

NEWSLETTER

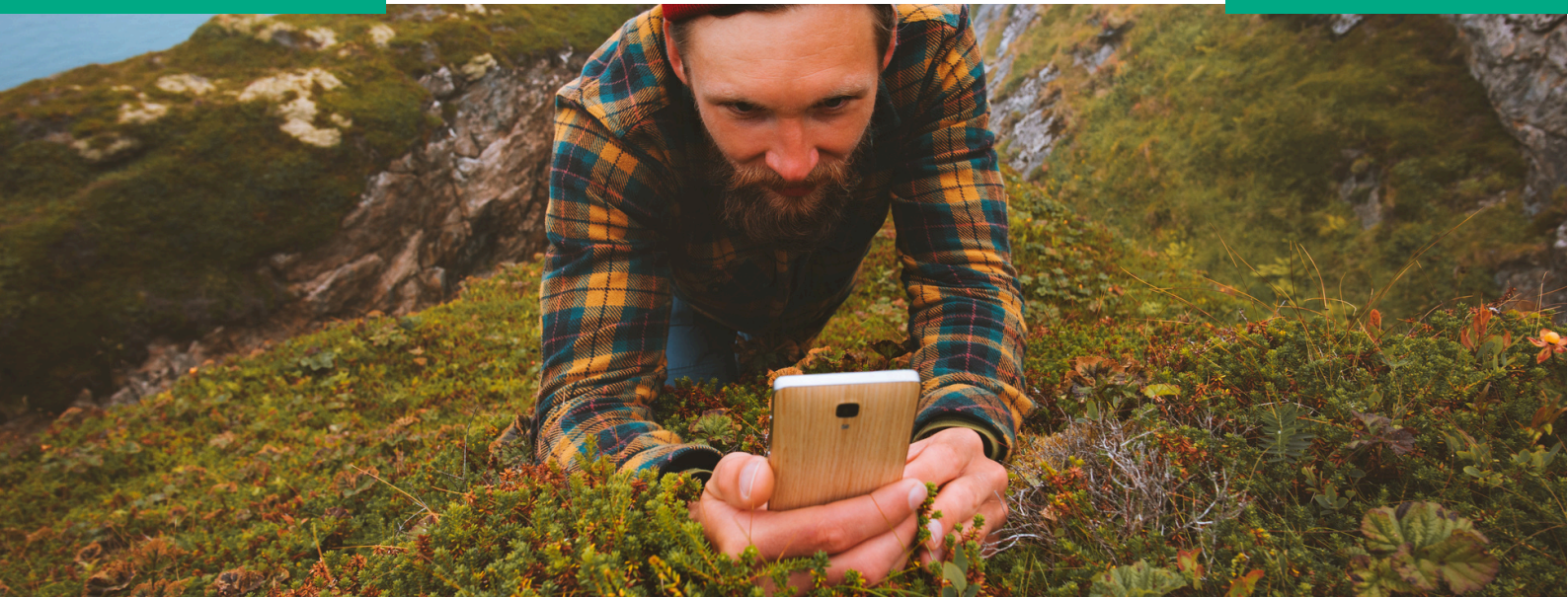
Interreg
Europe



Co-funded by
the European Union

TOURBO

Boosting the transition pathway of MSMEs in tourism with green and digital transformation



CONTENT

**DURRËS JOINS
PROJECT
CONSORTIUM!**



READ MORE

TOURBO is happy to welcome a new member to the project consortium: Regional Council Durrës in Albania!



READ MORE

TOURBO Pilot Actions seek to connect Knowledge providers with tourism MSMEs for innovation projects in Italy and Greece, registration time for Knowledge Providers is open until the end of September 2024.

**PILOT ACTIONS
APPROACHING NEXT
STAGE**

**WORKSHOP IN
LAPLAND FINLAND**



READ MORE

TOURBO partners and stakeholders experienced spring time in Rovaniemi 9.-11.4.2024 for the first interregional workshop.

**MORE GOOD PRACTICES,
AND WHAT ARE THEY
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**ABOUT TOURBO, GOOD PRACTICES,
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**PROJECT
SUMMARY AND
KEY FIGURES**

AREA 766 KM²

POPULATION 292,000

COASTLINE 61.6 KM

KEY ASPECTS OF SUSTAINABLE TOURISM IN THE REGION:

1. ECO-FRIENDLY ACCOMMODATIONS

Encouraging the development of eco-friendly accommodation providers that use renewable energy sources, promote recycling, and support local products

2. CULTURAL HERITAGE PRESERVATION

Promoting local traditions, crafts, and cuisine, in order to preserve cultural heritage while providing authentic experiences for tourists.

