

TOURBIT

Fostering digitalisation of European tourism SMEs



Digitalisation has the potential to boost innovation, to generate economic and environmental efficiencies and increase productivity. At the same time, it brings unprecedented opportunities for tourism SMEs such as the development of new products and services, processes, access to new markets and improved customer experience.

The Tourbit project (Fostering digitalisation of European tourism SMEs) understands that digitalisation opens opportunities but, like other global forces of the industry, poses many challenges to tourism SMEs.

In that sense, Tourbit’s main objective lies in fostering skills and capacity among tourism SMEs and enable them to uptake digitalisation and innovation. It promotes resilient and competitive SMEs spurring a faster transformation of the European tourism sector.

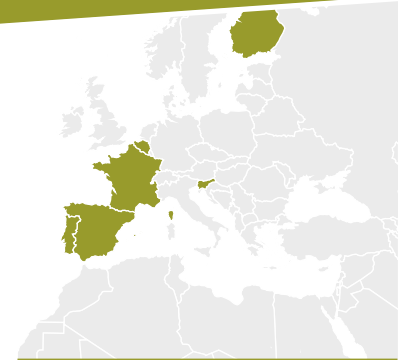
Tourbit is funded by the European Commission under the programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME).

Specific objectives

- Implement a transnational and cross-ecosystem support-intensive service framework based on 3 pillars: Learning, Building, Testing, and Implementing.
- Help tourism SMEs understand their state of digital transformation (Digital Readiness Index - Self-assessment tool).
- Create and spread knowledge through capacity building and training adapted to different levels of digitalisation.
- Launch a digitalisation acceleration programme for tourism SME supporting minimum 60 SMEs financially with a total of 520.000 €.
- Promote and support transnational cooperation and establish links between ecosystems (Online Community Platform TourBizz).

Key outcomes for tourism SMEs

- Increased competitiveness of tourism SMEs.
- Increased tourism cross-ecosystem cooperation.
- Enhanced transnational cooperation between tourism SMEs as well as between SMEs and incubators, accelerators, knowledge and technology providers, data providers, financiers, etc.
- Increased tourism SMEs investment in innovation, digital and smart solutions, and technologies.
- New market opportunities for tourism SMEs, start-ups and other providers of digital and smart solutions and technologies.



Countries involved

Spain
France
Slovenia
Belgium
Iceland
Finland
Portugal

Barcelona Chamber role

Partner

Duration

From January 1st 2022
to June 30th 2024

Budget

Global: € 1,331,570
For Barcelona Chamber:
€ 151,156

Programme contribution

75%

Tags

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Sustainable tourism
SME support
Digitalisation
Innovation
Capacity building
Acceleration

Funding Programme

