Best practices report in sustainable tourism

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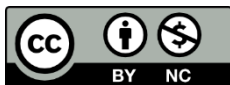
About SmarTour project:

The concept of Smart Tourism is defined by the European Union as a destination facilitating access to tourism and hospitality products, services, spaces and experiences through ICT-based (Information and communications technology) tools. By investing and developing these resources a city's intelligence is strengthened and visitor engagement enhanced. This has implications on businesses and individuals alike who benefit from a more efficient infrastructure and service provision.

Smart tourism focuses on 4 main aspects:

- Accessibility
- Sustainability: environmental and social.
- Digitalization
- Creative and Cultural Heritage

The importance of the tourism sector within the European economy and as a source of employment for young people is undeniable, as one of every six VET students in likely to end finding a job in the sector, and at the same time, C-VET programs are a perfect opportunity for workers to acquire new skills.

The main objectives of SMARTOUR project are to:

- Create a training course for VET students and workers of tourism sector based on the last trends and needs of tourism sector.
- To provide easy tools that can be adopted and adapted by small destinations and small operators and entrepreneurs.
- Enhance the employability of VET students and workers of the tourism sector.

The main results of the project are:

- R1 Best practices report in Smart Tourism.
- R2- Online course in Smart Tourism
- R3- Compilation of Open Accessible IT tools to put into practice the theoretical content of the course.
- R4 Pilots with VET students and workers of tourism sector.

This first result explores existing best practices in the tourism sector that foster sustainability and SMART solutions applied successfully in different destinations and with potential to be transferred to other destinations. In the following sections there is a summary of the key common points between them and then, the practices themselves.

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Summary of Good Practices in Smart Tourism

Common Principles

1. **Cross-Sector Collaboration**

   o Partnerships between governments, local communities, academia, businesses, and technology providers are essential.

   o Collaboration ensures resource sharing, innovation, and broad stakeholder engagement.

2. **Technological Innovation**

   o Use of cutting-edge technologies like Artificial Intelligence (AI), Internet of Things (IoT), and Big Data to enhance tourism experiences.

   o Applications include smart kiosks, personalized visitor apps, augmented reality (AR), and data-driven decision-making.

3. **Inclusivity and Accessibility**

   o Programs prioritize accessibility for all, including people with disabilities, the elderly, and families.

   o Features such as assisted bathing services, accessible transport options, and inclusive cultural experiences foster equity.

4. **Sustainability**

   o Emphasis on environmental, social, and economic sustainability.

   o Initiatives aim to reduce waste, optimize energy use, and support local economies.

   o Promotion of sustainable travel behaviors, like using public transport and eco-friendly modes of transit.

5. **Cultural and Historical Preservation**

   o Restoring historical buildings, preserving local traditions, and promoting cultural heritage.

   o Experiential activities help visitors engage deeply with the history and traditions of destinations.

Impact of Good Practices

1. **Enhanced Visitor Experience**

   o Personalized services improve satisfaction and engagement.

   o Immersive experiences using AR and VR bring history and culture to life.

2. **Economic Growth**

- o   Increased tourist influx boosts local businesses and job opportunities.

- o   New revenue streams emerge from tech-driven services and enhanced cultural offerings.

3. **Community Empowerment**

- o   Inclusion of local stakeholders ensures relevance and acceptance.

- o   Empowering local communities fosters pride and ownership.

4. **Global Recognition**

- o   Destinations implementing these practices gain national and international recognition, attracting more tourists and investment.

Lessons Learned

1. **Importance of Adaptability**

- o   Practices must evolve with changing traveler expectations and technological advancements.

2. **Value of Stakeholder Involvement**

- o   Engaging diverse stakeholders ensures a holistic approach and better implementation.

3. **Need for Continuous Learning**

- o   Ongoing training and workshops for tourism professionals are critical to maintaining high standards.

Tools and Resources

1. **Workshops and Training**

- o   Hands-on sessions to familiarize stakeholders with smart technologies.

2. **Digital Platforms**

- o   Apps and online resources provide real-time information and facilitate planning for visitors.

3. **Networking Opportunities**

- o   Matchmaking sessions and conferences foster collaboration and knowledge exchange.

4. **Educational Materials**

- o   Toolkits, white papers, and case studies provide actionable insights for stakeholders.

Replicability and Scaling

1. **Adapting to Local Contexts**

- o Successful practices can be tailored to address specific local challenges and opportunities.

2. **Global Networks**

- o Sharing experiences and methodologies through international forums can inspire similar initiatives worldwide.

3. **Modular Approaches**

- o Modular frameworks enable easy adaptation while maintaining core objectives.

Conclusion

These good practices demonstrate the transformative potential of integrating technology, inclusivity, and sustainability in tourism. By learning from these examples, destinations can enhance their appeal, support local communities, and contribute to global sustainable tourism goals.

Title	Tech Talks: Smart Tourism in Timisoara
Date	2022
Objective	To promote smart tourism solutions through technology and innovation
Location /geographical coverage	Timisoara, Romania
Organisation responsible for good practice	University Politehnica Timișoara (UPT), in collaboration with the Timisoara City Council, local tourism boards, and key technology partners.
Stakeholders and Partners	Local government, tech companies, tourism boards, Academia and research institutions, local businesses and community groups
Short summary	The "Tech Talks" event series focuses on the integration of advanced technologies, and explores the role of technology in society. The event enhances visitor experiences and optimizes city tourism infrastructure. It features keynote speeches, panel discussions, and workshops conducted by experts in the field.

Impact	Tech Talks has had a profound impact on Timisoara's tourism sector, and has significantly contributed to raising awareness about smart tourism. It has fostered collaboration among stakeholders, leading to the implementation of innovative tourism solutions in Timisoara. It contributed to: - Raising awareness and understanding of smart tourism concepts among local stakeholders - Facilitating partnerships between technology providers and tourism operators - Leading to the implementation of innovative projects, such as smart kiosks, personalized visitor apps, and data-driven decision-making tools.
	These efforts have improved tourist experiences, making Timisoara a more attractive and tech-friendly destination.
Innovation	The event showcases cutting-edge technologies like AI, IoT, and big data analytics applied to different domains, including tourism. It also emphasizes the use of smart systems for better visitor management, personalized experiences, and sustainable tourism practices, like: - Virtual and augmented reality experiences that allow visitors to explore historical sites and attractions in new, immersive ways. - AI-driven personalized travel recommendations based on visitor preferences and behaviours.

Lessons learned	The main lessons that can be learned from the implementation of the "Tech Talks" events are: 1. The importance of cross-sector collaboration to drive innovation in tourism. 2. The need for continuous investment in technology to remain competitive and meet the evolving expectations of modern travellers. 3. The value of involving local communities and businesses in the planning and implementation of smart tourism initiatives to ensure their relevance and acceptance. 4. The necessity of fostering a culture of continuous learning and adaptation to keep pace with technological advancements.

Tools	The event provides several tools and resources to participants, such as: - Hands-on workshops and training sessions on the latest smart tourism technologies and their applications. - Networking platforms and matchmaking sessions to facilitate collaboration among stakeholders. - Demonstrations and case studies of successful smart tourism projects from around the world. - Access to a repository of white papers, research articles, and best practice guides on smart tourism.

Sustainability	The "Tech Talks" event emphasizes sustainability through:
	- Promoting the use of technology to minimize environmental impacts, such as reducing waste and optimizing energy use.
	- Encouraging sustainable travel behaviors, like using public transportation and lowemission modes of transport.
	- Highlighting the economic benefits of smart tourism, including increased efficiency and new revenue streams from tech-driven services.
	- Supporting social sustainability by improving accessibility and inclusivity for all visitors, including those with disabilities.
Replicability and/or up-scaling	The format and approach of the "Tech Talks" event can be replicated and scaled to other cities and regions by:
	- Adapting the focus to local tourism challenges and opportunities.
	- Leveraging the network of experts and stakeholders established in Timisoara to support new initiatives.
	- Sharing best practices and lessons learned from the Timisoara event to guide similar efforts elsewhere.
	- Developing a modular event framework that can be customized to different contexts while maintaining core objectives.
	The success in Timisoara can serve as a model for similar events aiming to integrate technology into tourism sectors globally.

Contact details	Event Website: https://techtalks.upt.ro/ Email: info@techtalks.upt.ro Phone: +40 256 403 000 Address: University Politehnica Timișoara, Piața Victoriei, Timișoara, Romania
Related Web site(s)	[University Politehnica Timișoara] https://www.upt.ro/ [Visit Timisoara] https://www.visit-timisoara.com/ [Timisoara City Council] https://www.primariatm.ro/
Related resources that have been developed	- Conference proceedings and recordings available on the event website. - White papers on smart tourism solutions and their implementation. - Training materials and toolkits for tourism professionals. - Case studies and success stories from past editions of Tech Talks.

