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# TOURBIT OPENING CONFERENCE

## 6<sup>th</sup> 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

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| <b>12.30 - 12.40</b> | <b>Opening speech</b><br>Riitta Rissanen, Rector of the Lapland University of Applied Sciences   |
| <b>12.40 - 13.00</b> | <b>How TOURBIT Project will support Tourism SME's digitalization lift?</b><br>Blanca Cros, Tourbit Project Coordinator, Head of EU Projects, Catalan Tourist Board |

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| <b>13.00 - 14.00</b> | <b>Conversation about the digitalisation of tourism SMEs with TOURBIT partners:</b> |
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**What are the first steps for the digitalization journey of a Tourism SMEs?**  
Experiences from:

- [Cluster hospitality.brussels hosted by hub.brussels](#), Véronique Renard, Manager of Cluster Hospitality
- [Lapland University of Applied Sciences](#) Kristian Sievers, Project Manager

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

Experiences from:

- [Barcelona Chamber of Commerce](#), Berta Pérez, Director of European Projects and Innovation
- [Catalan Tourist Board](#), Mònica Santa Eulàlia, Head of market research

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

Experiences from:

- [ARCTUR](#), Andraž Orehar, TIM Product Lead
- [Welcome City Lab](#) by PARIS&CO, Anna Veyrenc, Head of Incubation

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

Experiences from:

- [NEST - Tourism Innovation Center](#), Marta Salvador, Innovation Project Coordinator
- [Iceland Tourism Cluster](#), Davíð Jóhannsson, Project Manager

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

- Anu Harju-Myllyaho, Manager of Tourism program, Lapland University of Applied Sciences
- Blanca Cros, Tourbit Project Coordinator, Head of EU Projects, Catalan Tourist Board

14.30- 15.30

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

*Chaired by: Anu Harju-Myllyaho, Manager of Tourism program, Lapland University of Applied Sciences and Sandra de Puig, Tourbit Project Manager, Catalan Tourist Board*

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## 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.

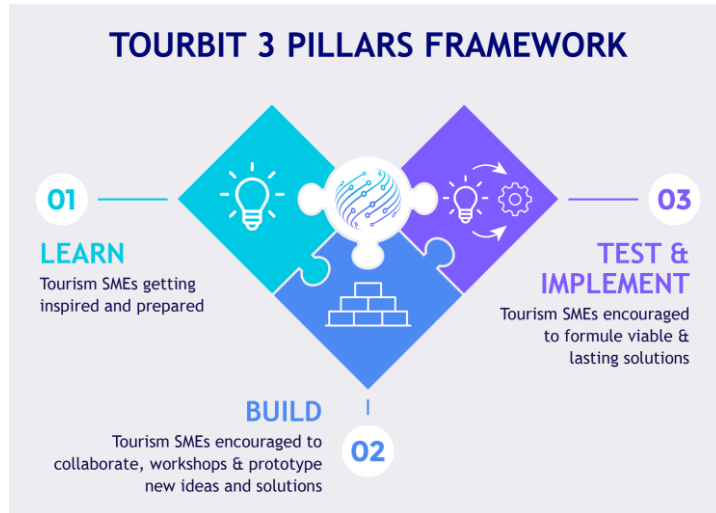
The European project TOURBIT ('Fostering digitalisation of European tourism SMEs') understands that digitalisation opens opportunities but, like other global forces of the industry, poses many challenges to tourism SMEs.

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](http://www.tourbit.eu) | [Twitter](#) | [Linkedin](#)

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