration form.

11. PRIZES

The Tourism Innovation Awards will grant the finalists with the following prizes:

- A single invitation to attend the Awards Gala for all the finalists of each category.
- A trophy recognition of the awarded category.
- Media recognition and dissemination of the award to all TIS | Tourism Innovation Summit channels and Media Partners.

12. INTELLECTUAL AND PROPERTY RIGHTS

The participant is responsible for the authorship of the submitted proposal; he/she/ the organization is the owner of the intellectual and, where applicable, industrial property rights thereof.

The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regards to third parties: The Organization is free of any liability.

Should the proposal be short-listed, the participant authorizes the Organization to disseminate, reproduce and publish the proposal in any format and using any medium to publicize the Tourism Innovation Awards 2021.

13. DATA PROTECTION

Tourism Innovation Summit (TIS) undertakes to maintain the confidentiality of the proposals received and the companies or authors and only will share them with the Steering Committee members for deliberation purposes.

Once one proposal has been selected, TIS organization may consider publishing any details such as author, company/organization, title, brief, abstract, website, and/or topic, in those channels and means that TIS uses for its promotion.

We inform you that Tourism Innovation Summit will process all your data in accordance with the provisions of its Privacy Policy, where you could be able to exercise the rights that this norm confers.

14. QUERIES AND SUGGESTIONS

If you have any questions, doubts or suggestions regarding this Call for Awards or TIS | Tourism Innovation Summit, please contact us at:

- P: 00 34 93 492 38 03

- E: congress.tis@barter.es

If you are also interested in exhibiting or partnership options to maximize your company's profile at TIS2021, please contact us at:

- P: 00 34 919 551 551

- E: info@tisglobalsummit.com



NETWORK



KNOWLEDGE



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