



Tourban

**Accelerating the capacity
and innovation of SMEs
for sustainable urban tourism**

What is the Tourban project about?

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

It brings together eight partners from seven European cities: Amsterdam, Barcelona, Budapest, Copenhagen, Dubrovnik, Kiel, and Tallinn.

The project will provide those SMEs with the skills, capacity and financial resources they need to become catalysts for innovation and sustainability. This way, they will be able to reduce costs and resource consumption, and to increase their revenue streams through improved visibility and positioning.

Why sustainable urban tourism?

We aim to address the multiple effects and impacts arising from urban tourism such as the need to increase health precautions, greater pressure on limited urban resources such as water, energy and space, waste management, gentrification and coexistence between residents and visitors, as well as the precarious working conditions in the hospitality and catering industry.

Co-funded by
the COSME programme
of the European Union



What do we want to achieve?

- Share and exchange knowledge on the main challenges and good practices of tourism sustainability and circular economy in the seven pilot cities.
- Offer tourism SMEs the opportunity to participate in international networking events and initiate intersectoral and transnational collaborations through workshops and relevant training material.
- Provide financial and business support to a minimum of 60 tourism SMEs through a 12-month acceleration programme (maximum EUR 10,000 per SME).
- Support tourism SMEs in adopting best practices, including obtaining internationally recognised sustainability certificates and labels and the most advanced technologies.
- Leverage the capabilities and skills of tourism SMEs and other actors to develop innovative

solutions that make them more sustainable and competitive.

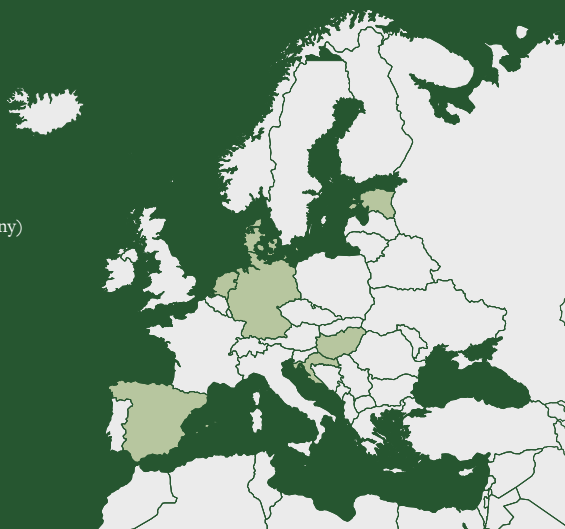
- Spearhead a transnational and intersectoral movement towards tourism sustainability in urban areas across Europe through an online Sustainable Urban Tourism Community open to all players and stakeholders in the sector.

Who do we address?

- Tourism entrepreneurs and SMEs
- accommodation services, travel agencies, tour operators and similar
- Technological solution providers and sustainability experts
- Investors and financiers
- Local stakeholders - business support organisations, public authorities and local communities

Who are the project partners?

- Barcelona Chamber of Commerce, Industry, Services and Navigation (Spain) - Coordinator
- B. LINK Barcelona Strategic Projects (Spain)
- Institute for Tourism Research in Northern Europe (Germany)
- Estonian Chamber of Commerce and Industry (Estonia)
- Breda University of Applied Sciences (Netherlands)
- City of Dubrovnik Development Agency (Croatia)
- Creative Business Network (Denmark)
- Hungarian Hospitality Employers' Association (Hungary)



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