

OBJECTIVES

The **TOURISME** project aims at **improving sustainability of tourism SMEs through knowledge transfer, international cooperation and multi-stakeholder engagement**. Achieving sustainable tourism development brings numerous benefits derived from the competitive advantage provided by cost savings and the improvement of the quality of the offer. In this sense, to achieve sustainability and improve competitiveness, TOURISME aims at fostering SMEs' capacities and skills to explore and uptake solutions through a reinforced transnational and cross-sectoral collaboration amongst tourism SMEs and operators from different sectors in Spain, Italy, France and Cyprus. The project will address companies covering different sectors of the tourism industry, including coastal tourism, but also natural and cultural tourism and tourism linked to public events (sports, festivals, etc.).

More specifically, TOURISME pursues the following objectives:

- To design and implement trans-national and cross-sectoral support scheme including capacity building knowledge transfer and scaling-up activities to enable sustainable growth of SMEs in the tourism sector.
- To support uptake of innovative solutions for sustainable tourism.
- To support participation of SMEs in certification schemes.

ACTIVITIES

ACR+'s main role on the project is being the partner responsible for the project's communication and dissemination activities. This implies primarily building an audience for receiving news and updates on a regular basis through social media, newsletter and press releases as well as key outputs, milestones achieved and events to be held among others, through various dissemination activities.

ACR+ will also support other technical partners in creating an outreach campaign for recruiting interested SMEs for the capacity building activities as well as assisting in the identification of existing good practices in the field.

PARTNERS INVOLVED

TOURISME's project leader is **Consulta Europa** (ES), and its project partners are:

- **ACR+**, Association of Cities and Regions for sustainable Resource management (BE)
- **ITC**, Istituto Tecnologico De Canariassa (ES)
- **RAS***, Regione Autonoma della Sardegna (IT)
- **SFCC***, Sistemi Formativi Confindustria (IT)
- **SSSA***, Scuola Superiore di Studi Universitari e di Perfezionamento S Anna (IT)
- **ORDIF***, Institut d'aménagement et d'urbanisme de la région d'Île-de-France (FR)
- **ANEL**, Anaptyxiaki Etaireia Lefkosias (CY)

* ACR+ member



The **TOURISME** project is funded under the [COSME funding programme](#) of the European Commission under the grant 951103



More information:

Francesco Lembo
+32 2 234 65 03 | fl@acrplus.org
Erneszt Kovács
+32 2 234 65 05 | ek@acrplus.org