Title	Assisted bathing service inLa Concha Beach.
Date	2018
Objective	The main objective of the tourism best practices program to improve accessibility at La Concha Beach in San Sebastián is to ensure that all people, regardless of their abilities, can fully enjoy this iconic beach and its surroundings. This involves implementing measures to facilitate access and mobility for people with disabilities, as well as providing assisted bathing services for those who require it. The program aims to create an inclusive and accessible environment that promotes equal opportunities and participation for all visitors, thus contributing to a more inclusive and enriching tourism experience in San Sebastián.
Location /geographical coverage	La Concha Beach, San Sebastián, Guipuzkoa, Vaske Conutry, Spain.
Organisation responsible for good practice	Hegalak – Zabalik Foundation in collaboration with Vasque Country Tourism Council

Stakeholders and Partners	
	The main beneficiaries and users of this tourism best practices program to improve accessibility at La Concha Beach in San Sebastián would include: People with disabilities: They would be the direct beneficiaries of the program, as it would allow them to access and enjoy the beach and its surroundings more easily and comfortably. This would include individuals with physical, sensory, or cognitive disabilities, as well as older adults who may have mobility difficulties. Families with young children: Families visiting the beach with young children would also benefit from the program, as improvements in

	accessibility would facilitate the transportation of strollers and overall mobility. Tourists with special needs: Tourists visiting San Sebastián who have special needs, such as older adults or those with medical conditions affecting their mobility, would find the program useful for safely and comfortably enjoying the beach during their stay in the city. Local residents: Residents of San Sebastián, especially those who have mobility difficulties or who know someone with a disability, would also benefit from the program by having access to a more inclusive and accessible beach in their community.

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Short summary	During the bathing season, La Concha beach offers two services to support the disabled, the elderly and/or people with reduced mobility.
	This services facilitates access to enjoy La Concha beach and make it possible for people with mobility problems to swim in the sea using an "amphibious vehicle" which, with the help of one or two monitors, allows mobility both on the sand and in the water.
	Fundación Hegalak – Zabalik offers a barrierfree bathing service at the Hegalak sports centre. The service is an escort programme on San Sebastián's La Concha beach for people with functional diversity or reduced mobility.
	It is provided by qualified personnel with specialist training in assisting disabled and elderly people, lifeguard services and physiotherapy.
	Also, It provides the necessary technical support to facilitate access: transfer cranes, buggies and assisted bathing accessories, special walking sticks for the sand, life vests, etc.
Impact	
	The implementation of the accessibility program

	at La Concha Beach has had a positive impact on tourism in San Sebastián, attracting more visitors and enhancing the tourist experience in the city, especially for those who wish to enjoy the beach in an accessible and equitable manner.
	The improvement of accessibility at La Concha Beach has attracted a greater number of visitors, including people with disabilities and their families, as well as tourists with special needs. The beach is now more accessible to a variety of people, which has increased its appeal as a tourist destination. Visitors who use the new accessibility facilities and services at La Concha Beach experience greater satisfaction during their visit. The ability to easily access the beach and enjoy the sea and the surroundings contributes to a more positive and rewarding tourist experience.
	The implementation of the program has enhanced San Sebastián's image as an inclusive and accessible tourist destination. This has led to greater visibility and recognition at both national and international levels, attracting more visitors interested in enjoying a truly inclusive tourist experience in the city.
Innovation	The implementation of the program includes the installation of climate-adapted infrastructures, such as umbrellas, shaded areas, and accessible drinking water fountains, providing relief from the heat and helping to prevent heat-related illnesses among visitors.
	Furthermore, by improving accessibility at the beach and its surroundings, the program ensures that all people, including those most vulnerable to heatwaves, have quick access to shaded areas where they can seek refuge and cool down during periods of extreme heat, as well as better access for emergency services if needed.

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Lessons learned	
	The accessibility program at La Concha Beach highlights the importance of inclusion, collaboration, adaptability, and shared benefits in promoting accessible and welcoming tourist destinations for all.

The inclusion of people with disabilities in tourism policies and practices is essential to ensure that all members of society have equal access and opportunities to enjoy tourist destinations.

Additionally, accessibility programs must be adaptable and flexible to adjust to the changing needs of people with disabilities and environmental conditions, ensuring their relevance and effectiveness over time. |
| **Tools** | |
| | To implement a tourism best practices program to improve accessibility at a beach like La Concha Beach in San Sebastián, several tools and resources are required:

Conduct a comprehensive assessment of the current accessibility of the beach and its surroundings, identifying physical, communicative, and sensory barriers that may hinder access for people with disabilities.

Involve the local community, including people with disabilities and their families, in all stages of the process, from planning to implementation and evaluation of the program.

Use accessible technology, such as mobile applications and accessible websites, to provide information about the accessibility of the beach and its services.

Provide training to tourism staff, lifeguards, and volunteers on how to provide inclusive and respectful service to all people, regardless of their abilities, conducting periodic evaluations to monitor the progress of the program, gather feedback from users, and make adjustments as |

	necessary to improve accessibility and the user experience.
Sustainability	For the described program to be sustainable, the following elements are needed: Institutional commitment: It is crucial to have the support and allocation of resources from local authorities to ensure the continuity of the program. Integration into policies and development plans: The program must be an integral part of tourism and urban development policies and plans to ensure its consideration in all future decisions. Participation and ongoing collaboration: Active collaboration among all stakeholders, including local authorities, tourism businesses, and the community, is essential to coordinate efforts and resources effectively. Monitoring and evaluation: Establishing monitoring and evaluation mechanisms to measure the progress of the program and make adjustments as necessary to ensure its effectiveness and efficiency over time.

Replicability and/or up-scaling	The possibilities of replicating the tourism best practices program to improve accessibility at La Concha Beach in other cities and regions are promising.
	The approach and strategies used in the San Sebastián program are easily adaptable to other locations. Improvements in accessibility, the installation of climate-adapted infrastructures, and the promotion of health awareness can be applied in different geographical and cultural contexts.
	Also, accessibility is a universal need in all communities, especially in popular tourist destinations. Other cities and regions also face similar challenges in ensuring that their beaches are accessible to all people, making the program relevant and pertinent elsewhere.

	Furthermore, improving accessibility at beaches can have multiple economic and social benefits, including an increase in tourist influx, higher customer satisfaction, and a better reputation as an inclusive tourist destination. These benefits are appealing to other cities and regions looking to boost their tourism industry and improve the quality of life for their residents.
Contact details	Information Office: Boulevard, 8, San Sebastián Telephone: +34 943 48 11 66 E-mail: sansebastianturismoa@donostia.eus
Related Web site(s)	https://accessibility.sansebastianturismoa.eus/en/what-to-visit/beaches/la-conchabeach#assited-bathing

Related resources that have been developed	A full touristic guide has been published on San Sebastian's Council web, where anyone can check what services are avaliable, and directly book them online.
	Apart from that, a complete compendium of remarkable palces through San Sebastián can be also consulted, each one with a full list of its facilities to Access for disabled tourists.

Title	Hermoupolis Heritage
Date	*2021*
Objective	*organization of experiential experiences to highlight the cultural heritage.*
Location /geographical coverage	*Syros Island, Greece* *Please specify, when possible, the country, region, province, district, town and village.*
Organisation responsible for good practice	*Hermoupolis Heritage is a non-profit organization based in Syros, which aims to save and restore the tangible and intangible cultural heritage of the island. Based on the study of history and tradition, it creates experiential experiences that focus on the fields of architecture, culture, industry and the environment. The purpose of these actions is to highlight the history of the island, to inspire as well as to raise awareness for actions by other institutions or persons.*
Stakeholders and Partners	*Who are the beneficiaries or the target group of the good practice? Who are the users of the good practice?* Local citizens, school students, tourists, professionals in tourism.
Short summary	Hermoupolis Heritage's vision is for Syros to develop as a cultural center, full of people who actively participate in spreading the history of the island's buildings, objects and people and help save the past through the battle against time. The ultimate goal of the organization is the preservation of the intangible and material cultural heritage of the island, the protection of the environment as well as the well-being of the people who live in this place!

Impact	*One of Hermoupolis Heritage's biggest missions to date was the rescue and restoration of a textile factory, where through the oral testimonies of the*

	old workers an experiential experience was formed in which the visitor lives as a worker of the time her, wearing the traditional apron and operating the factory machinery. Through this experience he learns about the life of the workers and the history of the island's textile industry. On the occasion of this factory and its rescue operation, Hermoupolis Heritage tries to create a culture of love for history in the local community. For the in-depth cultivation of this culture, efforts will be made to restore and utilize other buildings as well, since Ermoupoli is full of such treasures. *The words, rescue - restoration - promotion - awareness, act as a compass of the people of Hermoupolis Heritage:* • *Saving history, tangible and intangible. Collecting objects and recording testimonies of the past.* • *Restoration of buildings and objects.* • *Highlighting the island's history and cultural heritage through the creation of experiential experiences and activities.* • *Sensitizing other people so that they act to save, restore and highlight the history of this place.* *What has been the impact (positive or negative) of this good practice on the beneficiaries?*

Innovation	*In what way has the good practice contributed to an innovation in the heat waves management?* Live the experience of old Syros through our actions All services provided by Hermoupolis Heritage aim to educate participants through interactive and entertaining experiences. Visitors tour historical sites and use instruments from the past that have been rescued and restored. In each activity, the visitor's experience is

	completed with a taste of local products and meals of Syros which are inspired by the tradition of the island.
Lessons learned	*What are the key messages and lessons learned to take away from the good practice experience?* Dimitris Stavrakopoulos, the founder of HERMOUPOLIS HERITAGE, confirms that history it turns into either memories or art. Some human minds see light where all others see darkness. This is what Dimitris Stavrakopoulos is doing today, turning this deathly quiet textile factory into a lively place of art and culture. Dimitris Took the Greek National tourism award of 2022
Tools	*What are the tools a VET educator could use to implement the above-mentioned practices?What are the tools a tourism entity needs to implement the practice?* *Using* interactive and entertaining experiences, for promoting the culture heritage of a place. Using the history of a region with a sustainable promotion for thematic turism

