
TOURBIT OPENING CONFERENCE

6th April 2022

General Information

Time: Following the different time zones, the conference will take place:

- Joining from Finland: 12.30 - 14.30
- Joining from France, Belgium, Slovenia, Spain: 11.30 - 13.30
- Joining from Iceland, Portugal: 10.30 - 12.30

Venue: Main Campus, Lapland University of Applied Sciences, Rovaniemi, Lapland (Finland)

Hybrid event: Possibility to join online: [link to stream connection](#) (tbc)

Participation: Register by using [this link](#)

Networking moments: participants in person are also invited to have lunch in University restaurant Tekuila before the Conference and to stay for a coffee networking after the Conference.

Agenda

Chaired by: Lapland University of Applied Sciences and the Catalan Tourist Board

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| 12.30 - 12.40 | Opening speech
Rector of the Lapland University of Applied Sciences, Riitta Rissanen |
| 12.40 - 13.00 | How TOURBIT Project will support Tourism SME's digitalization lift?
Project Coordinator, Catalan Tourist Board |
| 13.00 - 14.00 | Conversation about the digitalisation of tourism SMEs with TOURBIT partners:
What are the first steps for the digitalization journey of a Tourism SMEs?
Experiences from: <ul style="list-style-type: none">• Cluster hospitality.brussels hosted by hub.brussels: supports Tourism SMEs in Belgium to integrate digitalization and digital technologies into their business strategy• Lapland University of Applied Sciences: is a member of the Smart and Sustainable Arctic Tourism Cluster |



What support is the most appreciated by Tourism SMEs on digitalization?

Experiences from:

- [Barcelona Chamber of Commerce](#): provides services and means to SMEs to accelerate their digitalisation process and connects them to technology providers in Barcelona
- [Catalan Tourist Board](#): runs the entrepreneurship support program “StarTechTour”

What are the current trends on digitalization and enabling technologies applied to Tourism SMEs?

Experiences from:

- [ARCTUR](#): is the home to [tourism 4.0](#) Slovenia
- [Welcome City Lab](#) by PARIS&CO: is the first incubator in the world created to support innovative startups targeting the tourism, travel, hospitality and event sector

How collaboration with technology / startups community support the competitiveness and resilience of tourism SMEs?

Experiences from:

- [NEST - Tourism Innovation Center](#): improves the use of the technological solutions for problem solving in tourism and links technological providers and in Portugal technological needs of tourism for effective development
- [Iceland Tourism Cluster](#): promotes competitiveness and value creation within the Icelandic tourism Industry

14.00 - 14.20

What are the experiences on digitalization and Tourism SMEs from Lappish stakeholders that could inspire Tourism SMEs participating in TOURBIT?

- Finnish Lapland Tourist Board, Nina Forsell, Executive Director
- Sallatunturin Tuvat - Family business in the Middle of Nowhere, Sara Virkkula, Responsible for social media and marketing

14.20 - 14.30

Closing words and next step

- Lapland University of Applied Sciences
- Catalan Tourist Board

14.30 - 15.30

Coffee, meet the Lappish stakeholders, take a tour in university digital labs

Background Information

Fostering digitalisation of European Tourism SMEs

Digitalisation has the potential to boost innovation, to generate economic and environmental efficiencies and increase productivity. At the same time, it brings unprecedented opportunities for tourism SMEs such as the development of new products and services, processes, and access to new markets.

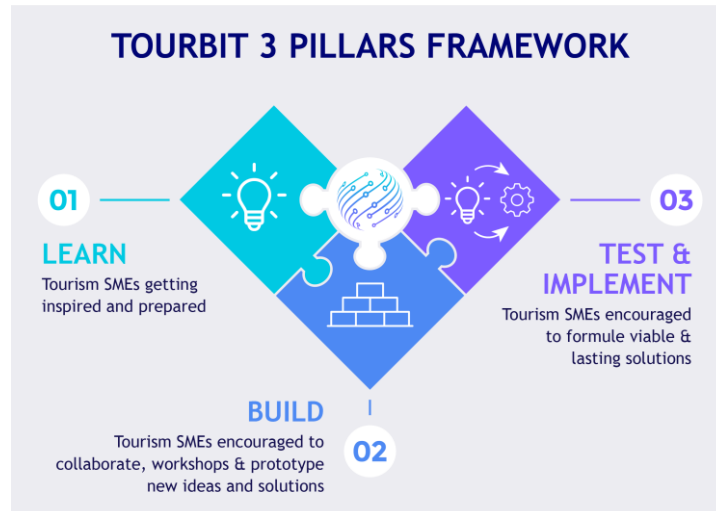
The European project TOURBIT ('Fostering digitalisation of European tourism SMEs') understands that digitalisation opens opportunities but, like other global forces of the industry, poses many challenges to tourism SMEs.

In that sense, TOURBIT main objective is fostering skills and capacity and boosting the uptake of digitalisation and innovation, promoting resilient and competitive SMEs and spurring a faster transformation of the European tourism sector.

TOURBIT partnership is a public and private alliance of complementary 8 organizations covering 7 destinations that will work on the activities and objectives of the project until June 2024:

- [Catalan Tourist Board](#) - Catalonia (Spain) - Coordinator
- [Barcelona Chamber of Commerce, Industry, Services and Navigation](#) - Catalonia (Spain)
- [Welcome City Lab](#) by PARIS&CO - Île de France (France)
- [ARCTUR - tourism 4.0](#) - Slovenia
- [Cluster hospitality.brussels hosted by hub.brussels](#) - Brussels (Belgium)
- [Iceland Tourism Cluster](#) - Iceland
- [Lapland University of Applied Sciences](#) - Lapland (Finland)
- [NEST - Tourism Innovation Center](#) - Portugal

TOURBIT partnership proposes a transnational and cross-ecosystem support scheme based on a framework of three pillars '**Learning, Building, Testing and Implementing**' which goal is to enable tourism SMEs to cultivate their necessary capabilities to thrive in the digital age.



New and innovative digital technologies for the tourism industry will be mapped including the following 7 trending technology solutions: Data Analytics, Cloud Computing, Artificial Intelligence (AI), Internet of things (IoT), Blockchain, Cybersecurity, Virtual Reality (VR) and Augmented Reality (AR).

Tourism SMEs will start their journey of digital transformation with the ‘**Digital Readiness Index**’, an online self-assessment tool that will enable them to assess their state of digitalisation and recommend actions to boost it. They will **LEARN** more about technology tools and innovative solutions thanks to a complete programme of **webinars**.

Connexion, knowledge and collaboration between tourism SMEs and key players from the tourism, technology, and start-ups, will be encouraged through an online **community on Tourism Innovation**. Co-creating workshops and a virtual hackathon with the participation of stakeholders across Europe will complete the **BUILD** pillar.

Finally, as part of the **TEST AND IMPLEMENT** pillar, TOURBIT will also financially support 62 tourism SMEs, up to 9.000€, from the 7 destinations involved in the frame of the **Digital Acceleration Programme** (Call for proposals).

The TOURBIT project is 75% co-funded through [COSME- Europe’s programme for small and medium-sized enterprises](#) (January 2022 - June 2024).

For more information:
www.tourbit.eu | [Twitter](#) | [Linkedin](#)

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