



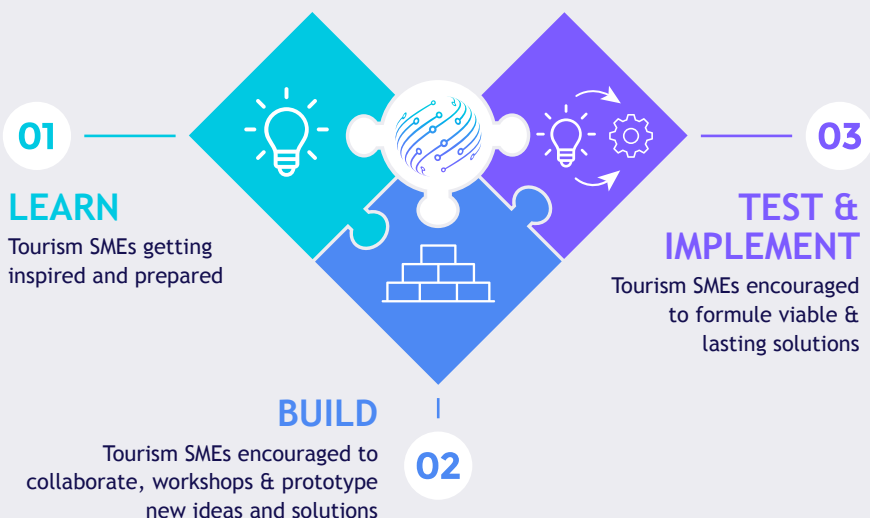
Tourbit

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 European co-funded project TOURBIT (Fostering digitalisation of European tourism SMEs) supports tourism SMEs in the uptake of digitalisation and innovation by fostering their skills, knowledge and network. In that sense, TOURBIT partnership proposes a transnational and cross-ecosystem support scheme based on three pillars ‘LEARNING, BUILDING, TESTING AND IMPLEMENTING’:

TOURBIT 3 PILLARS FRAMEWORK



If you are a tourism SME located in one of the **7 TOURBIT DESTINATIONS: BELGIUM, LAPLAND (FINLAND), ÎLE DE FRANCE (FRANCE), ICELAND, PORTUGAL, SLOVENIA, AND CATALONIA (SPAIN)** and you seek to foster your digitalisation, **don't miss the chance to participate in the TOURBIT project!**



Your journey will start with the **'DIGITAL READINESS INDEX'**, an online self-assessment tool enabling you to assess your state of digitalisation and actions to boost it.



You will discover new and innovative digital technologies for the tourism industry related to: Data Analytics, Cloud Computing, Artificial Intelligence (AI), Internet of things (IoT), Blockchain, Cybersecurity, Virtual Reality (VR) and Augmented Reality (AR), and learn more about technology tools and innovative solutions in a series of **WEBINARS**.



You will connect, enhance your knowledge and collaboration with key players from the tourism, technology, and start-ups through the online **COMMUNITY ON TOURISM INNOVATION**.



You will prototype new ideas and solutions thanks to the country-based **CO-CREATION WORKSHOPS** and a **HACKATHON**.



You will have the opportunity to participate in the **DIGITAL ACCELERATION PROGRAMME**, which will select 62 tourism SMEs to receive financial support, up to 9.000€, for upgrading their digitalisation status.

TOURBIT partnership is a public and private alliance between the following organizations:

- ▶ **CATALAN TOURIST BOARD** - Spain (Catalonia) COORDINATOR
- ▶ **BARCELONA CHAMBER OF COMMERCE, INDUSTRY, SERVICES AND NAVIGATION** - Spain (Catalonia)
- ▶ **WELCOME CITY LAB BY PARIS&CO** - France
- ▶ **ARCTUR DOO (LEAD OF TOURISM 4.0)** - Slovenia
- ▶ **CLUSTER HOSPITALITY.BRUSSELS HOSTED BY HUB.BRUSSELS** - Belgium
- ▶ **ICELAND TOURISM CLUSTER** - Iceland
- ▶ **LAPLAND UNIVERSITY OF APPLIED SCIENCES** - Finland
- ▶ **NEST - TOURISM INNOVATION CENTER** - Portugal

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