Sustainability	*What are the elements that need to be put into place for the good practice to be institutionally, socially, economically and environmentally sustainable?* Finding the resources to create a sustainable proposal, involving local community in the project, volunteers
Replicability and/or up-scaling	*What are the possibilities of extending the good practice more widely?* Creating a international network with the same values of preserving the history of our planet

	respecting and refraiming the possibility to see with different eyes what was before our era. And to do this with an experimental way, giving to the visitors the joy to return the time back!!
Contact details	*What is the address of the people or the project to contact if you want more information on the good practice?* E-mail:info@hermoupolisheritage.com Phone:+30 693 2327703 Location:Polytechniou 16, Ermoupoli 841 00 Instagram: hermoupolis_heritage Facebook: Hermoupolis Heritage
Related Web site(s)	*What are the Web sites of the projects under which the good practice was identified and reproduced?* https://www.hermoupolisheritage.com/en

Related resources that have been developed	Which training manuals, guidelines, data sheets, posters, images, video and audio documents have been developed in the framework of good practice?
	Which training manuals, guidelines, data sheets, posters, images, video and audio documents have been developed in the framework of good practice?
	A study visit of the partners during the TPM of Syros , will help to investigate the methodology and the great achievement of HERMOUPOLIS HERITAGE

Hermoupolis Guitar Festival

Title	*Hermoupolis Guitar Festival*
Date	*1994 - 2024*
Objective	*Hermoupolis Guitar Festival is an open celebration, a creative meeting of musicians, teachers, and students. In the concerts, many different genres of music are represented, but always with the guitar as the axis and constant contributor.* *The educational part of the festival includes daily seminars by professors and soloists, competitions for 3 different age groups of students as well as workshops for guitar ensembles. Aim of* *Hermoupolis Guitar Festival, which besides being a "strong cultural paper" of Syros is considered one of the leading festivals in Greece, is to present every year fresh ideas that will inspire and entertain a diverse audience.*
Location /geographical coverage	*Hermoupolis, Syros, Greece*
Organisation responsible for good practice	*Municipality of Syros Greece*
Stakeholders and Partners	*Official Stakeholder: Austrian Embassy in Greece* *Partners: Musicians, students, teachers, locals, and tourists*

Short summary	*Hermoupolis Guitar Festival completes 30 years of presence in Greek musical events. With highquality events, its long-standing educational offer and its uniquely friendly atmosphere, it' is rightly considered as one of the leading festivals in Greece.* *A five-day summer festival (every July) with concerts, master classes, competitions, and an orchestra by the participating guitarists. It can be considered as an open celebration and a creative gathering of musicians, professors, and students with the music-loving public.* *Always seeking new experiences, the festival offers unforgettable events to the audience and step expression to young artists while enriches experiences for students through active participation in seminars, competitions and*

	music ensembles.
Impact	*The presence of the festival on the island of Syros benefits the tourism businesses (accommodation, hotels, restaurants, catering establishments, restaurants) and upgrades the cultural level of the island, as in the Greek region such festivals are not frequently organised.*
Innovation	*The launch of the festival in 1994 marked a significant innovation for the society of Syros. Now, as the Hermoupolis Guitar Festival reaches its 30th anniversary, it is regarded as one of the most successful festivals in Greece. The cultural impact of the festival in Syros is remarkable, as it annually attracts musicians, soloists, and students from all over Europe. The master seminars and concerts are of professional level, and the curation by Angelos Nikolopoulos is aimed at audiences of all levels of guitar knowledge. Seminars are available for individuals of all ages and skill levels, and the concerts are held at various locations around the island, with free admission for all attendees.*

Lessons learned	The success of such a practice in the region is evidenced by its repeatability over 30 years. Simultaneously, there exists a significant demand for similar actions and initiatives. In conclusion, during the July period on the island of Syros, there is an observable increase in the quality and promotion of alternative tourism.
Tools	A VET educator can adopt the methodology and approaches used in advertising and managing the festival as tools to propose the creation of similar initiatives. Careful networking, strengthening cooperation with the Municipality and other agencies, and diversifying the festival with various artists are key factors contributing to the success and sustainability of the event. Reinforcing and adopting such practices in the province is an effective strategy to highlight the festival and its

	quality, especially in areas where cultural activities are typically limited.
Sustainability	Noting that the funding and curation of the festival are carried out by the Municipality of Syros, there is an urgent need to strengthen such practices in the province through support from organizations capable of ensuring their sustainability. Collaboration with the Austrian embassy and networking with musicians and soloists abroad not only strengthens and bridges cultural gaps within the province but also enhances the festival's quality. Additionally, close cooperation with the island's transportation and accommodation services is crucial; it helps offset costs and simultaneously boosts tourism. Furthermore, offering free entry makes the festival accessible to everyone, which has been a significant asset over its 30-year history.

Replicability and/or up-scaling	*The potential for replicating successful tourism strategies to enhance cultural tourism in the area is highly encouraging.* *The Hermoupolis Guitar Festival's approach is easily adaptable to other locations due to its organisation being a responsibility of the Municipality of Syros, which has a dedicated department for culture and its promotion. Cultural tourism is perceived to be declining due to its high costs; however, this festival stands out for its free admission. Clearly the festival's methodology, comprising seminars followed by concerts featuring attending musicians, serves as a strong incentive for people to attend and visit Syros. Finally, organizing a festival with cultural elements in the district indicates a significant demand for culture and music to be accessible throughout Greece, judging by its success.*
Contact details	*Via this form you can reach the festival´s organisation team:* *https://guitarfestival.gr/en/contact-2/*
Related Web site(s)	*https://guitarfestival.gr/en/category/festival-en/*

Related resources that have been developed	*Which training manuals, guidelines, data sheets, posters, images, video and audio documents have been developed in the framework of good practice?* *Here you can find every year's poster - program of the festival (1994-2023) :* *https://guitarfestival.gr/en/previous-years/* *Here is the video – trailer of the festival :* *https://youtu.be/oMRCUetRWHA*

JU Srednja ekonomsko-ugostiteljska škola Bar

Title	W*hat is the name that best describes the good practice?* Window2Bar – using iBeacon technology for improving smart tourism
Date	*When was the good practice implemented?*
Objective	*What is the aim/objective of this good practice?* The aim of this good practice is to contribute to the development of Bar as a smart tourist destination, by using smart technologies and tools and developing innovative tourism products and services.
Location /geographical coverage	*What is the geographical range where the good practice has been used?* *Please specify, when possible, the country, region, province, district, town and village.* This good practice is in use since 2020 in Bar,Montenegro: center of the town(Castle of Nikola I, monument of Vladimir, triconchos), Archdiocese of Bar, Old town and Old olive tree.
Organisation responsible for good practice	*Which organisation is responsible for implementing the good practice?* BSC Bar - Foundation Business Start Center Bar
Stakeholders and Partners	*Who are the beneficiaries or the target group of the good practice? Who are the users of the good practice?* Tourists, business people and residents of Bar

Short summary	*P*rovide a brief description of the good practice* Windows2Bar is demonstration of usage of IoT in developing touristic destination. By using iBeacon technology in Bar, tourist has new value and new impression about touristic atractions, where one is offered to learn about history and culture, also get routes and information about touristic day trips or how to get to the fish restaurant. This technology improves ones experience during traveling and staying in the touristic destination of Bar, by

	personalizing all services.
Impact	*What has been the impact (positive or negative) of this good practice on the beneficiaries?* This project started in 2020 and lasted for 2 years, but nowdays is still active and in use and its sustainability is approved. The TM of project are little lighthouses on the electricity pillars. The BSC Bar is still running monitoring of the project.
Innovation	*In what way has the good practice contributed to an innovation in the heat waves management?* Windows2Bar is the very first smart tourism tool and sustainable use of ITC and iBeacon in tourism in Montenegro.
Lessons learned	*What are the key messages and lessons learned to take away from the good practice experience?* Use of iBeacon and gamefication in tourism is smart decision.

