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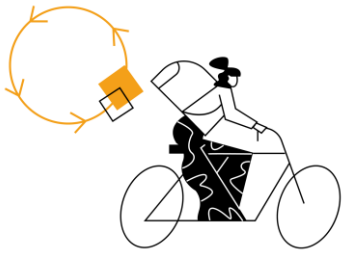
Single Market Programme (SMP/SME Pillar)

"COVID-19 Recovery through Sustainable Tourism Growth and SME Support"

(SMP-COSME-2021-TOURSME)



TRACE

SMEs TRANSITION FOR A EUROPEAN CIRCULAR TOURISM ECOSYSTEM

ANNEX II PRE-ASSESSMENT QUESTIONNAIRE

template - only for reading

Note that the pre-assessment should be filled-in online

Disclaimer

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TRACE – SMEs PRE-ASSESSMENT QUESTIONNAIRE *TEMPLATE*

TRACE stands for "SMEs TRAnsition for an European Circular tourism Ecosystem". It aims to enhance and monitor the sustainability performance of SMEs in the tourism sector, boosting their awareness, development and capacity to develop and integrate sustainable innovations in their business practice, making sustainability, resilience and circularity as key factors of competitiveness in the rapidly changing global tourism market scenario.

Through the TRACE Open Call for SMEs Support, the TRACE SMEs Support Programme will involve directly at least 100 SMEs in 5 European countries (Italy, Belgium, Spain, Romania and Cyprus) that will be projected to become "champions" of sustainability and inspire other micro and small-sized enterprises in their local contexts.

The programme activities will focus on sustainability aspects of tourism SMEs such as analysis of Greenhouse Gases (GHG) emissions, development of sustainability plans, support for application to EU eco-label and other certification processes, and monitoring of a set of key indicators for the level of sustainability and circularity. The project pays attention to the enhancement of skills and capacities of the involved SMEs internal staff, through training and capacity building activities, and a series of direct support services dedicated to certification processes, sustainable finance and innovation management.

TRACE project will follow a step-by-step and learning-by-doing approach in the programme to bring also the small enterprises, with less qualified staff, to manage a process of innovation and implement relevant measures to reduce their environmental impacts while increasing economic resilience. The TRACE SMEs Support Programme aims at supporting tourism SMEs in taking their first steps towards the sustainability journey, starting a process which has a large potential to bring benefits not only to the single enterprise but to the entire territory/society, paying attention to nature, communities and cultural diversity.

TRACE is a project co-funded by the European Commission under the Single Market Programme (SMP/SME Pillar), which aims to provide sustainability services such as strategies, training activities and tools for tourism SMEs willing to innovate their business models and enhance their performance from a sustainability and circularity perspective. It is funded under grant agreement No. 101085893.

Within the TRACE project, this questionnaire is aimed at understanding your needs in terms of training and business support. The final goal is to tailor TRACE Support Programme activities to best suit your organization towards the sustainability and circular economy transition in the tourism sector.

Company data

Organization name	
Website	
Year of foundation	
Contact person	
Role	
Email	
Country	

Part 1. General Information

1. What is your company size in terms of number of employees and what is your annual sales turnover?

Category	Company size (N° of employees)	Annual sales turnover	SELECT YOUR OPTION
Medium	<250	< € 50 m	
Small	<50	< € 10 m	
Micro	<10	< € 2 m	

2. Which main activity do you perform? Please, indicate your specific NACE subcodes
   - ☐ I5510 — Hotels and similar accommodation
   - ☐ I5520 — Holiday and other short-stay accommodation
   - ☐ I5530 — Camping grounds, recreational vehicle parks and trailer parks
   - ☐ I5610 — Restaurants and mobile food service activities
   - ☐ I5630 — Beverage serving activities
   - ☐ N7710 — Renting and leasing of motor vehicles
   - ☐ N7721 — Renting and leasing of recreational and sports goods
   - ☐ R - Arts, entertainment and recreation (select only IF related to tourism)
   - ☐ Other related to tourism (specify): _____

3. Is your company a start-up? What is your main business activity?

☐Yes If yes, what is your main business activity? _____

☐No

Part 2. Human resources capacity

4. Please, indicate the number of staff members in your company and their main function.

	Permanent personnel	Seasonal personnel
Management		
Accounting		
Human Resource		
Marketing and sale		
Sustainability		
Guests service		
Communication and social media		
Information Technologies		
Food and beverage		
Cleaning and/or fatigue personnel		
Other		

5. How many members of staff speak fluently English, including you? Please, indicate the number

   _____

6. As all the TRACE activities will be performed using English, is the language a barrier to participating in projects activities?