3. ENVIRONMENTAL CONSERVATION

Initiatives to protect natural sites, such as the coastline. Efforts include clean-up drives and awareness campaigns about marine and coastal ecosystems. The Regional Council of Durrës is also involved in an EU project to develop a marine litter recycling device.

4. SUSTAINABLE TRANSPORTATION

Government investments, along with the participation of the Regional Council of Durrës in international projects aimed at developing infrastructure for public transport, cycling, and walking, can greatly enhance the tourist experience and reduce the carbon footprint.

5. SUPPORT FOR LOCAL ECONOMY

Encouraging tourists to buy local products and eat at family-run restaurants, which helps stimulate the local economy and supports sustainable practices.

WELCOME DURRËS!

By Sari Nisula

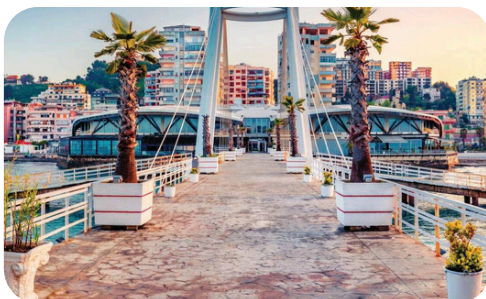


TOURBO is excited to greet the new member of the TOURBO project consortium, as the Regional Council of Durrës in Albania joins TOURBO.

Durrës, one of Albania's 12 regions, is the country's largest seaport and its oldest city, with nearly 3,000 years of history. Due to its strategic location, it has long served as a key hub for sea and land routes connecting Albania with the Balkans, the Mediterranean, and Europe. Over time, its geopolitical significance attracted major powers, shaping its population, urban growth, and socio-economic development, making Durrës a key urban center on the East Adriatic.

As a discovery partner, the Regional Council of Durrës will actively participate in knowledge transfer and interregional exchanges. While not yet focused on policy improvement in its own region, the Council will gain valuable insights and tools through collaboration with other partners. It will attend all interregional meetings within the TOURBO project, organize bilateral visits, and possibly identify good practices in twin transition for the tourism sector in their own region. The Council will also share TOURBO's findings with local and national stakeholders, promoting cross-border collaboration and innovation.

Sustainable economy and tourism are key priorities for the Regional Council of Durrës, which aims to enhance regional tourism through innovative technologies. Like the rest of the TOURBO consortium, Durrës' tourism industry relies on small and medium-sized enterprises that play a vital role in the local economy. The Council actively collaborates with regional and local entities, including municipalities, agencies, universities, and the Chamber of Commerce. Its involvement in the project also supports strategic planning for the Twin Transition, balancing economic growth with environmental and cultural preservation.



TOURBO PILOT ACTIONS APPROACHING NEXT STAGE

By Sari Nisula



Call for “Knowledge Providers” for the two TOURBO Pilot Actions in Greece and Italy has been open from February, and now we are about to open a call for the **MSMEs** and their **innovation project proposals** to be carried out in the Pilot Action. If you are, or you know an expert in the field of innovation for sustainability, digitalisation and energy transition in the context of tourism, you can still get in touch with Marche Region for information. **If you are an tourism MSME**, follow our channels for information on how to submit a project proposal! Calls for knowledge providers and MSMEs are open until the end of year 2024.

Registration period is followed by matchmaking and selection of innovation projects where the selected experts will support tourism MSMEs in their projects providing consultancy for the introduction of innovative ideas and practices to foster green and digital solutions in their business. Selected MSMEs are awarded with a voucher of 8000 € to finance the service of the experts. Call for Knowledge Providers is open for individuals and public/private companies/entities.