Tools	*What are the tools a VET educator could use to implement the above-mentioned practices?What are the tools a tourism entity needs to implement the practice?*
	VET Educators could use to implement Window2Bar:
	1. *Creating teaching materials for modules related to the Hotel Industry and Travel, both at the national curriculum level and for preparing daily work plans*
	2. *Establishing correlations between tourism modules and computer science(ICT), at both secondary school and college levels*
	3. *Promoting smart tourism through the organization of school and national competitions*
	4. *Integrating IoT and iBeacon technology into other modules such as history, geography, and languages*
	5. *Preparing competitive tourism professionals for the labour market*

	6. *Utilizing the SMARTOUR project platform to organize workshops with local tourism entrepreneurs, the Tourism Organization of Bar, and local administration to enhance the knowledge about smart tourism.*
	7. *Raising awareness about smart utilization of IoT in tourism.*

Sustainability	*What are the elements that need to be put into place for the good practice to be institutionally, socially, economically and environmentally sustainable?* Raising the awareness of the local administration and stakeholders in tourism policy and tourist offer in the destination of Bar about the importance of the concept of smart tourism with utilizing of iBeacon technology, as an innovative tourism marketing tool, which will contribute to the promotion and increased sales of the tourist destination.
Replicability and/or up-scaling	*What are the possibilities of extending the good practice more widely?* Following the example of Bar this practice would be very useful in any other city, no matter the extent of the city or diversity of tourist attractions.
Contact details	*What is the address of the people or the project to contact if you want more information on the good practice?* E-mail: info@bscbar.org Adress: Bulevar Revolucije bb, Business Center Tower A, flat V, Bar, Montenegro
Related Web site(s)	*What are the Web sites of the projects under which the good practice was identified and reproduced?* https://windowtobar.wordpress.com/discoverbar/

Related resources that have been developed	
	Which training manuals, guidelines, data sheets, posters, images, video and audio documents have been developed in the framework of good practice?
	Publication: Windows2Bar- development of an innovative tourist product using iBeacon technology and the concept of gamification https://www.bscbar.org/en#portfolio

Title	*What is the name that best describes the good practice?* Geoportal of the Municipality of Bar
Date	*When was the good practice implemented?* In April, 2022 Geoportal was presented and started with implementation Bar, Montenegro
Objective	*What is the aim/objective of this good practice?* This is an innovative application that is a set of various services of the Municipality, which would facilitate residents and tourists in simple, quick and easy access to all important data, but also local administration in its daily work.
Location /geographical coverage	*What is the geographical range where the good practice has been used?* *Please specify, when possible, the country, region, province, district, town and village.* Municipality of Bar, Montenegro
Organisation responsible for good practice	*Which organisation is responsible for implementing the good practice?* 1. Municipality of Bar 2. AGS, Novi Sad, Serbia - company specialized in development of the software solutions and geoinformatics services
Stakeholders and Partners	*Who are the beneficiaries or the target group of the good practice? Who are the users of the good practice?* Residents in the Municipality of Bar, Tourists, Local administration

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Short summary	Provide a brief description of the good practice This good practice, Geoportal, provides insight into the sights and important locations in the city in the aspect of tourism, culture, history, entertainment, sports, and a 3D view of Stari Bar with the fortress is also available, which is a special tourist attraction. Also, the map shows

	some general and useful information such as road infrastructure network with exact street names, sewage and water supply networks and other important communal infrastructure facilities, which will make it easier for rezidents, tourists. For potential investors, Geoportal displays a wide range of local government services and provides insight into cadastral parcels, the status of buildings and their legalization, coverage of planning documents, but also land use and tax liabilities to get to know the city's development potential.
Impact	What has been the impact (positive or negative) of this good practice on the beneficiaries? This is a young project, during these two years of implementation confirmed its purpose and proved to be very successful and useful for tourists, rezidents and investors.
Innovation	In what way has the good practice contributed to an innovation in the heat waves management? The project contributed to increasing the visibility of the tourism potential of the Municipality of Bar, because by using this portal, which as an application adapted to all devices, the smart city concept increased the productivity of the tourism sector and local administration, facilitated communication for the rezidents, and brought tourists closer to tourist attractions, communication and in a certain way contributed to the creation of tourist loyalty towards the destination, as the smart tourism destination.

Lessons learned	*What are the key messages and lessons learned to take away from the good practice experience?* In the concept of the snmart tourism all community have to be involved and there is no productivity if we are not all in it.
Tools	*What are the tools a VET educator could use to implement the above-mentioned practices?What are the tools a tourism entity needs to implement the practice?*

	1. *Creating teaching materials for modules related to the Hotel Industry and Travel, both at the national curriculum level and for preparing daily work plans, by using Geoportal of M.of Bar* 2. *Establishing correlations between tourism modules and computer science(ICT), at both secondary school and college levels* 3. *Promoting smart tourism through the organization of school and national competitions* 4. *Preparing competitive tourism professionals for the labour market* 5. *Utilizing the SMARTOUR project platform to organize workshops with local tourism entrepreneurs, the Tourism Organization of Bar, and local administration to enhance the knowledge about smart tourism.* 6. *Raising awareness about smart tourism.*
Sustainability	*What are the elements that need to be put into place for the good practice to be institutionally, socially, economically and environmentally sustainable?* For this project all elements have been put

Replicability and/or up-scaling	*What are the possibilities of extending the good practice more widely?* Following the pioneer example of Bar and other cities have started to apply a similar „smart city" model.
Contact details	*What is the address of the people or the project to contact if you want more information on the good practice?* Adress: Municipality of Bar Bulevar Revolucije 1, 85000 Bar, Montenegro E-mail: opstinabar@bar.me

Related Web site(s)	*What are the Web sites of the projects under which the good practice was identified and reproduced?* Geoportal Bar
Related resources that have been developed	*Which training manuals, guidelines, data sheets, posters, images, video and audio documents have been developed in the framework of good practice?* /

SMARTOUR

Title	CAST
Date	*2018 - 2021*
Objective	The main objective of CAST is to support the creation, business development and scaling-up of companies in the tourism sector through incubators and accelerators integrating creativity, art and design skills from the Cultural and Creative Industries with cutting-edge technology, science and other relevant expertise.
Location /geographical coverage	*European Union / International* . In particular: Ireland, Cyprus, Spain, Italy, UK, Belgium, Germany and Denmark.
Organisation responsible for good practice	*WestBIC / CEEI-Burgos*
Stakeholders and Partners	The direct beneficiaries will be SMEs in the creative, cultural and tourist sectors, which will receive support from the project and will be enabled to develop their activities through start up and scale up processes, including innovation, access to new markets and finance. The indirect beneficiaries are the other groups, which will benefit from the models and techniques developed and can participate in networks resulting from the project. An overview of the regions and bodies involved enables us to set out examples of these types of organisations below.
Short summary	Incubation & acceleration support to sustainable tourism *start-ups and SMEs* to grow and scale internationally by creating a European network of accelerators.

Impact	The main evidence of success is actual creation of the network within the first year of implementation of the good practice as a result

	of the efficient cross -border and cross-sectorial collaboration. Main performance indicators after 36 moths of implementation: – Number of start-ups and/or SMEs supported: 72 Number of start-ups converted to scale-ups: 18
Innovation	*CAST brings together a consortium of organisations with enormous experience in working with creative industries across Europe and stimulating their creation growth and internationalisation – as well as in the tourism sector. All the partners have worked extensively and intensively with creative enterprises, stimulating innovation and cross sector working.*
Lessons learned	*What are the key messages and lessons learned to take away from the good practice experience?*

Tools	CAST envisages four type of actions: - Mapping and showcasing. These two aspects are combined as the mapping provides recognition of conduits for dissemination at project end and liaison during the project. - Business support: models and delivery. Business support actions, identification of novel methods and identification of most effective scale up actions. It also involves developing or transferring methods and testing them with SME audiences. - Financing. Requirements for appropriate means of supporting enterprises in getting finance in a variety of situations. - Innovation and proof of concept. The nature of innovation is structured on the basis of a review of literature carried out be an expert partner. These are developed in concert with the partners, who are regularly involved in this type of development and a means of support identified and codified. Enterprises will be assisted through

	the innovation process by special creative sessions and by adoption of the codified documentation , which will involve internal training.
Sustainability	The ten partners of the project have partially allocated two staff members each average along the 36 months of the implementation phase. External experts have been used as well. The network has been already established and will continue following project end.

Replicability and/or up-scaling	CAST good practice will be ready to be transferred after the implementation of the project as a blueprint for future developments. The methodology, along with outcomes and risks detected, is being properly documented and will be possible to be adapted in other countries/regions/communities with the minimum infrastructures, resources and facilities required to the creation of the network as the knowledge and know how will be transferred. To enlarge the already established network by integrating new countries, initially within the EU, in order to keep counting on the support of programmes like COSME. A second stage of development could be integrating additional countries, or networks, outside the EU.
Contact details	Juan Carlos Martinez Barrio, CEEI-Burgos, jcmartinez@ceeiburgos.es
Related Web site(s)	https://castnetwork.eu www.ceeiburgos.es
Related resources that have been developed	Map and taxonomy of creative – tourism collaboration across Europe with associated supports. Tourism Boot camps.

	Tourism Digital Hackathon. Access to inventory of physical support facilities and making them commonly available. Incubation and acceleration techniques. Provision of report on mapping of existing investor and financier activity

Title	Gijón Smart Cities Knowledge Chair
Date	2019
Objective	Improvement in the quality of life for residents, an efficient and sustainable use of resources, and active citizen participation.
Location /geographical coverage	City of Gijón, Asturias, Spain.
Organisation responsible for good practice	Gijón DemoLab space
Stakeholders and Partners	The beneficiaries of this model of good practices will be both tourists visiting the city and the residents themselves who wish to delve deeper into the place they live. Furthermore, in terms of education, students will be able to learn about the measures taken to ensure environmental sustainability.
Short summary	The Gijón Smart Cities Knowledge Chair promotes the development of technologies and infrastructures. Initiatives are then implemented in different areas such as smart grids, sustainable buildings, information processing and management, and efficient mobility. The Gijón DemoLab space, is a part of this Chair, where companies can test the compatibility of their IoT technology with the city's network.

Impact	The Smart Cities project has had a significant impact on transforming cities into more sustainable, efficient, and technologically advanced environments, with a more efficient integration of energy resources, facilitating the use of renewable sources and distributed energy generation. Also, The implementation of intelligent information management systems has allowed for better collection, analysis, and use of data generated at the city level.

	Also also, sustainable transport systems and intelligent traffic management have improved accessibility and reduced environmental impact.
Innovation	The measures implemented within the Smart Cities project represent a significant innovation in the fight against climate change by addressing various key aspects of urban sustainability. The integration of smart grids has enabled more efficient management of energy resources, promoting the use of renewable sources and the adoption of electric vehicles, thereby reducing greenhouse gas emissions. Furthermore, the promotion of sustainable buildings and efficient urban mobility systems has contributed to reducing energy consumption and environmental pollution. The implementation of secure communication channels ensures data integrity and strengthens the resilience of technological infrastructures against potential threats, thus ensuring a comprehensive and effective approach to mitigating climate change in urban environments.
Lessons learned	Sustainable buildings and efficient urban mobility are fundamental pillars in the fight against climate change, reducing greenhouse gas emissions and improving air quality in our cities.

	Smart information management at the urban level provides us with the ability to make informed decisions and improve service delivery to citizens, while optimizing the use of available resources. The active participation of society, businesses, and public administrations is essential for the success of Smart Cities initiatives, as they require a cultural and regulatory shift towards sustainability and technological innovation.
Tools	Educational Material:

	• Develop educational resources on urban sustainability and smart technologies tailored for different educational levels. • Create lesson plans, worksheets, and interactive activities that teach concepts such as renewable energy, energy efficiency, sustainable urban design, and cybersecurity in urban contexts. • Design educational games, videos, and infographics to engage students in learning about Smart Cities and sustainability practices. Training Workshops: • Organize training sessions and workshops for educators and professionals on renewable energy, energy efficiency, sustainable urban design, and cybersecurity. • Offer hands-on activities, case studies, and group discussions to deepen understanding and skills in implementing smart technologies and sustainable practices. Online Platforms: • Establish online learning platforms with courses and materials on Smart Cities, accessible from anywhere and at any time. • Provide interactive modules, quizzes, and forums to facilitate self-paced learning and collaboration among learners. Interactive Tools: • Develop simulators and modeling tools for students and professionals to experiment with solutions in areas such as energy planning and traffic management. • Offer virtual reality experiences and augmented reality applications to

![SMARTOUR logo]

	simulate urban environments and explore sustainability challenges and solutions. Collaboration and Outreach: • Establish partnerships with companies and public entities to provide real-world examples and resources for learning about urban sustainability and smart technologies. • Organize outreach events, webinars, and community projects to raise awareness about the importance of urban sustainability and smart technologies in building resilient cities.
Sustainability	As a good practice involving the City Council, it needs to be approved by it, as well as being properly presented to the public to ensure good integration, and ensuring that budgets and implementation time are adapted in a coherent and sustainable manner to the current circumstances of the area where the project is intended to be carried out.
Replicability and/or up-scaling	Following the same model followed by DemoLab's partners, it is very possible to extend the same process to any other city, always taking into account its dimensions.
Contact details	Adress: Edificio Departamental Oeste 4, planta 2, despacho 9. Gijón +34 985 182 283
Related Web site(s)	https://gijondemolab.es/
Related resources that have been developed	Which training manuals, guidelines, data sheets, posters, images, video and audio documents have been developed in the framework of good practice?

Title	BOUNDLESS LIFE: THE COMMUNITY OF DIGITAL NOMADS AND THEIR FAMILIES
Date	2021
Objective	**BOUNDLESS LIFE** build a collection of thoughtfully designed communities located in beautiful destinations around the world comprised of private homes, co-working spaces, a school system based on experiential learning and locally adapted recreational hubs where like-minded families can develop connections, work, sustainably explore different parts of the world and be immersed in the local cultures. *What is the aim/objective of this good practice?*

Location /geographical coverage	The idea was born in Canada in 2021. It was the time when the life of the digital nomad was gaining more and more popularity, a result of technological development, the pandemic and a culture for a life more full of meaning and experiences. The attractive life of the digital nomad was initially the privilege of unattached workers. That's what Boundless Life decided to change. The company was started in Montreal by **Elina Zoi, Marcos Carvalho, Mauro Repaci and Reka Meygon** , with the aim of giving families the opportunity to taste the experience of living and working abroad. At the moment, the company has **four destinations with organized infrastructure: in Sintra, Portugal (the first to operate, in February 2022), in Ermoupoli, Greece (the second to enter the company's network in August 2022), in**

	Tuscany of Italy and in Bali, Indonesia . In 2024, three more destinations will be added to its network (two in Europe and one in Latin America). The **World Youth and Student (WYSE) Travel Confederation** estimates that **the digital nomad market is "gradually maturing to reach around 60 million by 2030".** "About 25% of digital nomads are families,"
Organisation responsible for good practice	Boundless Life

Stakeholders and Partners	**Over 300 families are members of the Boundless Life community** , with over 600 children traveling and sharing the digital nomad experience. The families have a different composition: two parents with their children, single parents or parents of which one has stayed back in the homeland. **Currently, 20 families of digital nomads live in Ermoupolis, a total of about 80 people.**
Short summary	Boundless Life brings people to the island all year round (except December, which is used for infrastructure maintenance). The Greek department of the company employs **ten employees** and has permanent collaborations with dozens of professionals on the island, while also holding events to support the local community, such as donations to the **Children's Home.** Most of Boundless Life's nomads come from **the USA** and Canada , followed by **Europe** and **Israel** . It is an **emerging type of tourism** that ticks the boxes of sustainable tourism, quality tourism, year-round tourism, and local

	community development. And tourism, which is expected to experience a great boom in the coming years. **Boundless Co-working Hub** is the ideal environment to stimulate creativity, productivity and collaboration. Meet with other professionals in your industry, work on complementary projects, exchange ideas and learn from others' experience and knowledge. **Boundless Homes** provide families with the highest level of comfort. With high-quality service, our residences are not only fully furnished and stocked but are close to the rest of the Boundless amenities including the Coworking Hub and Education Centre.

Impact	The good practice of **Boundless Life**, focusing on creating communities for digital nomads and their families, has had several positive impacts on its beneficiaries and has contributed to innovation in various aspects, including heat wave management. Here's a breakdown of the impacts, innovations, key messages, lessons learned, tools for implementation, and sustainability considerations: **Positive Impact on Beneficiaries:** •Provides families with opportunities to live and work abroad, fostering cultural immersion and meaningful experiences. •Enhances children's education through experiential learning and personalized approaches. •Supports local communities by employing locals, holding events, and making donations. Inspired by the world-renowned Finnish system, Boundless Education was developed by taking the finest ingredients from the world's best educational practices to build one coherent system to follow your child anywhere. Boundless Education is a transformational learning system that lays the foundation for innovation, maximises experiential learning, and creates meaningful connections to

	ourselves, our communities and the world.
Innovation	In what way has the good practice contributed to an innovation in the heat waves management? By incorporating sustainable practices in infrastructure design and management, Boundless Life communities can contribute to mitigating the effects of heat waves. Features such as eco-friendly building materials, efficient cooling systems, and green spaces can help regulate temperatures and reduce heat island effects.

| Lessons learned | The key messages and lessons learned from the good practice experience of Boundless Life can be summarized as follows:

Empowerment of Families: Boundless Life demonstrates the empowerment of families by providing them with opportunities to live and work abroad, fostering meaningful experiences and cultural immersion for both adults and children.

Importance of Community: The initiative highlights the significance of community building, where like-minded families come together to form connections, collaborate, and support each other in their nomadic lifestyle.

Innovation in Education: Boundless Education introduces innovative educational practices such as experiential learning, personalized learning plans, and interdisciplinary learning. It emphasizes the development of future-ready skills and holistic well-being.

Sustainable Tourism: The initiative promotes sustainable tourism practices by integrating eco-friendly infrastructure, supporting local communities, and minimizing environmental impact. It sets an example for responsible and ethical tourism development.

Global Connectivity: Boundless Life showcases the power of technology in |

	connecting people from around the world. Through digital platforms and communication tools, families can maintain connections, share resources, and collaborate despite geographical distances. **Adaptability and Flexibility:** The flexibility of Boundless Life's model allows families to adapt to different cultures, environments, and work arrangements. It encourages resilience and adaptability in the face of uncertainty. **Cultural Exchange and Diversity:** The initiative encourages cultural exchange and diversity by bringing together families from diverse backgrounds and nationalities. It fosters a rich learning environment where individuals can learn from each other's perspectives and experiences. **Long-Term Vision:** Boundless Life demonstrates a long-term vision for sustainable growth and community development. By expanding its network of destinations and investing in local partnerships, the initiative aims to create lasting impact and opportunities for its members. Overall, the key takeaway from Boundless Life's good practice experience is the transformative potential of combining education, community, and sustainable tourism to create enriching experiences for families around the world.

Tools	Based on the **Finnish Curriculum,** our pillars combine to deepen a child's core competencies and focus on interestdriven academic experiences. **Experiential Learning** Boundless Education believes in learning by doing. Students are exposed to new concepts and skills using a hands-on approach. **Personalised Learning** Boundless students gain mastery in core academic areas, progressing at their own pace. **Purposeful Learning**

	Bringing purpose to learning by finding a personal connection and making a difference. Interdisciplinary Learning To develop an entrepreneurial mindset, through critical thinking and interdisciplinary connections, children engage in Quests where they tackle real-world problems and complex questions. **Future Ready** Preparing children for an unknown future by teaching future skills such as creativity, collaboration, critical thinking and communication. These skills are applied to subject knowledge and linked to real life phenomena. **Mindful Well-Being** Holistic well-being in the curriculum guides children to be present in the moment, reduces stress levels, increases focus and learning potential. What are the tools a VET educator could use to implement the above-mentioned practices? What are the tools a tourism entity needs to implement the practice? **Tools for VET Educators:** **Learning Management Systems (LMS):** LMS platforms can facilitate personalized learning by providing a centralized hub for course materials, assessments, and communication between educators and learners. **Example platforms:** Moodle, Canvas, Blackboard. Experiential Learning Resources: VET educators can utilize experiential learning resources such as simulations, case studies, and real-world projects to engage learners in hands-on learning experiences. Example resources: Virtual labs, role-playing exercises, industry visits. Personalized Learning Plans: Develop personalized learning plans for learners based on their individual strengths, interests, and learning goals. Tools for tracking progress and adjusting learning plans accordingly can include spreadsheets, online templates, or specialized software.

	Collaboration Tools:
	Enable collaboration among learners through tools such as online discussion forums, collaborative documents, and project management platforms.
	Example tools: Google Workspace (formerly G Suite), Microsoft Teams, Slack.
	Assessment and Feedback Tools:
	Use online assessment tools to create quizzes, assignments, and surveys to evaluate learner progress.
	Provide timely feedback to learners using digital annotation tools, audio/video feedback, or online grading platforms.
	Example tools: Google Forms, Kahoot!, Turnitin.
	Tools for Tourism Entities:
	Community Engagement Platforms:
	Establish online platforms or social media groups to engage with the Boundless Life community and facilitate communication among members.
	Example platforms: Facebook Groups, Slack channels, dedicated community forums.
	Booking and Reservation Systems:
	Implement online booking systems to streamline reservations for accommodations, co-working spaces, and educational programs.
	Example systems: Airbnb, Booking.com, custom-built reservation software.
	Sustainable Tourism Assessment Tools:
	Utilize sustainability assessment frameworks or certifications to evaluate and improve the environmental, social, and economic sustainability of tourism operations.
	Example frameworks: Global Sustainable Tourism Council (GSTC) Criteria, EarthCheck Certification.
	Destination Management Tools:
	Use destination management platforms to analyze visitor data, monitor tourism trends, and collaborate with local stakeholders for destination development.
	Example platforms: Destination Management Systems (DMS), Tourism Insights platforms.
	Marketing and Communication Tools:

	Employ digital marketing tools to promote

Employ digital marketing tools to promote

	Boundless Life destinations, attract new visitors, and engage with potential customers. Example tools: Social media marketing platforms, email marketing software, content management systems (CMS). By leveraging these tools, VET educators and tourism entities can effectively implement the practices outlined by Boundless Life, promoting experiential learning, community engagement, and sustainable tourism development.
Sustainability	**Institutional Sustainability:** Ensure the continuity and growth of Boundless Life communities through effective management and governance structures. **Social Sustainability:** Foster inclusive and diverse communities that promote cultural exchange and mutual respect. **Economic Sustainability:** Develop revenue streams and business models that support long-term financial viability. **Environmental Sustainability:** Minimize environmental impact through eco-friendly practices in construction, energy use, and waste management.
Replicability and/or up-scaling	This good practice is already world wide in different parts : Sintra, Portugal Syros, Greece Tuscany, Italy Bali, Indonesia Kotor, Montenegro
Contact details	What is the address of the people or the project to contact if you want more information on the good practice? alteravitacyclades@gmail.com Angeliki Sakellariou
Related Web site(s)	https://www.boundless.life/

Related resources that have been developed	Which training manuals, guidelines, data sheets, posters, images, video and audio documents have been developed in the
	framework of good practice? **Boundless Education** https://app-eu1.hubspot.com/documents/25511159/view/527685609?accessId=101a70 **Boundless Syros** **https://www.boundless.life/syros-greece** **CODE OF CONDUCT** https://assets-global.website-files.com/64191c982f4ea8ca376d80b5/656a11c3f7f4def0135279dc_Code%20of%20Conduct_December2023.pdf

Title	Accessibility Guide by Visit Cork
Date	2021
Objective	Welcome and accommodate visitors with additional needs
Location /geographical coverage	Cork metropolitan área, Cork county, Munster, Ireland
Organisation responsible for good practice	Cork Council in cooperation with Cope Foundation
Stakeholders and Partners	Main target are people with physical or intelectual disabilities
Short summary	The " Accessibility Guide by Visit Cork " project aims to enhance the tourist experience for people with disabilities in the city of Cork, Ireland, through the implementation of inclusive and accessible measures. To achieve this purpose, an information gathering process on accessible services will be conducted, along with the development and promotion of the guide, as well as a feedback exercise with users through a consultation service with the Cope Foundation.

| Impact | The "Visit Cork Accessibility Guide" project has had a significantly positive impact on improving the tourist experience. The detailed information on accessible services has facilitated trip planning and exploration of Cork for people with disabilities, allowing them to fully enjoy the city's tourist destinations.

Furthermore, it has fostered better inclusion and integration by promoting a culture of inclusivity, contributing to the integration of people with disabilities into the tourist community and society at large, |

| | creating a more welcoming and supportive environment for all.

Collaboration with local businesses and government entities has resulted in the implementation of additional accessibility measures, improving urban accessibility not only for people with disabilities but for all residents and visitors to Cork. |
| Innovation | The "Visit Cork Accessibility Guide" project has positively contributed to climate change mitigation. By facilitating trip planning and exploration of Cork for people with disabilities, the guide has helped optimize travel, reducing the need for unnecessary or poorly planned trips, which in turn has contributed to the reduction of greenhouse gas emissions related to transportation.

Furthermore, by collaborating with local businesses to implement accessibility measures, the project has promoted the use of local resources and services, which can reduce the need for long-distance transportation and associated emissions. |

Lessons learned	The main lessons that can be learned from the implementation of the "Visit Cork Accessibility Guide" project are:
	1. Importance of Collaboration: Collaboration among different stakeholders, such as local businesses, government entities, and nonprofit organizations, is crucial for comprehensively addressing accessibility needs and ensuring the project's success. Working together allows leveraging the resources and expertise of each involved party to implement effective and sustainable solutions. 2. User-Centered Approach: It is crucial to adopt a user-centered approach when designing and implementing

	accessibility initiatives, particularly focusing on people with disabilities. This involves not only identifying physical and communicative barriers they face but also actively involving them in the planning process to ensure proposed solutions meet their needs and preferences. 3. Awareness and Education: Awareness and education are powerful tools for promoting inclusion and acceptance of diversity within the community. The project has demonstrated that increasing awareness of accessibility needs and challenges faced by people with disabilities can foster a culture of respect and solidarity benefiting society as a whole. 4. Integration of Accessibility in Urban Planning: Accessibility should not be treated as a secondary aspect in urban planning but as a central element influencing the quality of life and experience for all city dwellers. Integrating accessibility from the outset in urban development projects ensures cities are more inclusive and welcoming to all residents and visitors.
Tools	First primordial need is make a research and needs analysis, conducting thorough research on the accessibility needs and challenges in the city of Cork, including surveys of people with disabilities, consultations with local organizations, and analysis of demographic and infrastructure data. Apart from that, offering training programs for tourism professionals, municipal employees, and other relevant stakeholders on how to improve accessibility in the city, including customer service, removing physical barriers, and

	promoting a culture of inclusion would be of great help. On the other hand, a tourism entity could contribute with funds and resources provision for the implementation of accessibility improvements in hotels, restaurants, tourist attractions, and public transportation in the city, as well as wiht their expertise and knowledge in accessible tourism, including identifying specific needs of people with disabilities, recommending best practices, and providing advice on designing inclusive services and experiences.

Sustainability	
	To make the "Accessibility Guide by Visit Cork" project sustainable in environmental, economic, and social terms, several key elements are required
	Implementation of sustainable practices: It's important for the project to promote sustainable tourism practices that minimize environmental impact, such as proper waste management, efficient use of natural resources, and promotion of public transportation and low-emission modes of transport.
	Consideration of universal accessibility in natural environments: In addition to urban tourist attractions, the project should consider accessibility in natural environments, such as parks and protected areas, ensuring that all people, including those with physical, sensory, or cognitive disabilities, can enjoy these spaces.
	Economic:
	Valuing investment in accessibility: It's essential for tourism and government entities to recognize that investment in accessibility is not only ethical but also economically beneficial. Improving accessibility can increase the customer base, generate additional revenue, and strengthen the city's reputation as an inclusive and accessible tourist destination. Promotion of responsible tourism: A model of

	tourism that benefits both the local community and visitors should be promoted, avoiding the overloading of local infrastructures and resources. This can be achieved through responsible tourism initiatives and support for local and community-based businesses.
	Social:
	Community participation and empowerment: Involving the local community, including people with disabilities, at all stages of the project is essential. This may include public consultation, participation in working groups, and collaboration in the implementation of accessibility measures.
	Promotion of diversity and inclusion: The project should promote diversity and inclusion in all its forms, not only in terms of accessibility for people with disabilities but also in terms of the inclusion of ethnic minorities, LGBTQ+, and other marginalized groups. By integrating these elements into the design and implementation of the project, the "Accessibility Guide by Visit Cork" can ensure sustainability from an environmental, economic, and social perspective, benefiting all stakeholders and contributing to the sustainable development of the city and its tourism industry.

Replicability and/or up-scaling	
	The possibilities of extending the "Accessibility Guide by Visit Cork" project to other cities and regions are promising and could have a significant impact on improving accessibility in tourism globally. The approach and practices developed in the Cork project can be replicated in other cities and regions with relatively few changes. The structure and methods used for gathering information, developing accessibility guides, and collaborating with stakeholders can be adapted to different geographical and cultural contexts.