   ☐ Yes

   ☐ No

Part 3. Innovation and sustainability

7. Have you invested in innovation in the last three years?
   ☐ Yes

   ☐ No

8. If yes, what kind of innovation have you adopted and implemented?

Innovation activity	Select one or more options
Streamlining current processes to increase efficiency	
Involving customers in the development of new services	
Enhancing brand image and attractiveness through website and social media	
Increasing sale through digital and online reservation system	
Managing waste through new technology	
New environmental sustainability programme	
Others _____	

9. Which are the main motivations for innovation?

Motivation for innovation	Select one or more options
Increase efficiency	
Increase the sales and revenue	
Improve customer satisfaction	
Improve environmental sustainability	
Other, please specify _____	

10. Which factors have contributed the most to adoption and implementation of innovation?

Drivers for innovation	Select one or more options
Access to financial resources	
Collaboration with qualified suppliers	
Internal competences and human resources	
Digital/technological awareness	
Participation to European and national projects (Horizon 2020, …)	
Access to National and regional innovation funds	
Other, please specify _____	

11. Which factors could you consider as obstacles to innovation?

Obstacles to innovation	Select one or more options
Access to financial resources	
Lack of qualified suppliers	
Lack of qualified personnel	
Low digital / technological awareness	
Information overload	
Other, please specify _____	

12. Referring to the previous question, which tools can be used to overcome the obstacles?

Tools	Select one or more options	Comments (optional)
Financial support mechanisms		
Collaboration with qualified suppliers		
Training programmes		
Selected and targeted information & communication		
Other, please specify _____		

13. Does your company have a sustainability plan?

☐ Yes

☐ No

If yes, does your company have a sustainability manager?

☐ Yes

☐ No

14. Does your company already have expertise in one of these areas? If yes, what is the level of knowledge (In-depth, medium, Sufficient, poor).

	Level of expertise			
Thematic area	In-depth	Medium	Sufficient	Poor
Application of Greenhouse Gas Protocol (GHG Protocol)				
Digitalization and integration of new technologies				
Ethical and gender equality issues				
Sustainability / environmental certification				
Others_____				

15. Does your company already use one of these tools and certifications?

Tools / Certifications	Select one or more options
LCA – Life Cycle Assessment	
EPD – Environmental Product Declaration	
Environmental Footprint methods	
OEF (Organisation Environmental Footprint)	
PEF (Product Environmental Footprint)	
Carbon Footprint assessment (CFP), Product Carbon Footprint (PFC)	
EU Ecolabel - European Union voluntary label for environmental excellence	
EU Eco-Management and Audit Scheme (EMAS)	
Sustainable Tourism Criteria – for Hotels and Tour Operators	
Other _____	

16. Which of these items you might be interested in applying/obtaining?

Items you might be interested in applying/obtaining	Select one or more options
Access to environmental certification	
Application of Greenhouse Gas Protocol (GHG Protocol)	
Digitalization and integration of new technologies	
Circular business model development	
Human rights due diligence assessment	
Environmental Footprint assessment	
Circularity assessment and monitoring	
Other: _____	

17. Does your company have experience in innovation projects or initiatives towards sustainability in the last 5 years?
☐ Yes
☐ No

If yes, please provide the Acronym of the project _____

18. Did you or any of your staff participate in training initiatives linked to sustainability in the last 5 years?
☐ Yes
☐ No

Part 4. Collaboration and synergies with tourism and territorial stakeholders

19. Do you collaborate with tourism and territorial stakeholders? Please, select one or more of the following stakeholders and specify the reasons for cooperating with them.

Stakeholders	Select	Reasons for cooperating			
		Economic[1]	Social[1]	Cultural[1]	Environmental[1]
Hotel					
Tour operator					
Restaurant					
Local food suppliers					
Local handcraft					
Museum and cultural sites					
Governmental bodies					
NGOs					
Tourism associations					
Academic organizations					

Destination Marketing/ Management Organization					
Environmental certification bodies					
Cultural and creative enterprises					
Individuals					
Other tourism businesses					
Other: _____					

Legenda:[1]*: Economic, i.e., to increase sales and revenue; Social, i.e., to increase local employment; Cultural, i.e. to sustain cultural tourism; Environmental, i.e. to reduce environmental burdens*

20. In your opinion, how important is the geographical proximity for collaboration?

	Level of importance			
	Not at all important	Somewhat important	Important	Very important
Geographical proximity for collaboration				

21. In case you do not collaborate, what are the main reasons or obstacles so far?

Reasons or obstacles for not collaborating	Select one or more options
We like doing everything internally	
There is no need for collaboration	
There is a lack of local competencies and skills	
We don't really know what services are offered by tourism and territorial stakeholders	
Collaboration is time consuming	
External services are too expensive	
Collaboration agreements are too complex	
Unresolved IP-related issues	
The services that we need are not available	
Low level of trust	
There are no communication channels between stakeholders and my company	
Other _____	

Part 5. Involvement of your company in TRACE SMEs Support Programme

22. Are you interested in actively participating in the TRACE SMEs Support Programme?

☐ Yes

☐ No

23. Which are your main motivations in joining TRACE SMEs Support Programme?

Main motivation in joining TRACE programmes	Select one or more options
To increase sustainability of the company	
To improve competences and personnel skills	
To networking	
To increase economic attractiveness	
To Improve visibility within the tourist market	
To get environmental certification (EU Ecolabel, EMAS)	
Other: _____	

24. What kind of services would you expect from TRACE support programme?

Services you would expect from TRACE programme	Select one or more options
Business strategy towards sustainability/circular economy	
Guidance for environmental certification (EU Ecolabel, EMAS or other)	
Financial support	
Networking, collaboration and synergies	
Sustainability training for staff – managers, employees	
EU legislation and policies knowledge	
Developing Circularity and Sustainability Action Plan	
Planning and adopting sustainability initiatives	
Defining circular business model	
Identifying financial sources for circular transition, incl. EU funding opportunities	
Tailoring and adopting digital solutions	
Adopting and integrating new technologies	
Other: _____	

Thank you for filling-in this form!

By submitting this application, I declare that I have read and understood the Privacy Policy and I agree with the processing of personal data.

SUBMIT

(ONLINE FORM)