CHALLENGES TO BE TACKLED IN PILOT ACTIONS:

- Reducing the seasonality of demand
- Addressing the impact of tourism transport
- Improving the quality of tourism jobs
- Maintaining and enhancing community quality of life, in the face of change
- Minimising resource use and production of waste
- Conserving and giving value to natural and cultural heritage
- Making holidays available to all
- Using tourism as a tool in global sustainable development

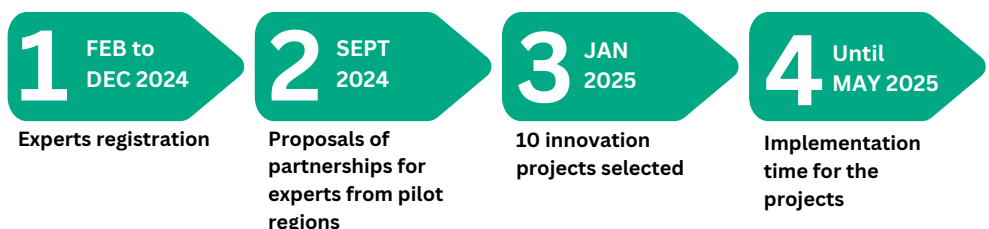
EXAMPLES OF TYPE OF EXPERT SERVICES (NOT LIMITED TO THESE):

- Revision of organizational or logistic patterns
- Definition of new market strategies
- Online stores
- Innovation across supply chains
- Conceiving of new touristic products
- Digitalization of tourism to e-business, e-commerce and smart tourism
- Smart destination vision, connections to global value chains
- Energy efficiency schemes or plans

PILOT ACTIONS?

Pilot Action’s purpose is to test a new approach to public intervention.

The process in a nutshell



Check out Marche web site for more information! >>>

FIRST INTERREGIONAL WORKSHOP IN LAPLAND



TOURBO partners and stakeholders travelled to Rovaniemi, Finland in early spring for a program packed visit, as Lapland hosted TOURBO's first Interregional Workshop in early April.

The Lapland workshop aimed to assess the obstacles and models that regions have for green transition and MSME support. The three-day event addressed the sustainability aspects of the twin transition in the tourism industry through keynotes, workshops, and field trips. On the first day, participants were introduced to Lapland as a region and a popular tourism destination. The first day also included policy improvement discussions, where participants exchanged ideas about the strengths, weaknesses, and opportunities for improvement in sustainability, digitalization, and MSME support measures in each region. The day concluded with a field visit to the Arctic Circle, where participants learned about the sustainability practices of a local accommodation business, the Arctic TreeHouse Hotel.

On the second day, TOURBO headed about 130 km north of Rovaniemi to the Pyhä-Luosto destination for a field visit. Local tourism companies showcased their sustainability approaches, followed by a workshop where stakeholders from partner regions discussed the economic impact of these practices. TOURBO also visited a local reindeer farm to explore the connection between traditional Lappish reindeer husbandry and sustainable tourism. The day concluded in Pyhä with a session on MSME funding from Finland and Ireland, where a local business shared its sustainability journey. On the third day, stakeholders had the opportunity to further discuss sustainability with local tourism companies during company visits.

In addition to discussing the experiences in Lapland, participants also got to experience some of the region's popular tourist activities, such as a reindeer ride and a visit to Santa Claus.



Photos from the top:

Martin Mahović (Head of the Department for Economy, Finance and Development projects in City of Đurđevac) presenting the economic influence of a [good practice Label Quality Prodravina](#).

Participants heading off for a reindeer ride as a part of learning about the impact of tourism in reindeer husbandry in Pyhä-Luosto.

Participants in a workshop in Lapland University of Applied Sciences.

Photo Credits: Lapland UAS



SECOND BATCH OF GOOD PRACTICES PUBLISHED ON TOURBO SITE



TOURBO aims to identify 24 good practices that support the MSMEs in the twin transition of tourism industry. Now the second batch of 6 new good practices has been published on the TOURBO website, thus offering in total of 15 good practices to explore at this moment. Take a look at the 6 latest ones!

DESTINATION MANAGEMENT SYSTEM "LET'S MARCHÉ" (ITALY)

Digital hub combining the needs of the tourists and the Marche tourism ecosystem with sustainability in focus.

PUBLIC CALL FOR GRANTS BASED ON THE COMPETITIVENESS OF THE TOURISM INDUSTRY PROGRAM (CROATIA)

Grants for increasing competitiveness of tourism through twin transition.

DIGITAL PLATFORM FOR SUSTAINABLE SHOPPING GUIDE

(GERMANY)

Ecocommerce platform to connect consumers with eco-friendly businesses.

AMAZON OF EUROPE INTERREGIONAL BUSINESS ECOSYSTEM

(CROATIA)

Supporting tourists and SMEs sustainable actions in the interregional AoE area.

DIGITAL THAT DELIVERS (IRELAND)

Enhancing digital capabilities of tourism businesses.

CARBON CALCULATOR FOR BUSINESS' (IRELAND)

Carbon footprint calculator for tourism businesses.