	Considering that accessibility is a universal need and a priority in all communities, not just in Cork, other cities and regions also face similar challenges in providing accessible services for people with disabilities, making the project's expansion relevant and pertinent. Furthermore, improving accessibility in tourism not only benefits people with disabilities but can also have a positive impact on the local economy and the city's image as an inclusive and welcoming tourist destination. Therefore, other cities and regions may be interested in implementing similar initiatives to reap these benefits.

Contact details	Tourist Information Offices: • 125 St. Patrick's Street, Cork City • 25 Ashe St, Scartagh, Clonakilty, Cork • Sleveen, Kinsale, Cork • The Old Courthouse, The Square, Bantry (seasonal) • Market House, Arch Building, Cobh (Mon-Fri year round) • Ashe Quay, Fermoy (Mon-Fri year round) • Town Hall, Main St. Mallow (Mon-Fri year round) • Jameson Heritage Centre, Midleton (Mon-Fri year round) • North Street, Skibbereen (seasonal) • Market Square, Youghal (year round)
Related Web site(s)	purecork.ie/plan-your-trip/tips-info/touristinformation-offices .
Related resources that have been developed	https://www.corkconventionbureau.com/wpcontent/uploads/2022/01/Visit-Cork-Accessibility-Guide-1.pdf

SMARTOUR

Category	Details
Title	Banat Brunch
Date	Ongoing
Objective	The project's objectives are to highlight the rural cultural heritage in the rural areas of Timis county, to revitalize and promote the customs and traditions of the ethnic groups living in these areas, highlighting elements of local architecture, music and gastronomy. In other words, to promote local gastronomy and cultural heritage through community events.
Location /geographical coverage	Timiș County, Banat Region, Romania
Organisation responsible for good practice	My Banat Association
Stakeholders and Partners	Local households, Local and Regional authorities, NGOs, National and International Tourists. Direct beneficiaries are locals that produce local food for the purpose of both popularity and sharing several recipes among young generations.
Short summary	Banat Brunch is a series of gastronomic events aimed at celebrating and promoting the traditional cuisine and cultural heritage of the Banat region. These events are organized in various locations (remote villages) across Timiș County and offer participants the opportunity to enjoy local dishes, participate in cultural activities, and connect with the local community.
Impact	Positive impact on local tourism, increased awareness appreciation of local culinary traditions, economic benefits for local producers and vendors.
Innovation	Integration of traditional gastronomy with cultural tourism, creating unique and immersive experiences for participants.

Lessons learned	Successful collaboration between local communities and organizers is key to the event's success. Ensuring authenticity and high-quality experiences fosters greater appreciation and participation. Traditional and old local food has the opportunity of being learned/adopted by non-locals and younger generations Development of rural and remote areas
	Guided tours for discovering tourist attractions
Tools	Event planning guides, collaboration frameworks with local communities, marketing and promotion tools.
Sustainability	Ongoing support from local authorities and communities, maintaining the authenticity of the events, sustainable sourcing of local ingredients.
Replicability and/or up-scaling	High potential for replication in other regions with rich culinary traditions. Can be scaled up by increasing the frequency of events and involving more communities.
Contact details	Banat Brunch Organizers, Timiş County, Romania
Related Web site(s)	https://mybanat.ro/index.php/2023/03/05/picnicin-pusta/ ; https://www.cjtimis.ro/event/evenimentele-decultura-gastronomica-banat-brunch-reincep-intimis-2/ , https://www.facebook.com/p/Banat-Brunch100066589175324/
Related resources that have been developed	Event posters, promotional videos, social media content, participant feedback forms.

Title	Iurban.es
Date	*ongoing*
Objective	The objective is to develop an AI strategy for tourism destinations.
Location /geographical coverage	It is a startup located in Málaga city (Spain). However, works with **more than 300 municipalities** all over Spain.
Organisation responsible for good practice	Iurban is a tech startup located in the Malaga technology park
Stakeholders and Partners	It has been nominated as the Best Artificial Intelligence solution for destinations by Segittur. Segittur is the state office responsible for promoting innovation (R+D+i) in the Spanish tourism sector, both in the public sector (new models and channels for promotion, management and creation of smart destinations, etc.) and in the private sector (support to entrepreneurs, new sustainable and more competitive management models, export of Spanish technology).
Short summary	The main objective is to provide an holistic AI environment for tourism destinations with specific tools.
Impact	Iurban works with **more than 300 municipalities** all over Spain and has been nominated as the Best Artificial Intelligence solution for destinations by Segittur.

Innovation	Iurban provides AI tools to attend the tourist in three main steps.
	Prior to the tourist's visit
	During the tourist's visit
	After the tourist's visit

Lessons learned	*Public-private cooperation is a key element.*

Tools	Iurban has some tools for each step:

Iurban has some tools for each step:

Prior to the tourist's visit

1. Tourism web portal and webapps

Web and webapp creation module with all the client's contents.

2. Chatbot with GPT
   Module to answer any question on the website in 95 languages and attract tourists.

3. Travel planner with GPT
   Personalization of the stay according to the type of traveler to attract more tourists.

During the tourist's visit

1. Office management with records and surveys
   Registration and surveys in all channels to obtain data from tourists.

2. Cicerone Digital Informer with GPT
   "Paint" the room from a screen and show videos and photos of the resources.

3. Digital Tourism Office and Information Points
   Outdoor supports when the office closes, and videowall to make an impact from the counter.

4. Creation of audio guides, avatars and tours
   Add content with GPT by generating automated content and tours. **After the tourist's visit**

1. CRM for tourism sending campaigns and Newsletter
   Send automated campaigns with your guidance, with a survey when they leave us or just to impact you.

2. Dashboard intelligence tourist Cicerone

	Find out what 90% of tourists who don't pass through the office are doing with statistics from all channels.
Sustainability	IA tourist assistants help to develop the sustainability at the destination.
Replicability and/or up-scaling	*Replicability is the main purpose of this project in the sense that more municipalities will be involved.*
Contact details	iUrban Steve Jobs 27, Office 9 Technological Park (Málaga) - C.P: 29590 608 76 39 62 info@iurban.es
Related Web site(s)	www.iurban.es
Related resources that have been developed	IA tools for tourism destinations.

TEMPLATE FOR THE COLLECTION OF GOOD PRACTICES

Title	CitCom.AI
Date	*2023-2027*
Objective	The CitCom.ai project offers a European Artificial Intelligence Testing, Experimentation and Center (AI TEF) for Smart and Sustainable Cities and Communities (SSCC). AI for tourism management is one of the topics for the Valencia hub.
Location /geographical coverage	It is a European Project with 3 main European hubs: Valencia, Denmark and Belgium
Organisation responsible for good practice	Valencia City Council is the responsible for the Valencia hub for the smart city.
Stakeholders and Partners	At the Valencia hub Valencia City Council is the main partner. Other relevant partners are both Universities: Valencia University and Universidad Politécnica de Valencia. At the same time some private companies participate: HOP Ubiquitous SL, Nunsys SL The Valencia hub includes partners from Alemania, Polonia and italia
Short summary	The main objective is Testing AI in Smart Cities and Communities. Including sustainability and tourism management. The project develops artificial intelligence (AI)-based solutions for smart and sustainable cities and offers innovators to test and validate them in real environments.

Impact	The impact is huge and in a diversity of areas related to AI.
Innovation	The Innovation covers 7 main categories: **Physical Facility Services** "Physical services enable AI innovators to test in city infrastructure with guidance,

street closure, and installation support, reducing deployment time and advancing Technology Readiness Levels (TRL). "

Virtual Facility Services

"Virtual facility services provide easy access to computing resources, supporting remote experiments and real-time data analysis. Data models enhance interoperability, offering domain-specific datasets. "

Algorithm Creation & Validation

"Algorithm creation and validation services, in collaboration with AI innovators. The co-created algorithms can validate others in a feedback loop, involving data collection, storage, preprocessing, machine learning frameworks, model training, evaluation, hyperparameter tuning, deployment, scalability, and monitoring."

Compliance & ethics assistance

"Assistance ensuring adherence to laws, regulations, and ethical standards. Compliance assistance involves audits, program development, and training to mitigate risks, with experts adapting practices to regulatory changes. Ethics assistance promotes ethical behaviour, guiding data use and developing codes of conduct."

Impact assessment

"This service category focuses on the desirability and viability of AI innovation.

While most TEF services assess feasibility, there's a crucial need to evaluate the actual impact on the environment, stakeholders, and end-users.

Desirability relates to meeting stakeholder needs and solving problems, while viability considers the business model, revenue generation, costs, and benefits. "

Opportunity Assessment & Scoping

"Services that help identify opportunities, define innovation scope, and align stakeholders, while also mitigating risks by evaluating financial viability, technical feasibility, and cities' needs.

Namely: understanding target audiences, assessing organizational viability, and evaluating technical feasibility. Various activities are conducted based on idea maturity and customer requirements, including exploring, co-creating, and validating solutions to prepare for experiments."

Ecosystem Engagement

"These services engage A Community and Ecosystem Engagement Service within the context of AI innovation focuses on creating a collaborative platform dedicated to AI innovation that brings together researchers, academics, institutions, industry partners, and other stakeholders. The goal is to facilitate knowledge exchange, collaboration on research & development projects, and the development of a vibrant R&D community."

Lessons learned	*Public-private cooperation is a key element.*
Tools	All tools follow the concept AI Testing and Experimentation Facilities. The services range covers the testing and experimentation of AI services for smart cities. The project develops artificial intelligence (AI)-based solutions for smart and sustainable cities and offers innovators to test and validate them in real environments. València coordinates the Super South Node that addresses issues such as pollution and noise management, sustainable urban development and smart tourism management CitCom.ai TEF's job is to test AI and robotics before they get into places where humans live and move around.
Sustainability	Sustainability is one of the key elements for the smart cities and the CitCom.AI European Project.

Replicability and/or up-scaling	*Replicability is the main purpose of this project.* The EU has launched a major investment for a total of DKK 1.65 billion to accelerate the development of responsible artificial intelligence (AI) in Europe. CitCom.ai started the first day of 2024 by opening the doors to its testing facilities to businesses across Europe. The invitation to connect AI innovators with our testing facilities is a major leap forward in fostering innovation and collaboration, offering unparalleled access to state-of-the-art resources for the test and validation of cutting-edge AI technologies. CitCom.ai's goal is to ensure that European companies have easier access

	to business development through standardised testing and development facilities (TEFs) in a large number of European countries. This is an essential contribution to the European ambition of providing both safe and innovative use of artificial intelligence in a practical way, thereby closing the gap between regulations such as the AI Act and everyday life.
Contact details	Las Naves, Ajuntament de València, Universitat de València, Universitat Politècnica de València, S2 Grupo de innovación en procesos organizativo, HOP Ubiquitous SL, Nunsys SL
Related Web site(s)	https://citcom.ai/

| Related resources that have been developed | *It is an ongoing project. Resources are free.* |

Title	ITH TechYroom 1.0
Date	*Ongoing*
Objective	*It is a real showroom where a diverse set of technological innovations applicable to the hotel sector are applied at the same time. So, the entire tourism sector can be aware of the potential of these technological tools. It is like a Smart tourism sandbox.*
Location /geographical coverage	*It is developed by the "Instituto tecnológico hotelero" (ITH) in partnership with valencian INVATTUR. Accordingly, the coverage is national. The showroom has been implemented at hotel* **RH Corona del Mar (Benidorm)**
Organisation responsible for good practice	*It is developed by the "Instituto tecnológico hotelero" (ITH), Spain.*
Stakeholders and Partners	*It is developed by ITH. INVATTUR and regional goverment (Consellería de turismo) as the main partners. HOSBEC, the main hotel association in the area is the key stakeholder. The showroom has been implemented at hotel* **RH Corona del Mar (Benidorm)**
Short summary	It is a real showroom developed in a hotel with Smart technologies in four main fields. Here are the specific links: 1. SPACE DESIGN, ERGONOMICS AND ACCESSIBILITY 2. OPERATING IMPROVEMENT AND CUSTOMER EXPERIENCE 3. ENERGY EFFICIENCY 4. ROBOTICS AND AUTOMATION

Impact	*The showroom has a virtual tour.* So, the impact is huge as not only presential visitors can learn from thin experience.

Innovation	*The groundbreaking innovation is that many tech innovations are placed at the same tiem in a real swohroom with open access to the industry.*
Lessons learned	*Public-private cooperation is a key element, especially for small hotels.* *A showrrom is a real case rather than a theoretical approach.* *How innovations can be applied to the hotel sector.* *Virtual tours can disseminate innovation to wider audience.* *A real showroom in a real hotel room can be a sandbox for innovation.*
Tools	*A VET educator has a list of innovative tools that can be use in the learning process.* *The virtual tour is a Good tool for VET teachers.* *Any hotel can choose the specific tech tool they want to implement.*

Sustainability	*There is a special place in the showroom for tech innovation related to sustainability. Especcially in the energy efficiency field.* "The ITH TechYRoom 1.0 is equipped with the **LUZIA** energy consumption monitoring platform, which makes it possible to detect inefficiencies, consumption peaks and points for improvement in the installation and its use. **MACY**. As one of the simplest smart materials to implement, Macy's thermophobic and photocatalytic paint has been incorporated as a coating for interior and exterior walls and ceilings that helps reducing outdoor temperature +-5º and purifies the air through photocatalysis. **ROBOTBAS** Advanced climate and home automation control, adapted to accessible ergonomics, such as incorporating tactile buttons with vibration and larger, more legible icons. **ULBIOS** The ITH TechYRoom 1.0 has an air quality monitoring solution that allows
	guests to know in real t ime the healthiness of the space. **VINILOSMART** A simple solution to improve the efficiency of existing glazing without building work and that increases privacy. The Smart Vinyl is activated by electric current and could also replace the curtain. Reduces +-80 UV radiation."
Replicability and/or up-scaling	*Replicability is the main purpose of this Smart showroom. It has been created with the solely idea of extending the good practice more widely.*

Contact details	**Instituto Tecnológico Hotelero – ITH**
	C. de Orense, 32, 28020 Madrid
	Teléfono contacto: 902 110 784 / 914 171 246
	Fax: 917 701 982 info@ithotelero.com
Related Web site(s)	ITH TEHCYROOM 1.0 - COMUNITAT VALENCIANA - ITH (ithotelero.com)
Related resources that have been developed	*The main resource is the real showroom. There is also a list of technologies applied (PDF) available at the ITH webpage.*

Title	Best Arctic Tourism in Greenland (Kangerlussuaq and Illulisat)
Date	*Between 1990-94*
Objective	*Becoming the preferred travel/tourism operator in Greenland, displaying the artic wilderness.*
Location /geographical coverage	*Kangerlussuaq, Illulisat and selected other places in Greenland.*
Organisation responsible for good practice	*Albatros Travel A/S (Albatros Arctic Circle, Albatros Expeditions*, Hotel Hvide Falk)

SMARTOUR

Stakeholders and Partners	
	The primary target group is middle-aged to elderly people, who desire to explore the arctic wilderness in a controlled and orderly fashion. These tourists do normally have some extended needs and certain requirements for the facilities - possibly a helping hand, as some may be physically challenged by the harsh surroundings in the arctic. This target group is usually willing to spend some extra money, so that certain standards are maintained. *A growing target group is the young explorers eager to challenge the untamed wilderness. The needs for this group of people are usually less requiring, as they knowingly want to experience the 'real', harsh and challenging environment. These tours are usually more physically challenging and may require more personnel to support.*
Short summary	The good practice at Albatros Arctic Circle, is when the customers dreams and needs are being met. In our organization we usually don't say "no". If a customer approaches us with a wish, we try to make it happen. If the customer for example wants to go to the Ice Sheet on a certain date, but the tour is already fully booked, we aspire to change things up, so that wish is being met. Either by sending more than one bus on tour, or by trying to reach a

	compromise with the customer. Sometimes it is possible for us, to change up the customers different tours, so that we free some time for an extra adventure.

SMARTOUR

Impact	*Tourism in Greenland in general. Although we do a lot of marketing and collaboration with other tourism companies, the best marketing is still word of mouth. Word of mouth and a unique service is why Albatros Arctic Circle today have cemented our presence in Kangerlussuaq in the form of a local office offering business-tobusiness services, a restaurant, gift shop, two hostels and a portfolio of exciting excursions. In Ilulissat we own and operate both a hotel and a tour operation company with boats, kayaks, hiking tours and the renown Restaurant H8 Explorer in Oqaatsut (Rodebay) only 30 minutes of sailing north of the town.*
Innovation	*The good business and service practice has allowed us to expand our existing business year by year and venture into new areas to accommodate new wishes, needs and trends. Over the years we expanded to include both hotel operations (Polar Lodge and Old Camp and Hotel Hvide Falk) and our newest edition marathon racing (Icefjord Midnight Marathon and Polar Circle Marathon).*
Lessons learned	*Our continued focus on the customers needs and wants regarding specific tours and certain standards for accommodation has allowed us to keep evolving our tourism-concepts and allowed us to stay ahead of the curve, so that customers get state of the art tourism in Greenland, with the best possible service and accommodation.*
Tools	*The key element for our business to run successfully is optimizing every day. Our latest weapon of choice is digitalizing every part of the business, down to our everyday chores.*

	The organization is only as strong as its weakest link. So, keeping a solid overview of the different aspects of the business is essential.
Sustainability/ESG/CSR	*Being located on the 'edge of the world' as we commonly say, gives us several challenges regarding environmental sustainability and in general implementing ESG and CSR related goals. Of course, we aspire to only use the necessary resources to support our daily business. That being said, some of our needs require an extensive transport and in general planning ahead. Some of the goods, which we use on a daily basis are being ordered ahead up to 7 months before the given need is required.* *Regarding financial sustainability we of course aspire to have a sound business model, which has taken us to where we are today. This requires constant monitoring, evaluation and adjusting to new circumstances.*
Replicability and/or up-scaling	*With the right organizational setup, the implementation of good practice through the acknowledgement of solid customer service and accommodating can be implemented in most tourist companies, with the advantage and possibility of up-scaling an existing business model.*
Contact details	Albatros Arctic Circle ApS Polar Lodge & Old Camp Mitaarfiit Aqq - postbox 1009 3910 Kangerlussuaq Greenland Phone: +299 841648 Email: kangerlussuaq@aac.gl CVR: 12471122
Related Web site(s)	*https://albatros-arctic-circle.com/*

Related resources that have been developed	Which training manuals, guidelines, data sheets, posters, images, video and audio documents

	have been developed in the framework of good practice?