

TOURISM4.0



# Tourism4.0 Project

Capacity building and peer-learning transnational supporting scheme towards smart, innovative and sustainable tourism.

## SMEs Good Practices

*External Resources list*



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C L U S T E R  
Turismo de Extremadura  
Agrupación Empresarial Innovadora

# INTRODUCTION

The present report has been made to highlight those European and global trends that have been occurring in companies, as well as the most relevant use cases that stand out in the countries that conform this project, in which are involved SMEs from the accommodation sector, travel agencies and tourism activities in general.

To do so, we will review those companies that have stood out for providing solutions on issues related to sustainability, digitalisation, cooperation, etc.

As it has been pointed out in previous works on «External Resources List 1 and 2 », from our organisation we will review those links that show clear examples of application of new technologies in the tourism industry in all areas that affect them; or that, in the future, may affect them, and are likely to be implemented in the short term to improve the basic parameters, such as improving management and sales or reducing costs, main issues that occupy a preferential place in businessmen's minds.

Due to the increasing use by tourists of search, planning and booking tools, companies must react with time and dedication to improve skills to incorporate daily technology, in a way that is accessible and sustainable in all cases.



As we wrote in "Guía de Innovación-2022" edited by Cluster de Turismo de Extremadura: *"Technological innovation has proved to be a way out in the most complicated moments of society, keeping us connected with people around us, allowing us to enjoy different forms of leisure and to be able to consume online and even giving us the opportunity to continue with our professional obligations from home"*. This combination of factors is a reality, professional work is mixed with personal tastes and while we are attending our email, we can be closing a transaction in any marketplace or on the pages of the most popular OTAs. Any time is a good moment to sell, to be interactive with our customers, to make their task easier and to be able to hook them into that experience that they are dreaming of in a moment of rest.



For all these reasons, choosing the right technology and having a team of professionals trained in technological and digital matters is one of the main keys to innovate and improve competitiveness for companies and self-employed people.

We want to remind you through this work the link to our website, referring to the professionals who are waiting for your contact to help you to improve your company.

↓ ↓ ↓  
**[TECH PROVIDERS FROM TOURISM 4.0](#)**

## DATA BASE

A list of external links to best practice use cases of SMEs from the different countries involved in this project is presented:

### International & EU

- [Leading examples of Smart Tourism Practices in Europe](#)
- ["Boosting Sustainable Tourism Development and Capacity of Tourism SMEs through Transnational Cooperation and Knowledge Transfer"](#)
- [The European TouriSME project gives direct aid to tourism SMEs to become more sustainable](#)
- [Europe's Tourism SMEs are getting smarter](#)
- [Destination SMEs](#)
- [Projects and Good Practices from ENAT](#)
- [ETC. Encouraging sustainable tourism practices](#)

### Spain

- [Bioscore. Democratizing sustainability](#)
- [OTA INSIGHT. Combine hotel and short-term rental data](#)
- [Tifloactiva. Universal accesibility](#)
- [Spain Chamber of Commerce promotes sustainability in smes](#)
- [SEGITTUR. Spanish entity for sdgs and sustainability](#)
- [We Travel Hub. Tourism services metasearch engine](#)
- [OD HOTELS. NFT Art Collection](#)
- [Garden Hotels. Sustainability and Awards](#)



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**[WEB: www.tourism4-0.eu](http://www.tourism4-0.eu)**



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## Croatia

- [National portal for sustainable & responsible tourism in croatia](#)
- [National portal for sustainable&responsible tourism in croatia. webpage](#)

## Italy

- [Examples of good practices for culture, tourism and local development. New strategies for Italian heritage cities](#)

## Malta

- [SEYTravel Ltd. Community professionals for MATICS](#)
- [Hospitality solutions](#)
- [Malta Tourism Authority Strategy 2021-2030](#)

## Poland

- [Innovativeness of Tourism Enterprises: Example of Poland](#)
- [Are tourism SMEs in Poland ready for Circular Economy solutions?](#)

## Portugal

- [Networks, Innovation and Knowledge Transfer in Tourism Industry: An Empirical Study of SMEs in Portugal](#)
- [Tourism in Portugal: how the country has reinvented itself](#)

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