BUT WHAT MAKES A PRACTICE "GOOD"?

Good Practices are initiatives benefitting regional development policy, that have certain characteristics. Good practice in Interreg Europe project is a peer and expert approved initiative, that:

- is already in action in it's home region
- can show tangible, measurable results in achieving its goal.
- has the potential to be implemented in other regions
- is usually related to public intervention, for example has been developed in a publicly funded project

TOURBO is especially interested in good practices, that help the MSMEs improve their operations and sustainability utilising the possibilities offered by digitalisation.

CHECK OUT ALL OF THEM! >>>

**HUNGRY FOR MORE
(THAN) GOOD
PRACTICES?**

Interreg Europe Policy Learning Platform might be for you! It offers information for the policy making community on a variety of topics via thematic publications, online and onsite events, and direct communication with a team of experts.

ABOUT TOURBO, THE STAKEHOLDERS AND WHAT'S NEXT?

»»» TOURBO IN SHORT

TOURBO offers an innovative approach to a crucial priority for the EU: Enabling Public Authorities and MSMEs to develop TWIN TRANSITION Strategies to stimulate economic development of the regions.

For more info and links to our social media channels, check the [last page](#) of our newsletter, or take a look at the [TOURBO project video!](#)

»»» TOURBO AND STAKEHOLDERS

Collaboration with stakeholders is in the heart of TOURBO. Partners and stakeholders meet regularly in every region to discuss their needs and observations in regards to twin transition, as well as the potential good practices from the region. And vice versa, the stakeholders meetings are also a way to bring news home from the TOURBO project to the stakeholders, about the good practices, the Pilot Actions, and new information on the topic of the twin transition in tourism. TOURBO is a network, and as such, we welcome the the tourism sector to engage in our activities to improve the competitiveness of the industry.

News about the stakeholder meetings can be found on [TOURBO website](#).

»»» WHAT'S NEXT?

In TOURBO, Peer Reviews and Workshops take turns as the types of interregional meetings. TOURBO's second Interregional Peer Review meeting will take place in Marche, Italy from 24th to 26th of September with the focus in "Innovative green transition and highly practical digital transformation" In addition to peer reviewing good practices, Italy marks an interesting stage for the Pilot Actions, as the Knowledge Providers have an opportunity to meet the local MSMEs. After that, the second Interregional workshop meeting will be hosted in February 2025 in Greece.

[Pilot Actions](#) are open for the registration of the knowledge providers and SMEs. Spread the word and follow our channels for more information!

PROJECT TOURBO INFORMATION

>>> PROJECT SUMMARY

TOURBO offers an innovative approach to a crucial priority for the EU: Enabling Public Authorities and MSMEs to develop TWIN TRANSITION Strategies to stimulate economic development of the regions. The Covid-19 pandemic, the war in Ukraine, as well as digitalisation and climate change, have highlighted the importance of government resilience in the face of unexpected shocks and stresses. And they have also demonstrated the transformative role of digital technologies in helping the public and private sectors solve urgent challenges and remain resilient during a crisis. Small and medium-sized enterprises are crucial to the EU economy: they account for more than 99% of European businesses and provide two-thirds of private sector jobs. The twin transition will strengthen sustainability through technology and enable a sustainable digital transformation for European tourism MSMEs.

This project will identify and share innovative and best practices to improve the transition to "Industry 4.0" in tourism-related MSMEs (such as small accommodation operators, restaurants, small local craft businesses, small tourism service providers, etc.). The use of digital approaches and new technology solutions can help accelerate European sustainability policies while creating more responsive, intelligent and inclusive local and regional governance strategies.

TOURBO will create a sustainable and progressive framework for the integration of a resilient tourism sector into local and regional policies, especially with the aim of the transition pathway of MSMEs by a quadruple-helix approach for a smart-green transformation.

9 partners will:

- * Analyse and exchange how interregional collaboration helps to foster the regional transition pathway
- * Develop innovative SMART-GREEN-METHODS in tourism-related MSMEs.
- * Build the capacity of tourism-related MSMEs to become more resource efficient
- * Build the capacity of all relevant public authorities on how to incorporate TWIN TRANSITION Strategies



This logo represents projects working in research and innovation capacities, digitisation, smart specialisation (S3), industry and entrepreneurship, and digital connectivity.

A few numbers



2,054,707 €
budget



01 Mar 2023-
31 May 2027



9 partners

OUR SOCIAL MEDIA:

