



Tourban

PROJECT FACTSHEETS

of tourism SMEs funded under the
Tourban Sustainable Urban Tourism Acceleration Programme

Version 1.2 – 23/06/2023

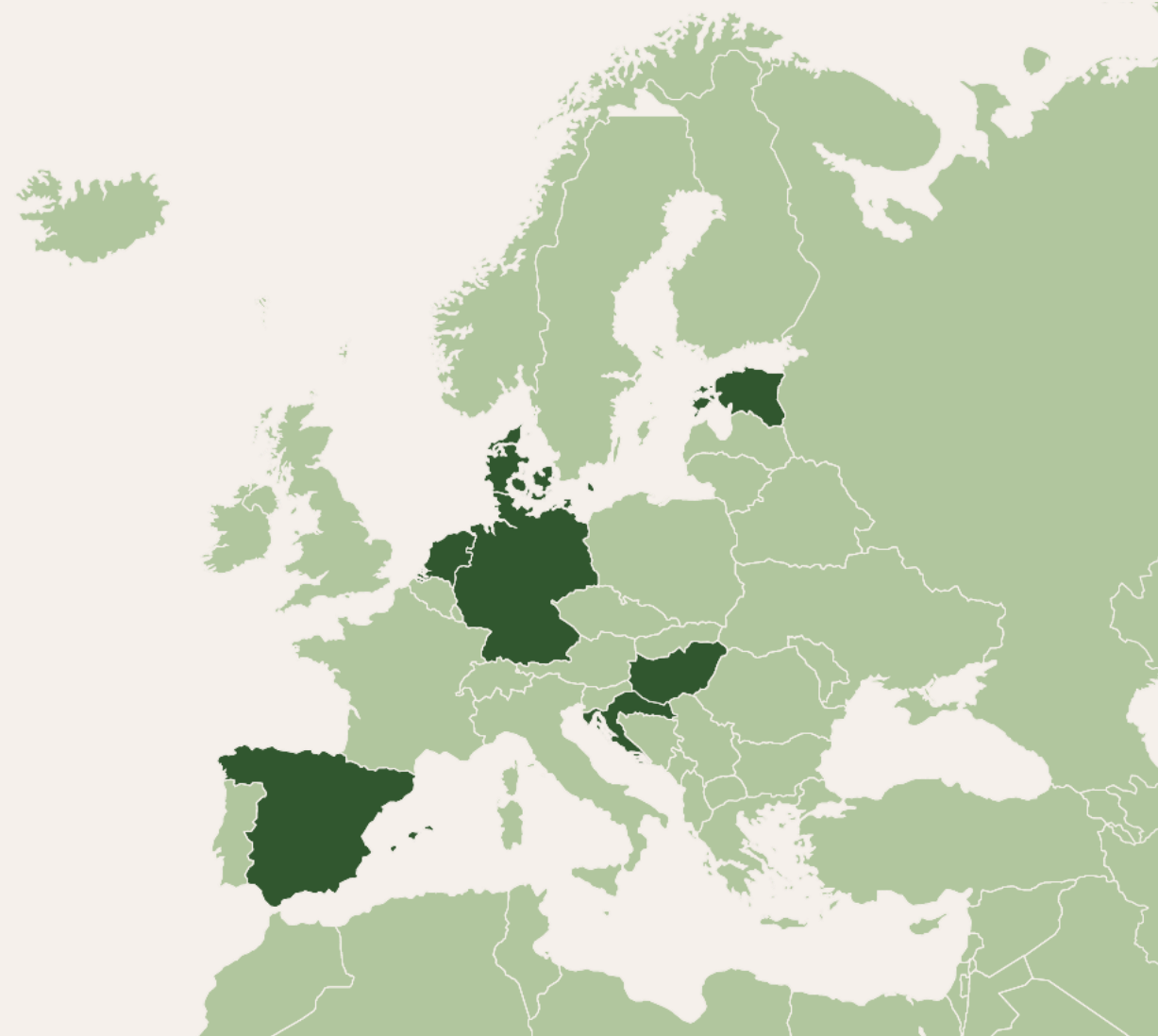


Tourban is an EU-funded project that supports urban tourism small and medium-sized enterprises (SMEs) in becoming more competitive and more sustainable – not only from an environmental but also from an economic and social point of view.

The **Tourban Sustainable Urban Tourism Acceleration Programme** provided financial and business support to 60 SMEs from Croatia, Denmark, Estonia, Germany, Hungary, the Netherlands and Spain to implement projects in sustainable destination strategy, smart resource use, circular economy and waste management and/or sustainability certificates and labels.

In the following pages, you will find a factsheet for each Tourban-funded SMEs, including a summary description of their project and the results achieved.

For more information visit: <https://www.tourban.eu/>



eXhub

eXplorins Hub

By Explorins PMW, SL

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Spain



About the project:

eXplorins HUB is a physical space where locals and in particular people at risk of exclusion, local businesses, and cultural actors are engaged to create digital touristic offerings to attract visitors to their neighbourhood (“phygital” experiences). It generates a link between the online and offline world boosting the socioeconomic fabric by adapting it in an innovative way without losing its essence.

Accordingly, the general objective of the eXplorins HUB project is to enable a physical space for the socio-economic revitalisation of the district Raval in Barcelona, through digital training and education of young people in a precarious job situation and at risk of digital illiteracy.

This connects and generates value proposals through culture by neighbourhood businesses and citizens and results in products of touristic interest but with transversal local impact. Finally, through the digitalisation of shops in the neighbourhood, their online-offline visibility and sales are increased.

Results:

Explorins conducted 14 training talks, engaging almost 200 participants to address digital illiteracy among young people facing job insecurity. Workshops and hackathons were organised to create innovative experiences using technology and storytelling, boosting local culture. This effort resulted in the development of 4 project prototypes for touristic products. The project also provided visibility to 24 local artists through the "Espai Fusió" (Fusion Space), promoting their work and facilitating product marketing. By bringing together residents, digital creatives, and stakeholders, the initiative stimulated the creation of community-driven touristic products in a disadvantaged district. This revitalised the territory, promoted local culture, and supported local businesses.

More information: <https://www.explorins.com/home>

 **Tourban**

Co-funded by
the COSME programme
of the European Union



BCNFISH

FISHING A SEAFARING RECIPE

By Turismo Vivencial, SL

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Spain



About the project:

The main goal of “Fishing a Seafaring Recipe” is to develop a touristic product combining the collection of ingredients from the sea by Barcelona fishers, local producers selling their products at the food market and a show cooking of the “seafaring recipe”. To do so, Turismo Vivencial, a local travel agency, involves fishers in the tourism circuit and promotes Barcelona’s slow food in order to maintain the intangible heritage of the traditional recipes. Gastronomy is a vital part of the intangible heritage of the city and one of the main reasons to visit it.

The touristic offer created under this project will help reduce seasonality and establish a relationship between tourists and the local community. To extend the stay in Barcelona with a unique and sustainable offer, the product combines the sea with nature, by taking a day trip to a natural park in the province of Barcelona - El Garraf - to continue discovering local products and a local winery in a natural environment.

Results:

Through the support of Tourban, Turismo Vivencial has created the tourism product "Feel the Sea, Breathe the Nature," contributing to the development of a diverse and sustainable tourism offering in Barcelona. Their project addresses the reduction of seasonality since it is available and enjoyable year-round fostering a connection between travellers and the local community. The product embodies sustainability values and incorporates local economic activities related to the fishing sector and nearby wine producers. The product was created by connecting and establishing synergies with the local businesses and applying sustainability criteria along the whole value chain of suppliers and collaborators of the travel agency. Apart from creating the product itself, the project supported Turismo Vivencial to obtain the sustainability label Biosphere and the CETS (European Charter of Sustainable Tourism).

More information: <https://turismovivencial.com/>



Co-funded by
the COSME programme
of the European Union



VINEX

Sustainable destination strategy

TRAVEL AGENCY

Vinya Experience

By WINERIES EXPERIENCES AND EVENTS, SL

Spain

About the project:

Vinex project consists in the development of experiences related to the world of wine and gastronomy with the aim to bring visitors closer to Barcelona's wine-growing territories through dissemination of the cultural heritage of wine and related activities. As a means of promoting the diversity of Barcelona, Vinex aims to create wine tourism activities, design a quality offer related to wineries, gastronomy and the territory and thereby taking visitors to the surrounding areas decongesting the city. This tourist offer attracts an aspirational tourist profile who seeks high added value, and who contributes to the quality of tourism in the city. Through the project, in addition to contributing to the socio-economic development of the destination, Wineries Experience and Events will increase the added value of its services by involving the local population. Ultimately the goal is to make the customer feel and behave more sustainable after consuming an experience developed by Vinex.

Results:

Winenium has achieved to support wine companies in identifying and transmitting local values, contributing to a transformative change in the visitors. With the support of Tourban they have built a very close relationship with many wineries, understanding their philosophy, and getting to know different teams and wine tourism management models in wine-producing areas of Catalonia, Mallorca, and Portugal. This has given them a global and transversal vision of the entire sector, allowing them to provide innovative and sustainable tourism services to wineries, accommodations, and local businesses related to the world of wine and gastronomy.

They have designed more than 15 wine tourism experiences in different territories, integrating two or three local businesses or professionals into each one. This offers the visitors a high value-added service that reflects the authenticity of each territory, providing an immersive experience that showcases the cultural heritage of wine.

More information: <http://www.winenium.com>



Co-funded by
the COSME programme
of the European Union



AST

Accessible Spain Travel

By Accessible Spain Travel S.L.

Sustainable destination strategy

TRAVEL AGENCY

Spain



About the project:

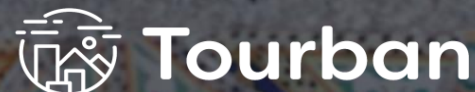
Accessible Spain Travel seeks to provide the best personalised travel itineraries for travellers with accessibility needs visiting Spain. They offer tailored services that includes accommodation, transport, tours, activity tickets, local experiences, mobility equipment rental, personal aide services and more. AST's sustainability project aims to create new and accessible sustainable tourism experiences in Barcelona. In a first pilot, 10 new sustainable products are developed including cultural, social, economic, and environmental sustainability aspects while safeguarding the accessibility and social inclusion for customers and the local community. Under the project AST furthermore develops new features on its platform to improve the experience of customers and the accessibility of its online presence. The objective is to automatise work, while making the travel planning process smoother and more transparent for customers.

Results:

Accessible Spain Travel has implemented an innovative approach to ensure accessibility and sustainability in their urban tours. Through a pilot project, they curated 10 sustainable travel experiences in and around Barcelona, prioritising accessibility, and sustainability throughout their operations. This comprehensive approach aimed to achieve full inclusion for all participants.

To accomplish this, they conducted thorough technical audits of their tours and developed a methodology to standardise their services, ensuring consistent application of accessibility and sustainability principles across their entire supply chain and among collaborators. Additionally, they enhanced their website to adhere to the highest accessibility standards, guaranteeing inclusive access to their products throughout the commercialisation and booking process.

More information: <https://www.accessiblespaintravel.com/>



Co-funded by
the COSME programme
of the European Union



STN of Barcelona

Sustainable destination strategy

Sustainable Tourism Network of Barcelona

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

By Associació Ethnic Barcelona

Spain

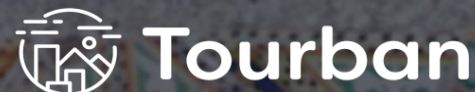
About the project:

The Project “Sustainable Tourism Network of Barcelona” aims to redefine the current tourism model through the cogeneration of a new tourism offer. Specifically, it aims to link the social actors that believe in the need to transform the current model of tourism into a different one based on the principles of responsibility and sustainability. That is why AETHNIC through their network will create local experiences that allow tourists, visitors, and residents to discover the true essence and identity of the city through a responsible and sustainable offer. At the same time minimising the ecological footprint left by visitors and maximising the benefits for the local population. The Network created under this project will be composed by multiple actors and experiences that will be developed mainly by local entities from the Social and Solidarity Economy.

Results:

AETHNIC has co-created a set of tourist experiences in and around the city of Barcelona in a participatory process together with entities and agents from the commercial and social fabric of the city. This has been organised under the framework of the Responsible and Sustainable Tourism Network of Barcelona with the aim to support an alternative tourist offer for all those tourists and visitors who are willing to discover and experience the city in a more authentic and responsible way, generating a positive impact on the local economy. Through the Tourban project, AETHNIC has not only enhanced the business model of the network but also addressed aspects related to project feasibility and the commercial strategy for their sustainable products. Furthermore, improvements have been made to the digital marketing tool used to promote these experiences.

More information: <https://aethnic.org/>



Co-funded by
the COSME programme
of the European Union



StylishEnergy

Intelligent Energy Management System (IEMS)

By You Stylish City S.L.

Smart resource use

HOLIDAY AND OTHER SHORT-STAY ACCOMMODATION

Spain

About the project:

You Stylish is a tourist apartment rental company with a premium offer in central locations in Barcelona and a sustainability commitment. Through the project “Intelligent Energy Management System” (Stylish Energy) they aim to reduce the environmental impact of their clients’ stay through a reduction of their energy consumption. The project therefore focuses on smart use of energy with digital control systems to monitor and adjust consumption in their apartments. Through the implementation of the innovative Intelligent Energy Management System the aim is to cut energy costs by up to 50%, which apart from controlling costs, has a considerable impact on environmental sustainability. An additional aspect of the project is sustainability-oriented marketing and communication to create awareness among guests on the use of resources. Eventually, You Stylish aims to be part of the growing Urban Sustainable Destinations Strategy offering a more sustainable product respectful to the environment.

Results:

YouStylish successfully reduced the environmental impact of their accommodations by adjusting the air conditioning (AC) settings in 80% of their apartments. Their analysis revealed that a minor adjustment of +/- 1°C in temperature limits lead to an average of 7% reduction in carbon footprint. Furthermore, YouStylish improved the heating and cooling efficiency in 85% of the apartments by implementing proper insulation measures for windows and doors and conducting regular maintenance on the AC machines. These efforts resulted in a significant decrease in energy consumption of approximately 8%. In their commitment to sustainability, YouStylish also prioritised renewable energy sources by signing energy supply contracts with providers of clean energy. To reinforce their sustainability initiatives, YouStylish introduced an energy care policy. This policy is effectively communicated to both staff and guests through team training sessions and the use of friendly energy-saving messages such as QR codes and stickers. By engaging guests and staff as partners in driving sustainable practices, YouStylish estimated a potential energy saving of 10%.

More information: <http://www.YouStylish.com>



Co-funded by
the COSME programme
of the European Union



GOOD TRACK

GOOD TRACK

By CLAMA FOR FUTURE

Sustainable destination strategy

TRAVEL AGENCY

Spain



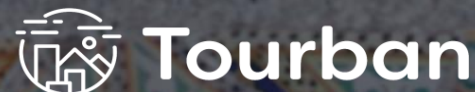
About the project:

Clama Cultura is a company specialised in touristic tours. A tourist in Barcelona uses between 300- 800 litres of water a day, three times more than a citizen. The same happens when we study how much energy tourists spend or how much waste they generate. With this in mind, Clama Cultura's project objective is to help reduce resource consumption and waste generation by tourists as much as possible by making tourists and local business aware of their ecological footprint, showcasing it through different measurements and calculations. Results are displayed in an app, which at the same time guides them to make better decisions for a more sustainable city tourism.

Results:

Through the Tourban project, Clama Cultura has successfully developed an app prototype called eCO2r. This innovative application tracks the behaviour of both tourists and locals, assessing their sustainability practices and carbon footprint. To incentivise sustainable behaviour, the app incorporates a reward programme where points earned for sustainable actions can be redeemed at eco-friendly stores. The app design goes beyond tracking and rewards. It also includes a comprehensive travel planner, integrating third-party services and recommendations for sustainable tourist offers. The travel planner is intricately linked to a CO2 estimation tool that encompasses data on various factors such as accommodation, food, transportation, attractions, and tours. Additionally, the app provides access to offsetting projects, enabling travellers to compensate for their emissions. By providing users with practical information, eco-conscious recommendations, and the means to offset their carbon footprint, the eCO2r app aims to empower individuals to make sustainable choices and reduce their environmental impact during their travels.

More information: <http://clamacultura.com>



Co-funded by
the COSME programme
of the European Union



IDENTIFY APP

IDENTIFY

By Identify App

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Spain



About the project:

Identify brings together the demand of travellers for tailor-made plans during their trip and the hotel staff's need to provide information that fully satisfies their guests. Identify has created a solution that saves front-desk-staff time and delights guests by offering cultural information, local recommendations, and branded itineraries.

For the user it is the new travel guide to discover more than 300,000 cultural hotspots around the world. And, for hospitality companies, Identify is the guest-experience-app to offer activities and personalised cultural content while increasing their sales and receiving guest behaviour data.

Through the support of Tourban, Identify will carry out a market research to analyse the sustainable behaviour of urban tourists in Barcelona in order to detect opportunities for improvement of their app, similar to leveraging their promotion through digital channels and at fairs.

Results:

Through Tourban, Identify has conducted market research in hotels and tourist accommodations, revealing a crucial need for these companies to enhance the traveller experience at the destination. It has proven a requirement for hospitality companies aiming to be transformative and game-changers.

Identify's research has also highlighted that companies placing special emphasis on guest engagement, a marketing strategy involving interactive interactions between the hotel brand and guests through various channels, are more inclined to implement sustainable practices. In this context, Identify DTX (Destination Traveller Experiences) emerges as a powerful tool that can contribute to their strategy and enhance customers' experiences. Identify adds value to customers by offering activities, personalized cultural content, and boosting hotel sales. Additionally, it promotes the decentralization of tourism to lesser-visited places. By leveraging the app's data, companies can make informed decisions to influence guest behaviour more effectively.

More information: <https://www.identifyapp.es/>



Co-funded by
the COSME programme
of the European Union



iKurius

Sustainable destination strategy

iKurius, virtual experience for school groups

By DENATRAVEL VIAJES AMM SL

Spain

About the project:

Dena Travel is a travel agency specialised in school and educational trips. Ikurius project's general aim is to reduce the negative effects of mass tourism, while at the same time giving tourist destinations the opportunity to promote themselves through a digital marketing channel. The way to achieve this is through the creation of a technological platform that provides a digital experience for students in virtual reality, to be enjoyed without transportation, but including all the emotional, recreational, and educational aspects that motivate the realisation of a trip. The experience is designed in the form of a game (gamified educational activity) following a fictional narrative. The main beneficiaries will be destinations and their tourism businesses and attractions, who are involved in the creation of the experience and its monetisation. The project furthermore allows broadening the access to travel experiences to people with mobility limitations and social disadvantages due to its lower cost.

Results:

In the framework of Tourban, Dena Travel conducted a carbon footprint comparison between a traditional school trip and a virtual trip to Barcelona. They also analysed the project's impact on the Sustainable Development Goals (SDGs) and assessed its social impact on the city. Additionally, with the support of their mentor, Dena Travel established the technical requirements to create a valid monetisation channel for local tourism companies offering their products virtually. They initiated an outreach campaign to gauge the interest of local tourist providers in channelling their services through a virtual tourism product.

Ultimately, the project concluded with the development of a sustainability strategy for Ikurius in the context of school and educational travel, ensuring environmentally conscious and socially responsible practices.

More information: <http://www.denatravel.com>



Tourban

Co-funded by
the COSME programme
of the European Union



C5S

Sustainable destination strategy

HOLIDAY AND OTHER SHORT-STAY ACCOMMODATION

Cloud5 - 5 senses for conscious travelling

By CLOUD5

Spain

About the project:

With the project “5 senses for conscious travelling” Cloud 5, a management company for short stay holiday rentals in Barcelona and surroundings, aims to raise awareness on sustainability among its clients through several actions, including:

- Inspiration for guests to embrace sustainability in everyday habits.
- Support of and collaboration with local partners who share the same values.
- Break seasonality through the organisation and promotion of local off-season activities and events - this way ensuring a more stable occupation of properties and employment conditions.

Through the project, Cloud 5 also expands its use of technology and its communication and marketing strategy with sustainability values at its core.

Results:

Cloud 5 has raised awareness of sustainability by cultivating a community of local providers, boosting their economic value, and offering responsible experiences and accommodations to conscious travellers. They have created a platform connecting tourists directly with local services, vendors, and providers to facilitate knowledge exchange and value creation. This allows travellers to enjoy authentic experiences while supporting local providers and recognizing the positive impact of tourism in the destination. As part of the Tourban project, Cloud 5 has collaborated with Turismo Vivencial, another Barcelona-based Tourban-funded company, to promote their off-season products. These efforts have resulted in a more stable property occupancy and improved employment conditions throughout the year. Guests have responded positively to the sustainability measures implemented by Cloud 5, providing valuable feedback.

More information: <http://www.cloud5barcelona.com>



Co-funded by
the COSME programme
of the European Union



2NDPHASE

2NDPHASE

By INOUT Hostel

Smart resource use

HOTELS AND SIMILAR ACCOMMODATION

Spain



About the project:

INOUT Hostel belongs to Icaria Iniciatives Socials, a non-profit organisation whose mission is social and employment inclusion of people with disabilities. It is located in the Collserola Natural Park in the north of Barcelona.

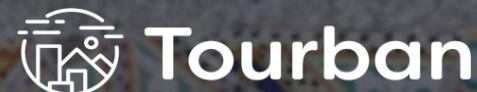
INOUT hostel is based on the principles of inclusion and social sustainability. 90% of their workforce is made up of people with disabilities. INOUT hostel's Tourban project has a two-fold objective: the improvement of their environmental sustainability through the use of rainwater for the irrigation of outdoor spaces on the one hand, and the improvement of the accessibility of their installations on the other hand. The former will be facilitated through a technical study of the possibility to install an irrigation system, the later through an in-depth analysis of every aspect of accessibility of the hostel's facilities including concrete recommendations for improvement to be implemented subsequently.

Results:

InOut Hostel has successfully implemented an outdoor rainwater irrigation system, following a detailed feasibility study and planning conducted as part of their Tourban project. This decision holds significant importance in Catalonia, where water scarcity and frequent drought periods pose critical challenges. By utilising rainwater and adopting efficient irrigation methods, the hostel demonstrates a commitment to sustainability and responsible water management.

In addition, the hostel has conducted a comprehensive accessibility study of its entire premises, placing a strong emphasis on inclusivity as a core aspect of the project. The audit has resulted in a detailed report that highlights the necessary adaptations to ensure accessibility across all areas of the facility. By prioritising accessibility, the hostel establishes itself as a socially inclusive accommodation provider, actively catering to diverse guest needs. Their efforts have garnered recognition and acclaim, earning them awards and opportunities to showcase their achievements on an international level at fairs and sector-specific events.

More information: <https://www.inouthostel.com/es/>



Co-funded by
the COSME programme
of the European Union



WTT

Walk the Talk

By Inside Rotterdam

Sustainable destination strategy
Sustainability certificates and labels

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Netherlands

About the project:

Since 2014 tourism in Rotterdam has increased significantly, having negative consequences for residents and the urban environment. Meanwhile sustainability policies and certificates appear to be non-existent among local tourism SMEs. Noticing this, together with the fact that sustainable travel is becoming a global trend and more and more competitors entering our market, we identified opportunities to act responsibly. Our objective is to become an essential player in sustainable tourism in Rotterdam, we will embrace sustainability principles and adopt more sustainable business practices. To do so, we will obtain the B-Corp certification, allowing us to implement sustainability in the entire operations. Accordingly, we will make sustainability an integral part of our business strategy, based on the lessons learned from the B-Corp audit.

Results:

As of March 2023, Inside Rotterdam is the first and only tour company in Rotterdam to have a sustainability certification. Inside Rotterdam obtained the Travelife Partner certification. Through this certification we are closer to our objective to be an essential player in sustainable tourism in Rotterdam. Embracing and integrating best practices in the field of sustainability resulted in different sustainability impacts. First, we implemented the low hanging fruit, for example a change in the use of water bottles. We will not hand out single use water bottles anymore but ask people to bring their own refillable bottle. During the tour we stop at public water points to refill the bottles, preventing people from buying single use plastics. Another example, of a very different kind, is that we established a protocol and working contract in close contact with the guides, committing ourselves to good working conditions and support for all our freelance staff. We also train our freelance guides in the best practices of excursion companies, showing them how they can guide excursions in a more sustainable manner and promote local sustainable choices to our guests. And lastly, after booking a tour, guests receive tips on how they can make their stay in Rotterdam as sustainable as possible, giving tips on transport, hotels, restaurants, and shopping. The certification does not stand on its own. Since economic sustainability and a healthy business model are crucial, a new business model and economic strategy has been written. Inside Rotterdam is ready for the future with a new mission reiterating our commitment to make a positive contribution to local life in Rotterdam, in harmony with nature.

More information: <http://www.insiderotterdam.com>



Co-funded by
the COSME programme
of the European Union



R&D CZ

Smart resource use
Circular economy and waste management

CAMPING GROUNDS

Research & Design off-grid accommodations

By camping Zeeburg Amsterdam

Netherlands



About the project:

Camping Zeeburg is one of the main campsites of the city of Amsterdam, offering spots for tents, tiny houses, and campers. Last year, the property was able to realize the acquisition of extra land with the vision to develop 15 fully sustainable, circular, and off-grid accommodations on the new land. The aim is to research and get access to knowledge about sustainability and circular building opportunities and to develop a futureproof plan for the land use of Camping Zeeburg. The outcomes will be beneficial for similar companies and city campsites on how to use land in a more sustainable way.

Results:

The goal was to realize 15 sustainable off-grid accommodations on the newly constructed island. This goal proved impossible to achieve in the short term, mainly due to legal limitations. After frequent consultation with all stakeholders, it turned out that the laws and regulations for the area do not yet allow such construction activity. The first months of the accelerator program a development plan has been written to explore the possibilities for sustainable exploitation of the island. Based on this report, the next steps were taken. One of the first things to focus on, is the preparation of the island for future construction. First, we will make the site suitable for nature development, we started by planting new trees this winter, all according to a carefully considered plan. Also, in collaboration with the university of Amsterdam, students all designed possible off-grid and circular accommodations that can be built once the permits are ready. Such a process usually takes 5 to 7 years. In the meantime, the site is used as a camping area for tent campers.

More information: <http://www.campingzeeburg.nl>



Tourban

Co-funded by
the COSME programme
of the European Union



TTC

Tours as a Tool for Change

By Tours That Matter

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Netherlands



About the project:

At Tours That Matter we guide people towards change, as a response to the problem of overtourism and polarization in Amsterdam. Tours have been associated with large groups and mass tourism, the Covid-19 pandemic only emphasized the fact that we need to do things differently. With the Tourban project we aim at implementing an innovative tour model that enhance the positive impact on sustainability through connections, engaging residents and adding value to destinations. With social inequality on the rise, we need these type of initiatives, shaping tourism as a force able to bridge the gap. We are using the new model to improve two of our existing tours and maximize their impact. The aim is to use tours to empower people to tell their own story, creating transformational encounters and providing meaningful opportunities for vulnerable groups. Tourban is enabling us to implement the right tour model that we can use to grow our business locally and internationally in a responsible way and inspire other businesses worldwide.

Results:

Tourban has given us an opportunity to not only maximize but also to visualize the positive impact of our tours! We have designed a tour design model that shows how our tours contribute both to the local community and the wider world. Based on this theoretical model we created an attractive infographic video that communicates the process and the impact of the tours. In this way we move away from “selling a product”, but we focus more on informing people on the work we do in communities. We applied it directly to three new tours that we designed in the North and the South-East of Amsterdam - with the themes of inclusivity, super diversity, and circularity. For these tours we've created partnerships with universities, community centers and social businesses in the areas, shaping a new eco-system. Additionally, a training program has been designed to train the right people to guide these tours. The result is a new tour design model that we can scale and grow. Not a product to enter the market but a process that will change it.

More information: <https://www.toursthatmatter.com/>



Tourban

Co-funded by
the COSME programme
of the European Union



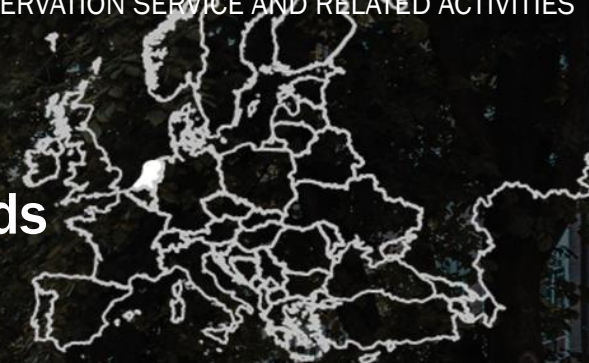
SoG So Green

By Holland Private Tour

Sustainable destination strategy
Sustainability certificates and labels

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Netherlands



About the project:

With the support of the Tourban Acceleration Programme we want to address some of our main challenges, strengthening our skills, the ability to reach out to adequate targets, the capacity to communicate the value of our off-the-beaten path tours and personal services. We aim at obtaining the Travelife Certificate and set up a Sustainable Destination Strategy, creating new and even more sustainable tours. External expertise will allow us to develop skills to reach out to potential customers and raise awareness about the value of our sustainable tours. All these efforts will make us 'The leading tour operator of Sustainable Tours from Amsterdam'. By achieving this, we will contribute to spread travellers across the Netherlands, reducing overtourism in cities like Amsterdam and other busy tourist spots. The implementation of our strategy will help travellers reduce their travel footprint. With the acquired knowledge and skills, we can also support other tour operators in the future.

Results:

Tourban has helped us to increase the value of sustainable tourism in our own business and to show that to our potential customers. We are now better prepared to do what has always been at the core of our business: offering off-the-beaten-path tours, taking people out of Amsterdam to avoid over-tourism and show them a more authentic part of the Netherlands. By working on obtaining the Travelife certification, awareness has increased inside and outside the business on how tourism can be harmful, but that there are great ways to do good and have a positive impact with tourism. Moreover, with the help of external experts we enhanced the content and the performance of our website, reaching more direct customers. Also, thanks to Tourban, now it is more visible and recognizable that going off-the-beaten path is not only a sustainable option, but also more fun!

More information: <http://www.hollandprivatetour.com>



Co-funded by
the COSME programme
of the European Union



WIA MSB

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Who is Amsterdam Marketing Skill Boost

By Who is Amsterdam Tours

About the project:

Our goal for this project is to learn how to effectively craft and spread our brand message to promote responsible travel in Amsterdam. We're addressing the topic of Sustainable Destination Strategy. Before Covid, mass tourism was rampant and Amsterdam's city centre was bursting. It led to a gap between visitors and locals and an unhealthy city balance. Through the Tourban Acceleration Programme we are boosting our communication and content creation skills to raise awareness about the challenges Amsterdam is facing and provide valuable solutions for our market. By offering socially sustainable experiences created by us and our network of local independent tour businesses citywide, we plan to guide travellers towards responsible travel, experiencing Amsterdam like locals, i.e. exploring beyond the city centre and choosing sustainable experiences. With effective communication strategies and content, we can inspire our audience to be part of a healthy ecosystem and contribute to a better city balance in Amsterdam.

Results:

The results of our projects are multi-folded. Firstly, we improved our communication skills on how to craft and effectively spread our brand message and better promote responsible travel in Amsterdam. We achieved that by completing a professional copywriting course called the Copy Cure. Through that, we created and launched a brand-new website with a clear, catchy, and compelling message and our signature tone of voice. We also completed a YouTube course which enabled us to scale to almost 2K followers in one year. Our channel is home to a collection of videos which guide visitors in a fun and responsible way. For example, our video about navigating Amsterdam's Red Light District in a responsible way has reached 28K views to date. Secondly, we effectively defined a community-building strategy, and we started its implementation by onboarding 12 partners on our travel platform (four of them are also part of the Tourban project). The strategy included the identification and definition of five sustainable criteria (preservation of cultural heritage, embracing inclusivity, creating benefits for locals and local businesses, practicing sustainable leadership, respecting the environment). These criteria are at the heart of everything we do together with our partners, therefore they are also clearly communicated and verified prior to onboarding them. At the end of the project, on the 23rd of March, we launched the Who is Amsterdam platform officially and shared it with the world. Besides our dedicated partners, some of Amsterdam's biggest newspapers like Het Parool were also present, as well as representatives from the City of Amsterdam and Amsterdam&Partners. We're here to make a change in Amsterdam, and to continue to contribute to a liveable city based on the foundation we've laid during our time with Tourban.

Netherlands

More information: <http://www.whoisamsterdamtours.com/>
www.whoisamsterdam.com



Co-funded by
the COSME programme
of the European Union



UBF

Urban food tour

By Avontuur Dichtbij

About the project:

By 2050, 68% of the global population will live in cities. The biggest challenge in the coming decades is to make the densely built-up and busy city greener, making it more sustainable, climate-adaptive, circular, energy-neutral, and healthy for everyone. Through the Tourban Acceleration Programme we are developing four Better City trips with a strong focus on food and social enterprises, showing that things can be done differently and better. We are developing Better City trips to Amsterdam Rotterdam, Utrecht, and Nijmegen. We want to show positive examples of what is happening in the field of urban agriculture, green roofs, and social entrepreneurship. Our Better City trips also aim at stimulating year-round visitors, create cross-cultural connections, preserve heritage and traditions, and educate travellers about the local culture.

Results:

If we want to continue to grow as a tourism sector in a world in which climate change has far-reaching consequences, we must move towards a zero-emissions scenario, which is what we have done during the last year. Through the Tourban Acceleration Programme we have developed four Better City trips with minimum carbon emissions. The Better City trips to Amsterdam Rotterdam, Utrecht, and Nijmegen all have a strong focus on plant-based food and social enterprises. We want to show positive examples of what is happening in the field of urban agriculture, green roofs, and social entrepreneurship. What does a Better City trip look like? You stay in a hotel that considers sustainability to be of paramount importance. It is an active city trip in which all activities are as CO2 neutral as possible, so by bike, on foot or by canoe or sup. You get a guided tour to learn more about the city. You visit a social enterprise that offers a solution to problems in the field of employment, inequality or sustainable production and consumption. You visit a food forest, roof garden or another example of (urban) agriculture. You discover places outside the centre. You will receive a list of nice vegetarian and vegan restaurants to try. Food is always central during the trip. Because food connects, surprises and is important for our health and the environment. In our city trips we included other Tourban participants like Inside Rotterdam and Badass tours. All our trips are easily reachable by train. Soon we also plan Better City trips to cities in Germany and Belgium. We are now focusing B2C, but in the near future we are looking for B2B partners in neighbouring countries.

More information: <http://www.avontuurdichtbij.nl>



Tourban

Co-funded by
the COSME programme
of the European Union



Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Netherlands



SHSC

Stay Hungry, Stay Conscious

By Hungry Birds Street Food Tours

Sustainable destination strategy
Sustainability certificates and labels

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Netherlands



About the project:

Our project 'Stay Hungry, Stay Conscious' is about our small, local tour company embarking on the journey of becoming and growing into a more sustainable street food tour company. Through the support of the Tourban Acceleration Programme we aim at becoming Travelife certified, a starting point to further grow our knowledge and expertise about how to run a responsible food tour company. We expect our sustainable products to add value to Amsterdam's sustainable destination strategy as well as improve our company's waste management. As a result, we believe our guests will feel more engaged and identify with the values of our company. After the Travelife Certificate is achieved at the end of the Tourban programme, we expect to have clear guidelines for our future food tour products and continue to improve ourselves.

Results:

Through the support of the Tourban Acceleration Programme we aimed at becoming Travelife Certified, a starting point to further grow our knowledge and expertise about how to run a responsible food tour company. The past year gave us the opportunity to dive deeper into our company and analyse which business activities could be improved to achieve the Travelife Certified status. We have been creating clear guidelines for our food tours and Motherbirds (tourguides) to ensure a sustainable food experience for our guests. As a direct result of this, we aim to inspire our guests and partners to make more conscious choices. We also completed the "Become a better tour operator course" by the Good Tourism Institute, which has made us rethink our current business activities (our USP, ideal guest and how to promote ourselves online) and has shown us how we can improve these business activities while contributing to the environment. Finally, the beautiful illustrations created by "Studio by Nouk" will help us to share our sustainable journey with our guests. They created a branding package that would better translate the voice and feeling behind our company and values. Something that is incredibly important if we want to attract the guests that are a match with our company and our way of running food tours. We look forward to continuing our sustainability journey and inspire more of our guests to make conscious choices.

More information: <http://www.hungrybirds.nl>



Tourban

Co-funded by
the COSME programme
of the European Union



Feasibility research for fully sustainable romantic weekend package for couples in Amsterdam

By Romantic Tour Amsterdam

About the project:

The focus for Romantic Tour Amsterdam is to research the best possible scenario to organise the most sustainable weekend trip for two in Amsterdam. Romantic Tour Amsterdam aims to use the knowledge gained with research to increase the overall sustainability for future products and services created. The feasibility study will include a calculation of the CO2 footprint of the current boat tour offered by RTA. This to identify where improvements can be implemented. The outcomes will be summarized in a whitepaper on how to create a sustainable product that can be applied by the company in the future as well as a source of inspiration for the tourism sector in Amsterdam and beyond.

Results:

After extensive research, all parts of the tour were reviewed in terms of CO2 emission and possible alternatives to offer our guests. During the research process, two paths have been explored. First, we focused on the investigation to make the current standard boat tour more sustainable, and second, we aimed to create a new offer: a romantic sustainable weekend in Amsterdam. The research resulted in an overview with the CO2 footprint of the standard romantic boat tour from Romantic Tour Amsterdam and how it can be reduced, including choices whether RTA chooses to reduce CO2 footprint, or sustainability in another way that fits within the concept of RTA, for example, buying locally instead of mass production or opting for more social impact. Additionally, advice to compensate the CO2 footprint is included, as well as an overview of potential new partnerships. We like to establish partnerships with like-minded entrepreneurs who are interested in sustainability as having intrinsic value, being authentic and a personal approach to them have customers. Second, research has been done towards the opportunities to develop the most suitable weekend in Amsterdam. The outcome is a new concept, shared in a story with the opportunities for RTA.

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Netherlands



More information: <http://romantictouramsterdam.com>



Co-funded by
the COSME programme
of the European Union



BTA

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Badass Tours' Self-Guided Tour App

By SE Productions

Netherlands



About the project:

Supported by the Tourban Acceleration Programme, Badass Tours will contribute to making Amsterdam a more sustainable destination from an economic, environmental and social perspective by developing, refining and launching a self-guided tour app. It is designed to lure tourists away from large group tours, buses, and boats, by conveniently exploring places and stories no one else is covering. It is also designed to be accessible to the differently abled, who often face challenges in group tours. Finally, the app furthers Badass Tours' ultimate goal of using tourism as a force for good by communicating the stories of underrepresented people to digital natives and people of different backgrounds. By exploring women, LGBTQ+, BIPOC and Jewish people in history, Badass Tours counters narratives that are doing a great deal of damage worldwide. By engaging travellers when they are relaxed and open to new ideas, Badass Tours hopes to send people home primed to look for equality in their own countries.

Results:

Badass Tours successfully launched a new digital tour that we've come to call the Self-Curated Walking Tour. This new tour explores the hidden history of Amsterdam's historical centre and lays the groundwork for future storytelling opportunities. The Self-Curated Walking Tour leaves a positive social impact on the city through several benefits: (1) The tour is at a price point that's affordable for a wider range of guests, providing access to powerful stories no matter the income level of the guest. (2) The tour is specifically made for those with differing abilities, such as people with physical impairments and neuroatypical people. The tour lets them set their own pace, take in the information how they want (either by reading or by listening), and stop and start as they please. In this way, we're able to reach a wider range of guests that might want to take a tour but stay away from them for various reasons. (3) The tour includes 60 stories over 12 different stops, each with a story dedicated to the four main themes: women's history, BIPOC (Black, Indigenous, People of Colour) history, Jewish history, and LGBTQ+ history. These are stories of empowerment and resilience, and they shed light on people that are typically written out of history books. Guests can find themselves represented in these stories, and they can have a better appreciation for other cultures. We're incredibly satisfied with what we accomplished with the Self-Curated Walking Tour, and we can't wait for more people to experience it.

More information: <https://badasstours.nl/>



Co-funded by
the COSME programme
of the European Union



Reinvent Tourism

Reinvent Tourism

By Sabine Linz (Reinvent Tourism)

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Netherlands



About the project:

Reinvent Tourism addresses various challenges of urban (over) tourism in Amsterdam and beyond, such as alienated and angry residents, threats to authentic culture and heritage, inequality and social exclusion, housing problems and environmental damage. We aim to grow from a 300+ Dutch community to a 350+ international community in 2022 and increase our impact and reach as a living lab by becoming financially sustainable. One of our core activities is to organize the annual Reinvent Tourism Festival in Amsterdam, for 2023 we aim to realise an international edition. For now, we have not been able to operate as a financial sustainable organisation, which limits us to grow and increase impact. Therefore, the main goal of the accelerator programme is to explore a sustainable business model and make an implementation plan accordingly.

Results:

The main goal for the accelerator program was to identify a sustainable business model to guarantee the mission of Reinvent Tourism in the future. Together with experts, we have been able to identify additional revenue streams and ideas to monetize the platform in different ways. One of the possibilities is to move more towards a platform for which partners will pay a partner fee. This would be possible at the Positive Tourism Hub, a platform that contributes to positive development in several ways. Firstly, the Hub forms a breeding ground for stakeholders to meet and jointly develop new positive impact products and practices. Secondly, the Hub has a public function. As part of the Hub, we will set up a Positive Tourism Desk that will guide visitors through all the Positive Impact Tourism possibilities. The Desk also functions as a 'living lab' to test new tourism products and practices in a real-life setting and investigate the keys to success. The Positive Tourism Desk thus forms both a point of sale and an experimental environment that feeds innovation with new knowledge and insights. Lastly, the Positive Tourism Hub will be the epicentre of collaboration and co-creation to fundamentally change the current visitor economy. As a result, tourism will have an increasingly positive impact on the downtown area, including culture and local entrepreneurs. Revenue will be generated through paid activities, partnership fees and subsidy from the municipality. For that, we completed a funding scan.

More information: <http://www.reinventtourism.com>



Co-funded by
the COSME programme
of the European Union



SFFL

Step further for less

By Jet Travel Kft.

About the project:

We have made positive strides in maintaining quality and are now focusing on enhancing our sustainability practices. While we have implemented eco-friendly measures like recycling and digitalization, we aim to go beyond and provide clients with choices for greener destinations, transportation, and services. Developing a software tool to calculate CO2 emissions would enable clients to make informed decisions. This and obtaining the Travelife sustainability certification would give us a market advantage.

Results:

"At Jet Travel Ltd. we always strive for excellence, just as our motto states: „Quality is not an act, it is a habit“. In this manner, we are committed to taking more and better action in mitigating the effects of tourism on the environment. In the scope of our project, we have set our targets on transforming our internal operations and services, also providing the option for our clients (and for ourselves) to offset their carbon footprint produced by aviation. As a corporate travel agency, we believe it is important that our companies are aware of the ecological footprint of their trips and as future green travelers, we help them to compensate for this. Our partnership with Trees4Travel helps us to do this. Through a transparent, user-friendly, easy-to-access web app, they can see the CO2 emissions of their last trip and the system calculates how many trees they should plant to compensate for it. To transform our internal operations, we examined our overall impact on the environment and implemented the methods provided by Travelife Certification to establish a climate-friendly office space. By transforming our services, we focus on providing options for our clients. We set out different measures and methods to offer more sustainable services and travel solutions for our customers while maintaining our recognized quality. To serve a superior purpose and gain a competitive edge we are committed to acquiring the Travelife certificate, providing the availability of eco-friendly or sustainable travel, and take our first steps on the road towards sustainability.

Sustainable destination strategy
Sustainability certificates and labels

TRAVEL AGENCY

Hungary



More information: <https://www.jettravel.hu/en>



Tourban

Co-funded by
the COSME programme
of the European Union



Budapest SUSTOUR

Sustainable destination strategy
Sustainability certificates and labels

TRAVEL AGENCY

Spend sustainably a day in Budapest

By CRB Cityrama Kft.

Hungary



About the project:

Overtourism and urban congestion pose significant challenges in today's tourism. Cityrama aims to optimize and divert tourist traffic in Budapest, involving locals to create a sustainable and enriching experience. By discovering hidden city treasures through public transportation and walking, the program fosters a closer connection between tourists and locals, reducing pollution and traffic delays.

Results:

The biggest challenge of today's tourism is the phenomenon of over-tourism and urban transport, which is mainly manifested in the simultaneous visit of popular places by crowds. There was a need for a change of attitude in service providers so that the movement of tourists can be extended in space and time. Furthermore, the relationship between locals and tourists can be mended on a common platform. Cityrama wanted to belong to the first companies joining the process of optimizing and diverting tourist traffic in Budapest. We have reached our main goal by creating a new and sustainable tour that shows all the most important sights of the Pest side with a tour guide in a sustainable way. The participants walk around the City Park and ride along the Danube bank to enjoy the wonderful panorama of the city. The tour brings the visitors closer to locals by discovering the hidden treasures of the city by public transportation, on a special 4-wheel bike and on foot. The program is bringing tourists closer to locals by discovering the hidden treasures of the city through public transportation and walking on secret pathways. On the way to creating our new vision and receiving the Travelife Partner Level certificate, we have received many great impressions and sustainability became an important topic at our company.

More information: <http://www.budapest-sightseeing.hu>



Tourban

Co-funded by
the COSME programme
of the European Union



TRY:Special

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Activate and attract people with special needs

By TryIt Kft.

Hungary

About the project:

TRY:Budapest offers tailored city walks for visitors, particularly those with physical disabilities. While we've successfully targeted this group domestically, we face challenges attracting disabled tourists due to limited motivation from disability organizations and a lack of financial support. Our project aims to overcome these challenges by reaching out to disabled groups abroad and improving communication and financial support opportunities within Hungary. This will expand our reach, promote sustainable tourism, and contribute to Budapest's development as a sustainable destination.

Results:

The Tourban project made us redefine Budapest as a destination for visitors with special needs and reduced mobility. TRY:Budapest offers tailored city walks for visitors from Hungary and abroad. A very important target group of us is people with special needs, mainly physical disabilities. To provide efficient, reliable and appropriate service for this target group, very specified work had to be done: mapping the special requirements carefully and making sure the service provided matches their requirements. Considering the experience we already have, this target group is hard to move as tourists. We have found that the reasons are both lacks of motivation from the organisations of people with disabilities and a lack of financial support. We aimed to answer the challenges by reaching out to disabled target groups abroad and in Hungary (communication and mapping financial support opportunities).

As a result of the Tourban project TRY:Budapest: (1) reached out to new target groups and increased competitiveness; (2) involved disadvantaged social groups and contributed to sustainable tourism; (3) got involved in the development of Budapest as a sustainable destination.

More information: <http://www.try-budapest.com>



Tourban

Co-funded by
the COSME programme
of the European Union



FPTIST

Sustainable destination strategy
Sustainability certificates and labels

HOLIDAY AND OTHER SHORT-STAY ACCOMMODATION

Urban Short-term rental transformation into green and sustainable accomodation

By Stagland Kft.

Hungary

About the project:

Conflicts have arisen in Budapest due to its popularity as a party tourism destination. To address this, we proposed transforming party accommodations into sustainable and eco-friendly options. By implementing eco-labels, raising awareness about sustainable travel, and adopting eco-friendly practices, these accommodations, including our own, can attract environmentally conscious tourists and gain a competitive edge.

Results:

Budapest is one of the most popular destinations for party tourism. This has led to conflicts between homeowners, locals, and district municipalities. There were strikes regarding regulations and even closing of short-term rentals without real results. The idea was to transform the party accommodations with the help of Tourban to be sustainable and eco-friendly, to achieve better relations between the mentioned parties and for a better city environment. We successfully managed to receive the Greentourism.com sustainable certificate, applied for the booking.com sustainable badge and registered our website on ecobnb. Our biggest achievement was to create a fully individual website for our apartment, where we collected all the sustainability aspects. We also created a Green Policy, a Green Action Plan, a Green feedback form and a guideline for guests on how to be responsible visitors. With a green certification, we are now attracting a different genre of tourists for whom sustainable travel is important. Information on travel awareness is the basic step. The further steps were getting advice on eco-friendly cleaning materials, alternative lightening solutions, correct recycling of garbage, water filters to produce high-quality drinking water (reducing plastic bottles), etc. With a sustainability certificate, the accommodations are more competitive on the market and attract the right audience.

More information: <http://www.staglandbudapest.com>



Tourban

Co-funded by
the COSME programme
of the European Union



WFC

Wired for change

By Wireless Communications Kft.

About the project:

We strive to enhance tourists' experiences as a tourism service provider. Despite the pandemic, we have collaborated closely with tour guides and agencies. Our focus on sustainability has led us to seek alternative transportation methods to support our project, such as electric rollers and a bike system, replacing cars and motorcycles. We need assistance with logistics and tackling challenges arising from overtourism and disrespectful tourists. With our project, we aim to offer visitors an extensive information system, serving as a comprehensive "guide," including a map indicating public toilet locations, bins, information points, and accessible places to deter littering and public urination.

Results:

As a service provider for tourism, it has been our goal to make the best out of every experience for tourists. We have been working in close contact with tour guides and agencies and found that improvement equals sustainability, which will last for a long time. Pre-covid we have been using cars and motorcycles to get our products from our office to the customers, since then we are also distributing using electric rollers, public transportation and a bike system.

We needed Tourban's help with logistics, and we wanted to handle the challenges that over-tourism and disrespectful tourists have caused in the past. We wanted to give visitors something that goes a long way too, in the form of an information system, a „guide.“ Developing our mobile application we were dedicated to ensuring that the time spent here is valuable for all visitors in Budapest, while not posing an additional environmental burden to our capital and its locals. Find the nearest public toilet and selective waste bin, tackle the constant purchase of PET bottles by filling your own bottle from the nearest drinking fountain, and discover certified accessible facilities throughout Budapest.

More information: <https://en.tourguidesystem.hu/>



Tourban

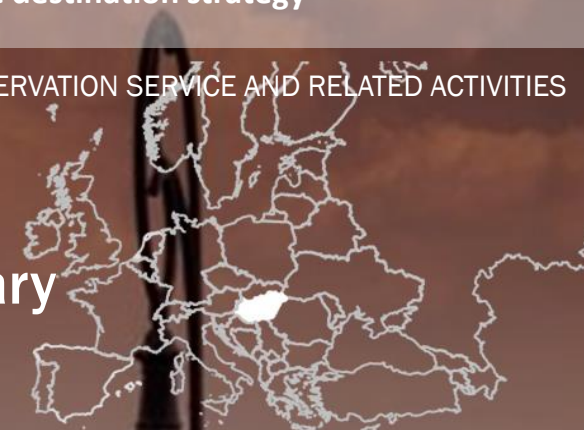
Co-funded by
the COSME programme
of the European Union



Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Hungary



BUWT

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Budapest Urban Walking Tours for Locals and Tourists

By Best Step Guide Kft.

Hungary



About the project:

Budapest is unique in the genre of urban walking tours for locals, this kind of tour appeared 10-11 years ago in the city. The walks soon became popular with the locals, and today, we don't have a weekend when we can't choose from several companies' offers. It is an ongoing challenge to expand and reach our audience with more and more ideas. Developing a tour requires great research work and lots of organization. But even if the content is there, it is also our job to get it to the target audience and to keep the attention of returning walkers as well. Our project aims to achieve more effective economic operation with the help of mentoring and consulting, we want to learn new methods, especially in the field of marketing. In this way, we want to make the genre of urban walking even more popular, thus contributing to the goals of sustainable tourism.

Results:

Budastep (Best Step Guide Ltd.) is one of the few professional representatives of urban walking tours for locals, the latest and fast-growing genre of sustainable tourism in Budapest.

Our project aimed to achieve more effective economic operations with the help of mentoring and consulting, we wanted to learn new methods, especially in the field of marketing. This way, we are making the genre of urban walking even more popular, thus contributing to the goals of sustainable tourism. Developing a professional urban walking tour requires a great deal of research, about interesting locations, stories, fun facts, and a professional tour guide with great knowledge is also needed. It is an ongoing challenge to expand and reach our audience with more and more ideas. With the support of our Tourban mentor, a digital marketing expert, we learned how to choose the most suitable marketing model, differentiate the stages of a customer's journey, and address them with the appropriate content through online platforms. The campaigns implemented through these platforms increased our brand awareness and sales. Digital marketing solutions are now part of our day-to-day operation as the best tools to analyze our business results, most importantly to raise awareness to sustainable tourism.

More information: <http://www.budastep.hu>



Tourban

Co-funded by
the COSME programme
of the European Union



FWB

Circular economy and waste management

HOTELS AND SIMILAR ACCOMMODATION

The Prónay Castle, For the wellbeing of the environment, the body and mind

Hungary

By P92 Primus Kft.

About the project:

With the help of the Tourban project, Prónay Castle aims to enhance its global reputation as a sustainable destination, attracting urban tourists to Alsópetény. Through investments in operational improvements, such as energy management software, we will optimize energy usage and digitize processes. This approach minimizes energy consumption in non-solar panel areas. Our focus areas are 'Circular Economy & Waste Management' and 'Communications, Marketing, and Sales,' which will support our marketing strategy to promote the Castle as an almost self-sufficient destination. With significant progress and advanced energy efficiency technologies, Prónay Castle will become a unique and sustainable heritage destination.

Results:

The Prónay Castle aims at strengthening its international position as a sustainable destination venue and further attract urban tourism to Alsópetény.

With the help of Tourban, the castle focused on optimizing its waste management. With training and contract renewals we are securing further improvements within this field, campaigning continuously. By additional investments in the operation mechanism of the castle complex, we planned to digitalize and optimize energy usage through the implementation of energy management software. We focused on building and maintaining a sustainable circular economy system at the castle. Being a self-sustainable destination is allowing us to target new audiences. With the substantial steps already taken and the addition of the latest technology in energy efficiency, the Prónay Castle will become a unique exclusive heritage destination, prepared to handle the continuously changing surroundings.

More information: <https://pronaybalancespa.hu/en>



Tourban

Co-funded by
the COSME programme
of the European Union



Circular economy with planing a kitchen garden

Smart resource use
Circular economy and waste management

HOTELS AND SIMILAR ACCOMMODATION

By Hessische Landesstiftung, PVH Hospitality GmbH

Germany

About the project:

The content of the project is the planning of a kitchen garden, as a basis for a realization application.

The hotel Ole Liese would like to start with the project the planning for the sustainable restructuring of the in-house kitchen garden. The hotel has a 1000m² kitchen garden for catering purposes. The planning includes the enlargement of the area as well as its future-oriented expansion and structuring.

Results:

The Tourban project helped us to extend our kitchen garden. While the Tourban funds were used for the planning of the garden, for consulting on how to manage the garden and to inform about the garden, we have used our own funds to implement the garden as soon as the planning was done. Now, the area of the existing kitchen garden is expanded to 3000m². The focus of planting was on native and robust plants and the recultivation of old varieties. The kitchen garden was created according to the principle of market gardening. In addition to the garden itself, a greenhouse in the form of an energetically efficient foil tunnel was planned and built. This can be used year-round and is thus an essential component of the circular economy. The management of the garden will also increase biodiversity. The kitchen garden has developed into a tourist and customer USP. Decisive factors for this include numerous television broadcasts, close publicity in social media and print media. This becomes visible, for example, through increased interest in individual tours of the kitchen garden. With the garden, the staff at Hotel Ole Liese

More information: <http://www.ole-liese.de>



Co-funded by
the COSME programme
of the European Union



FAT

Food And Transparency

By Ohlen-Hansen KG

Smart resource use; Circular economy and waste management;
Sustainability certificates and labels

HOTELS AND SIMILAR ACCOMMODATION

Germany

About the project:

This project addresses the challenges of food waste, which only in Germany result in 12 Million tons of waste annually, and food supply chains. These are urgent topics related directly to the issue of climate change. As climate change is often abstract to SMEs, this project aims at bringing it down to the day to day operation in a combined hotel and restaurant SME. These topics were chosen as they reflect both: A main lever for a valuable economic as well as environmental performance. Both are crucial to become more resilient in post pandemic times. As a final outcome, it is expected to reduce the food waste by 30% and receive an Environmental Certification named DEHOGA Umweltcheck Gold. As the two owners of the Hotel Zur Alten Post are very active in their city and in the national Tourism-Cluster it is planned to systematically share the best practices of this project with other SMEs in the region and the country.

Results:

In our Tourban project we measured our food waste two times for four weeks and were happy that our food waste for the breakfast was below the average in Germany (75 g/meal) and for our restaurant we were able to reduce the food waste by 14% between both measurement periods. As we felt that this was a great start, we began to involve not only the kitchen but the whole management team in sustainability matters. Together we created a far-reaching sustainable vision in a two-day workshop. Based on the workshop and our measurements, we applied for an environmental certification as we would like to receive an external validation of our path. It is our belief that we need to inspire our colleagues from other hotels in the region to also become more sustainable. That is why we created and took part in an outreach event and shared our lessons learned with all interested tourism actors in our region. This was a fun experience and made us all proud.

More information: <https://zur-alten-post-buesum.de/>



Co-funded by
the COSME programme
of the European Union



FAST

Food As Sustainability Tool

By Hotel Lüttje Burg

Smart resource use; Circular economy and waste management;
Sustainability certificates and labels

HOTELS AND SIMILAR ACCOMMODATION

Germany

About the project:

This project addresses the challenges of food waste, which only in Germany result in 12 Million tons of waste annually, and food supply chains. These are urgent topics related directly to the issue of climate change. As climate change is often abstract to SMEs, this project aims at bringing it down to the day to day operation in a combined hotel and restaurant SME. These topics were chosen as they reflect both: A main lever for a valuable economic as well as environmental performance. Both are crucial to become more resilient in post pandemic times. As a final outcome, it is expected to reduce the food waste by 30% and receive an Environmental Certification named DEHOGA Umweltcheck Gold. As the owner of the Hotel Lüttje Burg is also the Vize President of the Hotel Association (DEHOGA Schleswig-Holstein) and the head of the Tourism Section, it is planned to systematically share the best practices of this project with other SMEs in the region and the country.

Results:

Our Tourban project had two main aspects: Reducing the amount of food waste in our kitchen and obtaining a sustainability certificate "Dehoga Gold" for the hotel. While the certification process was quite smooth and straight forward, we had some challenges with the food waste reduction, but eventually learned a lot. The whole team got much better at recycling waste in general and we were able to see what can be optimised about the portions for the guests. As a result of the project, we have become more creative. Since we saw what is thrown away every day, we came up with the idea of a monthly buffet evening, where we can still use the food before it finally has to be thrown away (the food is then of course still suitable for consumption). This is now a very successful evening with hotel guests and local residents.

More information: <https://hotel-luettjeburg.de>



Co-funded by
the COSME programme
of the European Union



SAND

Circular economy and waste management

HOTELS AND SIMILAR ACCOMMODATION

Sustainability As Natural Doing

By SAND GmbH & Co. KG

Germany



About the project:

This project addresses the challenges of food waste and the involvement of employees as key challenges in tourism. These are urgent topics related directly to the issue of climate change. As climate change is often abstract to SMEs, this project aims at bringing it down to the day to day operation in a combined hotel and restaurant SME. These topics were chosen as they reflect both: A main lever for a valuable economic as well as environmental performance. Both are crucial to become more resilient in post pandemic times. The objective is to reduce food waste and inspire the hotel employees to become sustainability ambassadors. This is being done with a food waste measurement, the development of food waste reduction measures and a training to develop green rules for every department. The final planned result is a 30% reduction in food waste, green rules per department as well as an outreach event to inspire 10 other SMEs of the same region.

Results:

Our project addressed the challenges of food waste and the involvement of employees. Both are crucial to become more resilient in post pandemic times. The objective to reduce food waste and inspire the hotel employees to become sustainability ambassadors has been successfully implemented. This has been done with a food waste measurement, the development of food waste reduction measures and a training to develop green rules for every department. The final planned result of a 30% reduction in food waste, green rules per department as well as an outreach event to inspire 10 other SMEs of the same region has been reached successfully.

More information: <http://www.hotelsand.de>



Tourban

Co-funded by
the COSME programme
of the European Union



A sustainable ripple effect in vacation homes

By Willem & Konsorten

Germany

About the project:

We want to make our company sustainable. We rent 7 holiday homes on the Baltic Sea. These 7 accommodations are to receive a sustainability certificate. We would like to optimize these accommodations in terms of furnishings and equipment in order to save more resources. In addition, we want to follow a common path with the guests. We would like to encourage our guests to break new ground and follow simple everyday tips during their stay. We would like to offer our guests sustainable products, cleaning products, storage options and food as samples in cooperation with the companies. With a good storytelling, we don't want to teach our guests, we want to inspire them. The form in which the information is passed on is decisive here. But the goal is clear: it is our wish that the guests can integrate the experienced and lived everyday situations from the holiday accommodation into their own home and thus create a ripple effect.

Results:

A result of our Tourban project is that our accommodations have received a sustainability certificate. During the process of certification, we have optimised the accommodations to save resources. Another goal that we wanted to reach with the Tourban funding was to encourage our guests to break new ground while following simple everyday tips towards a more sustainable way of life during their stay. For this purpose, we have conceptualised an app, which should be applied in various tourist destinations. By gamification, we try to minimize the attitude-behaviour-gap a bit. Every guest can collect bonus points during their stay through their sustainable, regenerative behaviour. Through local activities, information about environmental protection and individual good sustainable deeds, every guest can give something back to the destination, its nature, and the locals. The guest is then rewarded for this sustainable behaviour. For each service performed, the guest collects points within the app. At the end of the trip, these collected reward points lead to a donation payment or a sustainable souvenir.

More information: <http://willemundkonsorten.de>

SBS

Supported By the Sea

By Strandhotel Strande

Circular economy and waste management

HOTELS AND SIMILAR ACCOMMODATION

Germany

About the project:

With our project "supported by the sea". we would like to produce a towel that is 100% made of plastic fished from the seas. The goal is to establish this towel not only for our business, also to make it interesting for other hotels, hostels etc.. The challenge will be to make the project economically viable and feasible for everyday use. With our project "supported by the sea" we face the issue of waste management. We recycle waste through our sea towel and thus reduce both the consumption of cotton and the waste from the oceans.

Results:

Our company the Strandhotel Strande has long been committed to sustainability, short supply chains, regional suppliers, and certified organic companies. Our hotel restaurant is itself certified organic. With our "supported by the sea" towel, we wanted to expand our portfolio and move closer to our goal of becoming a fully sustainable company in the long term. With the growing understanding of the importance of sustainability and how we manage our resources, it is also becoming increasingly important in the hospitality industry to constantly work on improving our sustainability. Together with the company "more than merchandise", we have succeeded in developing a towel that is produced from sustainable cotton, through short supply chains from Turkey to Germany and by having the branding of the towels produced in Kiel, we have succeeded in producing a sustainable towel for the hotel industry. In addition to the towel, we will also have our blankets for our restaurant terrace produced in cooperation with "more than merchandise" in the future. These will be made from 100% recycled plastic collected from the sea. The next step on this path is a completely sustainable hotel room. We are already looking forward to the next plans.

More information: <https://strandhotel.de>



Tourban

Co-funded by
the COSME programme
of the European Union



EMMA

Smart resource use

HOTELS AND SIMILAR ACCOMMODATION

Energetic Modernizing of Main Aspects Applicant

By Hotel Prisma Betriebs- und Management GmbH

Germany

About the project:

This project addresses the use of smart resources with a main focus on energy and water. The Best Western City Hotel Prisma is **mainly** a conference hotel in the wider area of Kiel and in the city of Neumünster. It was built in 1993 and since then it was never energetically renovated. With its 93 rooms and a restaurant it represents a typical 3-star hotel with one main challenge: An old technical and not up to date energy system that is still operative, but needs an urgent modernisation, not only to use the resources smarter while offering **the same quality**, but also to cut down the operative costs. This target will be addressed by a technical coaching to implement a new energy system and measures to reduce the energy costs and related emissions. As an additional measure, one employee will be trained as an energy **efficiency and sustainability ambassador**. The result is a transparent energy monitoring and an envisioned 10% reduction of the energy consumption.

Results:

This project addresses the use of smart resources with a main focus on energy and water. A target was addressed by a technical coach to implement a new energy system and recommendations to reduce the energy costs and related emissions. The outcome was that more than 100.000 EUR in energy costs could be reduced, which is nearly 50% of the total energy consumption and costs. These recommendations are now on the way for implementation. As an additional measure, one employee was trained as an energy efficiency and sustainability ambassador. This ambassador has built up a team that drives the sustainability measures of the hotel on a day-to-day basis. As one of the actions of the sustainability team, the hotel applied for an Environmental Certification - the DEHOGA Umweltcheck Gold - and successfully received it (a target that was not planned).

More information: <https://www.hotel-prisma.de/>



Tourban

Co-funded by
the COSME programme
of the European Union



HOOW

Sustainable destination strategy; Smart resource use; Circular economy and waste management; Sustainability certificates and labels

HOLIDAY AND OTHER SHORT-STAY ACCOMMODATION

HOOW - centre of sustainable living

By Marta Vintage OY

Estonia



About the project:

Project HOOW is initiated from the first "Vegan Guesthouse" in Estonia. The aim of the project is to be a centre of sustainable living and co-working together as a community. Our main question in the project is: "How to live, travel and make business in a new paradigm, where in all aspects of life we have to consider the health of our world." We want to preserve our traditional wooden house and to share the unique feeling the house has to offer with our beloved guests. Our family run guesthouse dated back to 1901 is renovated with ecological, natural materials such as reed, clay et cetera. Also, it is presented in traditional colours. The project aims to preserve the surrounding nature and prone the health of guests - every material used is tested to be safe and of natural origin. The biggest issue is how to preserve our old traditional Estonian wooden building. In our Guesthouse our present and future guests experience the "stepping back from the everyday hustle, back to simplicity", as if travelling in time. The support from the Tourban Acceleration Programme is helping us to achieve a good starting point and knowledge towards our goals for sustainable living with our community and our visitors.

Results:

The aim of our project HOOW was to be a centre of sustainable living and co-working together as a community. With the help from Tourban, our guesthouse has managed to reduce our electricity and water consumption and organised a waste collecting/sorting station in the house. During the project, a new business direction formed to open our house and garden for seminars, where both our visitors and locals can learn about various sustainable topics (eating, natural building, gardening etc). With the support and knowledge gained from the Tourban project, sustainability has become even more of a focal point for us, it is a conscious choice and our strength that we proudly present in person and through our new website. In March 2023 we have started our application for the Green Key certificate and hope to obtain it soon as a verification of our sustainable way of life and business.

More information: <http://www.martaguesthouse.eu>



Co-funded by
the COSME programme
of the European Union



SusPAT

SUSTAINABLE POCKET ASHTRAYS

By Your Guide OÜ

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Estonia



About the project:

Developing a sustainable pocket ashtray for reducing cigarette litter generated by tourists during their excursions in Tallinn Old Town that is included in the UNESCO World Heritage List. The lack of ashtrays on the streets of Tallinn Old Town for the collection of cigarette waste, the unaware behaviour of many smokers who throw their butts on the ground, as well as the difficulty of communicating and marketing the environmental aspects of sustainability, are the main challenges we are facing in this project. The sustainable pocket ashtray recycling activity (SusPAT) will provide our customers with the possibility of collecting cigarette butts and ashes on the route and locating the closest street ashtray on a digital map to empty it. A QR code on the SUSPAT pocket ashtray leads to a digital city map that helps smokers to dispose cigarette butt waste in the dedicated containers.

Results:

Our project SUSPAT aimed to reduce tourist generated cigarette litter in the streets of Tallinn, focusing on the Old Town area. We encourage our smoking costumers to use a reusable pocket ashtray during our excursions for temporary storage of the cigarette butts. To help them discard those in a sustainable way, we designed an interactive citymap, that can be accessed through a QR code, which helps them to easily find the closest cigarette butt sorting bin. To motivate the tourists to use the maps we also added self-guided routes and recommendations of our favourite restaurants, museums, and other attractions to visit outside of the common touristic routes of Tallinn. With the support from Tourban we have updated our website to include information raising awareness of ways of environmentally friendly travel and to motivate smokers to be “part of the solution, not the problem. We are now using a customer satisfaction survey to help us track any changes needed to be made in the future. With the completion of the project, we can say that we provide sustainable tours by educating, motivating, and involving our customers to have more sustainable behaviour during the excursions.

More information: <http://www.tasteandfeeestonia.com>



Tourban

Co-funded by
the COSME programme
of the European Union



DIRS

Sustainable destination strategy
Sustainability certificates and labels

TRAVEL AGENCY

Development of interactive reporting system

By Estravel AS

Estonia



About the project:

Being the oldest and largest travel agency in Estonia and the Baltic countries, handling both private and business customers we always have to be in line with our customer's needs. A few years ago, our customers started to ask us about e-tickets, hotel vouchers and other documents needed for specific journey reports about their ecological footprints and reports about CO2 emission. It was not very easy to generate those from our side and we had to start to modernise our systems. Our goal is to digitize our systems and develop our very own interactive reporting system in a way that allows all travel related documents and different reports (e.g.CO2 reports) to be generated and downloaded from the system directly by the corporate clients themselves. This will help us, and our customers use their resources more sustainable and efficiently. It is our aim to solve this challenge within the Tourban project and to minimize our own ecological footprint by reducing digital waste, and through the process also make our customers aware of the importance to reduce it (e.g one email with one large attachment = 50g CO2).

Results:

Project DIRS had the end goal of creating an interactive reporting system for our customers to enable them to access their travel related reports directly without the need to send this information over email. With the help from the Tourban project we were successful in achieving this and the system is now in the beta testing stage. We will now be able to reduce our ecological footprint and the amount of digital waste generated, as one large attachment added to an email totals 50 grams of CO2. During the project we also succeeded in reducing the number of printers being used in our offices from 50 to 30 printers. We are continuously working on minimising the need to print documents by taking advantage of available digital solutions. We believe the way forward is to automate repetitive daily manual work to be a more customer- and employee-friendly organisation.

More information: <http://www.estravel.ee>



Co-funded by
the COSME programme
of the European Union



DEIST

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Digital Ecosystem for Individual and Sustainable Tourism

Estonia

By Navicup OÜ

About the project:

The current epidemic era and overall trends in tourism indicate significant change in tourism. Traditional group tours are being replaced by safer individual tours, but unfortunately, many tourism services are not designed for solo travellers, are not managed contactless or are just too expensive to implement digitally. The problem is particularly acute in tourist areas where services are not concentrated in a single tourist centre, such as rural areas, which further exacerbates the backwardness of these areas. NAVICUP, the creator of a digital platform (WSA winner), self-guided audio tours and contactless activities for individual travellers is looking to expand to markets outside their homeland. We're currently searching for new economically friendly marketing opportunities and marketing channels in Southern-European countries. With the help of the Tourban project we would like to get more knowledge on visibility and marketing not only in Baltic countries but also in the Southern parts of Europe.

Results:

Project DEIST had the objective of finding new economically friendly marketing opportunities and marketing channels in Southern European countries for our digital platform NAVICUP, which offers self-guided audio tours and contactless activities for individual travellers. With the help of the Tourban project we decided to raise awareness of the product as well as focus on SEO. Through improving our SEO, we succeeded to increase our homepage search impressions 4,5 times and clicks of search results 4,1 times. Therefore, the project has helped us to significantly raise the visibility of our digital tours and eases finding new customers. We are continuing to improve our product and plan to make it available in 40+ languages to be available to a wider audience. Post Tourban we aim to continue to work on sales, further develop the software and start using a CRM system.

More information: <http://navicup.com>



Co-funded by
the COSME programme
of the European Union



Citybox goes green

Citybox goes green

By Citybox Tallinn OÜ

Smart resource use
Sustainability certificates and labels

HOTELS AND SIMILAR ACCOMMODATION

Estonia



About the project:

Project Citybox goes green - modern low-cost design hotel in the centre of Tallinn is working on achieving the Green Key programme goals. Our goal is to apply for the Green Key Certificate and to do better communication for both our guests and employees on how and why we need to take actions on sustainability. The City of Tallinn is the EU Green Capital in 2023 and by having the Green Key certificate Citybox Tallinn is able to be partner hotel for the City Government throughout the year as they are only allowed to work with certified hotels.

Results:

Project Citybox goes green aimed at achieving the Green Key programme goals with the end goal of obtaining the Green Key Certificate along with communicating our sustainability efforts to our customers and employees. With the Tourban project we managed to gain the certificate in December 2022. During the journey of getting the certificate we managed to reduce the consumption of energy and water, update our waste sorting routines and encourage our customers to do so as well by putting up guides. Both the concierge system and social media are being utilized to convey environmental actions taken. Key takeaway from the project is to keep it simple and to set deadlines for ourselves, explain and communicate with employees and guests and share the steps we are taking with all our stakeholders.

More information: <http://www.citybox.ee>



Co-funded by
the COSME programme
of the European Union



KSGK

Smart resource use
Circular economy and waste management
Sustainability certificates and labels

HOTELS AND SIMILAR ACCOMMODATION

Achieving Green Key programme goals at Kalev Spa Hotel & Water Park

Estonia

By Kalevi Veekeskus OÜ

About the project:

Spa Hotel and Water Park in the heart of Tallinn is working on achieving the Green Key certificate to be partner for the EU Green Capital 2023. Having a hotel and spa in one establishment in the City Center of Tallinn in an area with lot of restrictions from the city makes it challenging to maintain our establishment in a sustainable way. We are looking for possibilities to reduce our water consumption in the spa, to reduce our food waste in our hotels restaurant especially during breakfast time, eco-friendly ways to use the reduced waste, modern ways for managing energy efficiency in our buildings and finally how to educate our staff to work in more sustainable way. Tourban can support us in achieving our present and future goals on our path towards a sustainable way of running our spa and hotel and becoming partner to EU Green Capital 2023.

Results:

With the project KSGK we set out to obtain the Green Key certificate to be partner for the EU Green Capital 2023. To help us get there, we had an audit done to see what could be improved. By now we have acquired the certificate, which would have taken a lot longer without the support from the Tourban project. Environment related topics are now part of weekly management meetings, and we are continuously sharing the knowledge with the team. Throughout the project we have reduced our water bill by 10% and replaced old rubbish bins with new ones made of plywood that are sectioned for sorting the waste. Nowadays energy efficiency is taken into account more when planning room occupancy, so that the rooms not being used, or even entire floors, could have the heating turned to a minimum when not being used. Going forward, more focus is given to storytelling to bring the history of the hotel and our environmental journey to our visitors.

More information: <https://www.kalevspa.ee/en/waterpark/>



Co-funded by
the COSME programme
of the European Union



SFT

Sustainable food tourism, a new reality

By Erinev OÜ

Smart resource use

Circular economy and waste management

Sustainability certificates and labels

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Estonia



About the project:

The SFT project is about a sustainable food tourism tour operator who is providing personalised food and drink tours in Tallinn and northern parts of Estonia. The main reason Food Sightseeing Estonia joined the Tourban project is to get a fresh perspective on where the company stands right now, in order to establish better and more sustainable ways for future enhancements of the tours and tourism related products we offer. The company website gives insight to the vision for possible future growth on tours and tour related services that we are offering, as well as the feature for easy management and sustainability for the website. In the Tourban project we are looking to get new knowledge about marketing activities in order to find and establish new sales channels in sustainable ways.

Results:

With the SFT project we aimed to get a fresh perspective on the company's current situation and to establish better and more sustainable ways to run our tours and solutions for the tourism related products we will offer in the future. The company's strategy and action plan has been revised and updated, in line with urban, environmental and social sustainability approaches in our tourism products. We have also created a new more user-friendly website, which will be going live soon. It communicates our mission statement and sustainability policy to a wider audience. With the help and suggestions from our mentor we have gained Travelife partner status. This project really gave us the needed input, push and motivation towards further development of our company's tourism products - in line with staying ahead of competition and keeping sustainability in mind!

More information: <https://foodsightseeing.ee/>



Tourban

Co-funded by
the COSME programme
of the European Union



Tripful 2022

Tripful becomes sustainable

By Tripful ApS

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark

About the project:

Tripful joins the movement to reinvent travel and promote sustainable alternatives.

Besides its core functionality of connecting female travelers, digital nomads, and expats, the app aims to highlight sustainable deals and options in different destinations, thereby making sure that traveling causes as little harm as possible. Tripful already has an audience of 1000+ women interested in sustainability on our MVP, email list, and socials. This number will keep growing as we release a new version and onwards. With an audience comes responsibility and Tourban is the perfect opportunity to promote sustainability and local business and create a spin-off from the brand, a sustainable travel agency.

Results:

Thanks to the Tourban project, we have looked closely into our business and worked towards becoming a sustainable version of Tripful. This was important for us for two reasons: 1) we care about our planet and from day one wanted to conduct business in a sustainable way and 2) as we encourage traveling, which is obviously a very CO2 emission-heavy activity, we felt an ever bigger need to become as sustainable as possible as well as help our users in this journey. Goal 1: We have contacted over 50 different, mainly women-owned sustainable companies to be featured in our app and strike deals with about 10% with many more in the pipeline. Once the app is live, Tripful users will have the chance to use discount codes for these sustainable services and products - making the app a sustainable marketplace for women. Goal 2: We will travel with 5 - 7 women and enjoy the city of Skagen, sightseeing, and different activities offered by local companies for our first travel package. All this in the most sustainable way possible. We are also in search of an individual, who can have a workshop for us about sustainability in everyday life as nice addition to our package.

More information: <https://www.linkedin.com/company/tripfulapp>



Tourban

Co-funded by
the COSME programme
of the European Union



TravelLocal

By Skipit ApS

About the project:

Every year millions of tourists and travellers visit European cities and according to UNWTO, they want to be part of the solution to a more sustainable industry. However, they often lack the knowhow and tools that allow them to make more sustainable choices. At Skipit we are on a mission to empower everyone to travel local. We do this through two key areas: (1) Skipit travel - which makes it easier for visitors to plan, pay and use local public transport in multiple cities. (2) Skipit Local - that connects our community of travellers with local businesses and activities and redistributes the tourism expenditure to benefit local communities and economies. We have a fully operational service in Helsinki and are onboarding customers via our hotel partners in the city. We also have hotel partners and Skipit Local up and running in Copenhagen. However, with support from Tourban we will include the final missing jigsaw piece for Skipit travel - the incorporation of tickets from DOT the local public transport authority in Copenhagen for ticketing.

Results:

With support from Tourban we aimed to implement the public transport ticketing solution of Skipit Travel in Copenhagen. We already had a Skipit Local set up across various neighbourhoods of Copenhagen and just needed the ticketing feature to be fully operational in Copenhagen. We were told by the public transport entity that the Open API would be ready for us to implement. However, the public transport company in Copenhagen postponed the release, which gave us a challenge to overcome. Despite this delay we decided to provide the best solution possible and leverage the support from Tourban to prepare our solution for the eventual release of the API. We managed to achieve the following: (1) Preparation of our backend and frontend code for the ticketing API (2) Preparation of our banking infrastructure to include DKK (3) The inclusion of a sustainable journey planner (4) The inclusion of transport maps directly in the app (5) The inclusion of a deep link to the ticketing service of the public transport network. (6) Testing and feedback from a handful of users (7) Onboarded hotel partnerships (8) Saw an increase of downloads from people visiting Copenhagen. (9) Expanded our eco system and network of partners in Copenhagen (10) Attended the Dubrovnik summit and other events which gave us a great network beyond Denmark! All the of the above not only strengthened our business, but also sustainable tourism. We now provide as much support as possible to visitors to Copenhagen and nudge them towards public transport when here. We also introduce them to the 100's of local inspirations found on our app, connecting them with local business and neighbourhoods across the city. We onboarded multiple hotel partners who promote us for free in support of the sustainable tourism movement. Hundreds of people have downloaded our app and used it in Copenhagen.

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark

More information: <http://www.skipit.cc>



Co-funded by
the COSME programme
of the European Union



ARSH

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Ancillary revenue stream for the hotels

By PERE ApS

Denmark



About the project:

PERE is the world's first digital platform that makes it possible for hotels to profit when they send customers to restaurants via personal referrals.

11 % of all hotel guests ask their hotel for restaurant recommendations when visiting a new city.

PERE has created a digital platform where referrals can be formalised in a way where they become a part of the formal economy and become:

(1) An ancillary revenue stream for the hotels, (2) A guest and revenue driver for restaurants, (3) A taxable revenue source for society.

PERE charges restaurants cover fees and pay hotels for every guest they send to restaurants via our platform - minus our transaction fee. We want to improve the platform via feedback from our customers on both sides and create a better community between concierges at hotels and restaurants.

Results:

Our project has successfully developed a sustainable business model that reduces operating costs and increases revenue for both the hotel and restaurant side. By implementing our innovative technologies and practices, we have helped hotels and restaurants achieve significant resource savings and generate revenue, resulting in improved financial sustainability and profitability. Our approach has not only benefited the bottom line of these businesses but has also had a positive impact on locally owned businesses in the tourism industry. This helped to create jobs and increase economic opportunities for residents, while it also promoted cultural and environmental awareness.

The market strategy developed through this project is aimed at increasing the company's market share and profitability. It involves identifying the target market, understanding their needs and preferences, and developing products and services that meet those needs. The strategy also includes pricing, promotion, and distribution tactics to effectively reach and engage with the target audience. The outcome of this project is a comprehensive market strategy that aligns with the company's goals and objectives and provides a roadmap for success in the marketplace.

More information: <http://www.pere.com>



Tourban

Co-funded by
the COSME programme
of the European Union



ROW

Smart resource use

Rings on the water

By Nakka ApS

Denmark

HOTELS AND SIMILAR ACCOMMODATION

About the project:

The hospitality industry consumes water. A lot of water. Way too much water. Sometimes we take water for granted in Scandinavia but it's a resource that needs to be taken as seriously as other parts of our industries sustainability work. We would like our hostel to be in the forefront when it comes to water consumption efficiency. We can make a change through innovative water solutions in bathrooms and kitchen and by raising awareness among our guests and staff through word-of-mouth. One drop less in our hostel is one more drop in the ocean. Financial and intellectual support from the Tourban Acceleration Program is a perfect starting point and foundation for our future efforts. By setting an example and creating change both among our guests and in the industry in general we can reach a rings on the water effect. A lot of rings. A lot of water. In a good way.

Results:

We achieved a 25% less water use during 2022 compared to 2021 and 75% less electricity use in Q4 2022 compared to Q4 2021. Our occupancy was 53% higher in 2022 compared to 2021.

We have started to implement our new strategy "Sleep better by doing good" and communicate our new brand promise "A small hostel with a big heart".

But most importantly: we have started to take action and make changes towards an even more sustainable accommodation alternative.

Tourban started the rings on the water. We're now working on the waves.

More information: <http://woodah-hostel.com>



Co-funded by
the COSME programme
of the European Union



Seek+See

By Seek+See ApS

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark

About the project:

Exploring a city with kids, especially young ones, is challenging, even more if you try to learn about the city, as sights and guides usually do not cater to the needs of kids and parents. Information formats and content is inadequate, and tours lack flexibility.

Our sight-seeing missions specifically targeted at families with kids 3-8 years make exploring cities easy and fun. We want to encourage more local and traveling families to explore cities (neglected but high potential customer & market segment), create a unique family experience, increase sustainable awareness in a kids-friendly and fun way, show off lesser-known areas of cities and thus also spread traveller spending across more businesses in the cities.

We have a global ambition and want to be present in 100+ cities around the world. First, we will prove our product market fit with our first mission in Copenhagen through customer ratings and number of sales in 2022, then our scaling ability by launching missions in 2+ European cities.

Results:

In 2022, we have successfully launched and sold our first B2C treasure hunts in Copenhagen and achieved excellent customer ratings and feedback. Based on our B2C experience, we have developed a product version 2.0 and were able to test and optimize our marketing and sales channels. We have managed to be added and listed on the Danish national tourism website as well as the Visit Copenhagen website as one of the top activities to do with kids in Copenhagen and potentially also soon in their sustainability guide. In 2023, we are preparing to scale and have entered our first B2B partnership to create a treasure hunt experience for a museum to attract more family visitors. We have a global ambition and aim to encourage families globally to explore and learn about sustainability also with younger kids.

More information: <http://seeknsee.com>



Co-funded by
the COSME programme
of the European Union



GAFA

Green Atlas For Agencies

By Nordic NDC

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark

About the project:

Our Green Atlas for Agencies (GAFA) solution is directly aimed at travel agencies and tour operators, who wish to support their Sustainable Destination Strategy on how to offer the best and most sustainable travel services to their customers. And to monitor and report on Carbon (Green House Gas - GHG) offsetting from the offered services. Many agencies who sell travel services to customers don't have the tools or capabilities to calculate the GHG footprint of their services provided. Therefore, they cannot advise customers about the most sustainable services. With GAFA, agencies can create offers to customers and send the data to GAFA and GAFA will return the GHG values directly (real-time) based on the selected travel services included in the offer. From an end-user perspective, this gives the customers the possibility to plan and select the travel services, that are most sustainable and have the opportunity to compensate/carbon-off set their final GHG footprint.

Results:

Nordic NDC has created GAFA (Green Atlas for Agencies). Calculating GHG/CO2 becomes more and more important for agencies in the tourist industry. It is a complex area to dive into and many SME agencies don't have the knowledge or capacity to get started with this area. Their prime focus is to continue to develop and grow their own sustainable ideas. With the conceptual GHG/CO2 toolbox (GAFA), we know from the live case study we did in close corporation together with ECO-TUK-Tours in Dubrovnik, that SME agencies can get started with their GHG/CO2 calculations without big investments or many personal resources.

"Seeing is believing". With GAFA we can help agencies to develop the GHG/CO2 information that they need to show their customers, how they work with sustainability and the progress they make. Often simple figures and numbers are enough. By showing that the agencies are actively aiming for a better world they instantly will have a good dialog with their customers.

More information: <http://www.nordic-ndc.com>



Tourban

Co-funded by
the COSME programme
of the European Union



Amitylux Sustainable Custom Tours in Copenhagen

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

By Amitylux

Denmark



About the project:

We would like to provide guests with an extra extended and more specific introduction to the Danish approach to a sustainable future and present examples of Danish solutions that can inspire to solve global challenges concerning energy, water, cities, and the circular economy. The challenge is to work out different sustainable tour strategies and products and find the best partners to make sure we reach visitor engagement and satisfaction. Which means we need to find the best solutions for communication, marketing, and sales. We would like to be able to assist private groups, schools, MICE, and companies in planning a customised tour programme to match their particular interest. This means training and giving our tour guides access to knowledge about sustainability and partners.

Results:

We have launched four different sustainable tour options on our website, catering to a wider target audience. On our custom tour side, we have extensively researched and gathered information to provide guests with an extended and specific introduction to the Danish approach towards a sustainable future. We present examples of Danish solutions that inspire global challenges related to energy, water, cities, and the circular economy. Our customized tour programs are designed to cater to private groups, schools, MICE, and companies, tailored to their specific interests. We have a comprehensive overview of the best partners to ensure visitor engagement and satisfaction. Furthermore, we have identified sustainable companies and start-ups to assist corporate clients in planning customized tour programs that align with the interests of their local professional stakeholders in various sustainability areas. We are well-equipped to provide the best recommendations and create a memorable and meaningful experience for our clients. We are listed on the Visit Copenhagen website under different activities and in their sustainability activities guide.

More information: <https://amitylux.com/>



Tourban

Co-funded by
the COSME programme
of the European Union



COPS22

Copenhagen 2022 - A Sustainable Tourist & Transportation Destination

By Greenelimo ApS

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark

About the project:

Like many other cities, Copenhagen also experienced increasing pressure from the growth of tourism over the last decades. Here too, it resulted in increased pollution. However, an unutilised opportunity exists in the local cruise tourism market.

While an economic plus for the travel industry, the large number of cruise tourists does pose several urban tourism challenges.

COPS22: Copenhagen 2022 - A Sustainable Tourist & Transportation Destination is a strategic project, which aims to contribute significantly to an increased use of clean energy solutions within the travel and tourism industry in Copenhagen, in order to ensure a future that is both financially and environmentally sustainable, for our company Greenelimo as well as for the local travel industry in general.

We continue to work, hand-in-hand with our partners, to increase the number of zero emissions passenger transportation vehicles used particularly for transferring cruise guests between the airport and harbour.

Results:

Participating in the Tourban program has helped us at Greenelimo to identify, specify and solve objectives set out in our Project Summary for COPS22. We aimed to work for a cleaning up of the pollution from vehicles in the local limousine industry, and we succeeded. Today a significant number of vehicles used by our colleagues and partners, for transporting tourists and business travellers around Copenhagen, are in fact zero emissions. The sustainable tours for tourists we have introduced, will truly stand their test this summer when visitor numbers are set to reach close to 2019 levels. Furthermore, it has been through Tourban that we met and networked with many wonderful people and potential future businesses partners. Our participation has kickstarted the journey towards understanding how to report, to be compliant in regard to EU's new sustainability legislation. The experience is one we would highly recommend to other tourism industry businesses who take sustainability seriously.

More information: <http://www.greenelimo.com>



Tourban

Co-funded by
the COSME programme
of the European Union



Jobpool

By TMC Tourist Services

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark

About the project:

Jobpool is a job matching app for hotels and jobseekers. It is in our humble opinion both "simple and unique." The functionality of Jobpool is similar to Tinder and Tik Tok. As a jobseeker you can swipe through different job posts that are available on the App together with stunning and amazing photos of hotels. By swiping to the left, you automatically send your application details, and the hotel is notified through the app. This will enable the jobseeker to make a speedy and quick application to multiple hotels without having to spent hours looking for suitable jobs and also enable the hotels to speedily find the necessary staff in these trying times where hotels are unable to find suitable staff. The app will help reduce the time and cost that hotels spend on finding applicants and reduce travel to do interviews.

Results:

The Tourban project has assisted us by supplying us with essential advice through their mentor programme. Here the mentor gave new ideas and suggestions on improving our product. We have managed during the Tourban project to develop, test, re-design and have our app approved on App Store and Google Play during. JobPool is now up and running and we have 40 job vacancies, more than 160 job seekers using the app and growing every day. JobPool will be able to assist the tourism industry in connecting hotels and job seekers with warp speed and to combat the carbon footprint for hoteliers. Tourban was a great support to give us the necessary support to complete our product.

More information: <https://www.tmc247.com/>



Co-funded by
the COSME programme
of the European Union



CC Sustainable

CoolCopenhagen sustainable

By CoolCopenhagen

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark

About the project:

The culture and tourism industry is on its knees - especially in Copenhagen. And it has never been more important that we all stand together and support getting Copenhagen back on track as a cool capital and showing tourists all of Copenhagen's many opportunities. Not just for the sake of business, art, culture, hotels and restaurants, but for the whole country, so that together we create and maintain cultural and tourist jobs. Together we are stronger.

We are establishing a new Danish hotel and experience booking platform CoolCopenhagen.com, which caters to Danish tourists. The platform is founded by the hotel chains Guldsmeden Hotels, Absalon Hotels, Arthur Hotels and Hotel SKT. Annæ. On our platform we will be promoting local and undiscovered sights and sustainable means of transportation.

Results:

CoolCopenhagen makes it easier and seamless for tourists to travel sustainable. With our platform tourists can find and book sustainable hotels, restaurants, experiences, and transport. We have partnered up with some of the leading companies in the industry to ensure, that tourists get a sustainable and high-quality experience. CoolCopenhagen is the first complete one-stop-shop with both hotel, restaurants, experiences, and local transportation.

The platform is partly promoted by an ambassador corps of prominent people. The ambassadors promote the "hidden gems" and the different sustainable solutions. The use of an ambassador corps helps us to promote a wider range of experiences in the city. Hence spreading tourists out and minimising over-tourism in the more prominent tourist spots.

By taking a smaller commission than the existing OTAs our platform also helps to increase the hotels' economic sustainability. A part of the profit from CoolCopenhagen will be reinvested in promoting the city.

More information: <http://coolcopenhagen.com>



Co-funded by
the COSME programme
of the European Union



LOCOPH

Local Copenhagen

By RideinStyle ApS

Sustainable destination strategy

TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES

Denmark



About the project:

With this project we want to make tourism in the city more like a local experience, not just for the tourists, but also for the locals. In Copenhagen, we have seen cases of mass tourism with bad side effects before covid, but with Local Copenhagen we now focus on outdoor activities without busses and the sights and recommendations are away from the busy streets. This will have a big environmental impact, as we do not have busses in traffic jams in the city, instead people are out and about on their feet or on a bike. Furthermore, we will create a book full of local experiences to spark curiosity and inspiration. The book will be produced locally in Denmark. Our project will make the city more liveable, both for locals and tourists. As a tourist, you will see the real Copenhagen and encounter the authentic people of the city, people who live in the city, who use the city and define the Copenhagen way of living. For the locals, they will also get new inspiration from tourists from all over the world, which will inspire, grow, and invite to new events, experiences, and projects.

Results:

At RideinStyle, we are offering guided bicycle tours for tourists. Our great strength is our local network and our focus on local life. Our mantra is: Come as a guest, leave as a local.

This is still the focus of our company, but in a new setting. Therefore, we have gathered all our local anecdotes and recommendations in a book, Local Copenhagen. In this you will find stories and routes to local experiences in Copenhagen. Our core product is the local experiences that will be presented in several ways in the future

With the Tourban project we make tourism a local experience, not just for the tourists, but also for the locals. At Tourban we have learned to focus on a sustainable approach with a big environmental impact.

Our project makes the city more liveable. As a tourist, you will see the real Copenhagen and encounter the authentic people of the city. As a local, you will get new inspiration and this project will convince locals to experience their own city and maybe skip one of the yearly travels abroad. This focus evolved out of our work in Tourban.

More information: <https://local-copenhagen.dk>



Tourban

Co-funded by
the COSME programme
of the European Union



DuDe

Dubrovnik Deconstructed

By Dubrovnik 2 Remember d.o.o.

Sustainable destination strategy

TRAVEL AGENCY

Croatia

About the project:

The DuDe project implemented by DU2REMEMBER aims to encourage sustainable tourism activities on multiple levels by integrating various existing sustainable services, venues, companies, products etc and placing them just “one click” away from tourists visiting or planning their trip to Dubrovnik. This way, sustainable tourism activities are being supported and promoted among visitors, making sure that they have a valuable and ultimate guide application listing sustainable services helping them design the customised sustainable tours.

Results:

The DuDe project, implemented by our company has undergone some changes from the original idea. Namely it transformed from an initial mobile app idea to a comprehensive website, [localcollections.eu](https://www.localcollections.eu), which serves as a one-stop information hub for sustainable tourism in the Dubrovnik area. Through extensive market research, we identified a need for a platform that brings together eco-friendly travel options, restaurants, and local products that adhere to sustainable principles.

Our one-year journey involved learning about sustainability practices, attending conferences and webinars, and understanding the growing demand for responsible travel experiences. As a result, we as a company expanded our market reach, targeting a new segment of environmentally conscious tourists, which will potentially generate increased revenue.

Our web page [localcollections.eu](https://www.localcollections.eu), not only supports travellers in making informed decisions but also encourages tourism stakeholders to adopt sustainable practices. Through named website, we at DU2REMEMBER contributed to the promotion of responsible tourism which will ensure that the natural beauty of the Dubrovnik area is preserved for future generations to enjoy.

More information: <https://www.du2remember.com/index.html>



Co-funded by
the COSME programme
of the European Union



Du Walk

Dubrovnik walking trail

By Majeutika d.o.o.

Sustainable destination strategy

TRAVEL AGENCY

Croatia

About the project:

The DU WALK project by MAJEUTIKA aims at developing a walking trail which would connect the Old town with the Gruž port area, ending with the Red History Museum and the growing creative hub in the ex TUP factory. By creating such innovative walking trail, the area of communication between tourists and locals will be broadened and the Old town congestion will be dispersed around less popular city areas.

Results:

We at MAJEUTIKA COMPANY implemented the project which resulted in a sustainable strategy document and helped the company to understand and analyze the problems concerning tourism and sustainability practices.

This strategy was the main document which guided us in developing a new free walking tour that will at least in some aspect contribute to fighting climate change and promote sustainability in our hometown. This is why the walking tour "DU - Walk" starts from the Old town - the central tourist attraction, to the company managed Museum situated 45 min walk away, in the port part of the town. By creating something like this, we believe we encouraged people to walk more which is health beneficial but also it is beneficial for the city's infrastructure. More walking means less using motorised vehicles and less carbon footprint, and additional, visitors get to see new sights, not just the highlighted ones (like Old town).

Moreover, this tour offered the chance for other parts of the city to develop and have new businesses and more income, better life standards and better and more sustainable tourism. Of course, our company MAJEUTIKA benefits as well since it increases visitors of our Museum. In the end, is a win - win situation for all, for our business, for the city, for locals and for visitors.

More information: <http://redhistorymuseum.com>



Co-funded by
the COSME programme
of the European Union



DST

Dubrovnik Sustainable Tours

By Gulliver Destination Management Company
d.o.o. za turizam i usluge, turistička agencija

Sustainable destination strategy

TRAVEL AGENCY

Croatia

About the project:

The DST project (Dubrovnik Sustainable Tours) is implemented by the GULLIVER company, which aims to design more sustainable tours made to avoid crowded areas by implementing the safety management system easily approachable through a booking engine software. As a result, this project will help companies to position themselves as a conscious company on the market, following the trends in applying sustainable business procedures and protocols, contributing to promoting sustainable approaches when creating tourism products.

Results:

The DST project implemented by GULLIVER DMC has achieved remarkable results towards sustainable tourism development. Our project offers a unique and sustainable tour experience that allows guests to enjoy a carriage ride away from crowded city areas, while indulging in fresh, organic food. The project's main goal was to design sustainable tours that promote responsible tourism practices, reduce the impact of tourism on local communities and the environment, and ensure the safety and well-being of guests, staff, and local communities. The project successfully implemented a safety management system and identified potential booking software that will streamline booking processes and increase operational efficiency.

The project's success highlights the importance of conducting thorough research, collaborating with local communities, embracing flexible, adapt approaches to address challenges and promote sustainable tourism practices. By embracing sustainable tourism practices, we believe that our company positioned itself as a conscious company on the market, following the trends in applying sustainable business procedures and protocols.

More information: <http://gulliver-dmc.hr/>



Tourban

Co-funded by
the COSME programme
of the European Union



Sustainable Visitor footprint in Dubrovnik

By ECO TUK TOURS DUBROVNIK d.o.o

About the project:

Eco Tuk Tours company, with their project of monitoring sustainable visitor footprint in Dubrovnik wants to understand how to measure the impact of sustainable solutions by measuring and distributing the results of CO2 impact from their TUK TUK tours. Furthermore, this SME aims at exploring the ways to use digital and technology solutions to get insights from customers, but also to find ways to make Dubrovnik more known as a sustainable destination for the visitors.

Results:

"We are pleased to report the successful creation of an exclusive Carbon Footprint calculator for Eco Tuk Tours Dubrovnik", says John Danicic, one of the owners of the Eco tuk tuk company. In the project, our goal was to find a way to measure how much CO2 are our guests helping to save by taking a tour in their electric tuk tuk instead of taking a tour with other companies offering similar trips using different types of diesel vehicles. After collecting all the necessary data, together with Peter Skieller from NDC Nordic, we managed to create a Carbon footprint calculator and use the results to provide their guests information on how much are they contributing in saving of the CO2. By using a CO2 calculator, in 2022 ECO TUK TUK managed to save more than 2 tonnes of CO2 which equivalent for example to 70 trees. Calculator was added to our website so that every guest that wants to book our tour in future can be able to calculate how much of CO2 saving is he going to make by taking a tour with Eco tuk tuk vehicles.

More information: <https://www.ecotuktoursdu.hr/>

Croatia

TRAVEL AGENCY

EFFA

EFFICIENT ADMIN

By RENTALS DUBROVNIK d.o.o.

Sustainable destination strategy

TRAVEL AGENCY

Croatia

About the project:

Dubrovnik Rentals project EFFA- Efficient admin- an office administration manager contributes to a more efficient, more transparent, and more environmentally friendly business application for travel agencies. The goal of the project is to create an application that will contribute to Smart Resource Use in terms of monitoring of services provided in real time data collection, and as a tool for efficient task execution with the goal of digitalisation of the system. The second specific objective of the project is to develop joint initiatives with business partners and offer sustainable tourism experiences by minimizing the negative effects on the environment.

Results:

During the Tourban project, Dubrovnik Rentals company implemented all pillars of our sustainable destination strategy for smart resource use that were planned at the start of the project. The pillars included:

1. Digitalisation.

Here we implemented an EFFA mobile application for Android OS which automates and simplifies many tasks performed by our staff. Using this tool, we managed to cut down our human resources and time, which resulted in more efficient and smooth business processes.

2. Diversification of agency offering.

For the diversification pillar we piloted and started to use the web for booking tours. Our new website: www.my-special-tour.com is a custom made and user-friendly website, which encompasses our offers in one place, making the user experience more enjoyable and diversified.

3. Promotion and use of clean energy and smart energy management.

This task included researching the smart technologies which would be helpful for the company in the future, tackling smart technologies and energy efficiency. In this sense, we implemented two proof-of-concept projects that gave answers on what to expect and obtain from the tools that can be procured and used for the purpose of clean and smart energy management in the future.

More information: <https://rentalsdubrovnik.com/>



Tourban

Co-funded by
the COSME programme
of the European Union



SET RIGHT GREAT VALUE, LOW IMPACT

By MASKERON

Sustainable destination strategy

TRAVEL AGENCY

Croatia

About the project:

Project DEIN - Dubrovnik Elafiti Island Nomads, will be implemented by the company Huck Finn, which has the main objective of developing travel service/products to extend the tourist season and attract visitors to less popular areas surrounding Dubrovnik. Concretely, the DEIN project anticipates that the local community will engage in the execution of the specific kind of products focusing on sustainable development of tourism particularly on Dubrovnik Elafiti islands. The project will focus on a mix of marketing products, price, pr

Results:

The main idea of this project was to create a sustainable and digital tourism product (application), which will give back to our community by donating part of the profit to charity purposes. The content of the application was focused on the island of Lokrum. A beautiful hidden gem in front of the Old town, protected by NATURA 2000. The application functions in a way that after purchasing the tour, one of the first pieces of information provided to the customer relates to the importance of preserving flora and fauna in the city and on the island of Lokrum. After that, the customer can listen to audio content that involves the history of Lokrum, niche stories, biodiversity, local culture, etc. We believe we helped raise awareness about the environmental protection of the location, but also intrigued tourists to go and visit other areas of Dubrovnik, and not just the Old City. One of the goals of our project was to relocate people from the packed city centre to the less crowded island of Lokrum, and in that way decrease the pressure on the city infrastructure, but also contribute to reducing the paper consumption, CO2 emissions by utilizing the new technologies.



Tourban

Co-funded by
the COSME programme
of the European Union



DEIN

Sustainable destination strategy; Smart resource use; Circular economy and waste management

TRAVEL AGENCY

Dubrovnik Elafiti Islands Nomads – Sustainable Destination Strategy for Dubrovnik

By Huck Finn Adventure d.o.o.

Croatia

About the project:

Project DEIN - Dubrovnik Elafiti Island Nomads, will be implemented by the company Huck Finn, which has the main objective of developing travel service/products to extend the tourist season and attract visitors to less popular areas surrounding Dubrovnik. Concretely, the DEIN project anticipates that the local community will engage in the execution of the specific kind of products focusing on sustainable development of tourism particularly on Dubrovnik Elafiti islands. The project will focus on a mix of marketing products, price, promotion, and distribution to better asses the needs of both locals and visitors. Furthermore, Huck Finn will adapt its logistics base in Dubrovnik/Komolac into a Sport & Business Centre to provide recreational services as well as co-working areas for digital nomads and a wider number of visitors in Dubrovnik.

Results:

The main objective of our Project DEIN - Dubrovnik Elafiti Island Nomads was to develop a travel service/products which will help in extending the tourist season and attract visitors to less popular areas surrounding Dubrovnik. Our project was focused on a mix of marketing products, price, promotion, and distribution to better asses the needs of both locals and visitors. Not only did we create various tourist services at Elafiti islands, we also adapted our logistics base in Dubrovnik/Komolac into a Sport & Business Center to provide recreational services as well as co-working areas for digital nomads and a wider number of visitors in Dubrovnik. The development of the project was progressing slowly at the beginning, but our team member Huck Finn made sure we kept it up until the end and succeeded in our mission which is focused on sustainable and enjoyable tourism!

More information: <https://www.hf-dubrovnik.com/en/home>



Co-funded by
the COSME programme
of the European Union

