

**Title of the project:** Accelerating SME capacity and innovation for sustainable urban tourism

**Acronym of the project:** Tourban

**Project duration and start date:** 30 months, 16 September 2020

**Short project description:**

Tourban project supports urban tourism SMEs from **7 European cities (Amsterdam, Barcelona, Budapest, Copenhagen, Dubrovnik, Kiel, Tallinn)** in the adaptation towards more sustainable business models. It provides them with the necessary skills, capacity and financial resources to become innovation and sustainability catalysts.

Main objectives:

The overall objective of the project is to **help urban tourism SMEs become more sustainable and competitive through the adoption of environmentally friendly, socially responsible and economically viable business models**. Thereby they will be able to reduce their costs, decrease their resource consumption and increase their revenue streams through an enhanced visibility and positioning.

More specifically the project seeks to:

- **Share and exchange knowledge and best practices** on tourism sustainability and circular economy models, especially in an urban context.
- Offer tourism SMEs the opportunity to participate in **networking events and engage in cross-sectoral and transnational collaboration**.
- Provide minimum 60 tourism SMEs with **business and financial support in a 12-month acceleration programme**.
- Support tourism SMEs in adopting best practices including obtaining internationally recognised **certificates and labels**.
- Leverage tourism SMEs' capacities and skills to **develop innovative solutions** that make them both more sustainable and competitive.
- Spearhead a **transnational and cross-sectoral movement towards tourism sustainability in urban areas across Europe**.

**Project Coordinator:**

1. Barcelona Chamber of Commerce, Industry, Services and Navigation (BCC) – Barcelona, SPAIN

**Project Partners:**

2. B.LINK Barcelona Strategic Projects S.L. (B.Link) – Barcelona, SPAIN
3. Institute for Tourism Research in Northern Europe (NIT) – Kiel, GERMANY
4. Estonian Chamber of Commerce and Industry (KODA) – Tallinn, ESTONIA
5. Breda University of Applied Sciences (BUAS) – Breda, NETHERLANDS
6. City of Dubrovnik Development Agency (DURA) – Dubrovnik, CROATIA
7. Creative Business Network (CBN) – Copenhagen, DENMARK
8. Hungarian Hospitality Employers' Association (VIMOSZ) – Budapest, HUNGARY

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