

# Paths that last

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Workshop -26 June 2025  
plenary session



**Workshop #5**

# **INNOVATIVE TOURISM PRODUCTS**

**Digital transformation & Innovation in  
Tourism Business Models and Startups**

# PART 1 - EXISTING AND FUTURE SOLUTIONS

## EXISTING SOLUTIONS

- Digitally enabled service facilitation and AI services to customers or destination management.
- Personalised digital and VR planning tools
- Virtual environment experience
- Cascade funding (FSTP)
- E-platforms for trip planning, providing personalised advice
- Payment service facilitation

## BARRIERS TO DEVELOPMENT

- Skills development
- Inadequate support from authorities
- Availability of data and data analysis
- Lack of knowledge in the management of certification tools.
- Complexity of multi-level governance and cooperation (including PPP)

## NEW CHALLENGES TO ADDRESS

- Digital technologies to increase person-to-person experience
- Strengthen capacity building (Lack of skills for Startup, Enter, SMEs ) SMEs, workers, all actors in the Tourism sector
- Governance gap
- Resource utilisation support
- Eco-tourism projects, faster implementation

## PART 2 – PERSPECTIVES FOR FUTURE PROJECTS



### HOW TO **MAXIMISE THE IMPACT** OF PROJECTS?

- Improvements of methodology of project selection: address not only the objectives, but also the capability to deliver results.
- Practical and scalable project outputs
- Effective tourism stakeholders engagement + “real” youth involvement.
- Cross sectorial partnership/cooperation: bring better together local authorities, SMEs, certification bodies, investors , academics...
- Capacity building



### HOW CAN **RESULTS** BE **BETTER CAPITALISED?**

- Focus on networking
- Focus on scalable outputs, impact monitoring.
- Use project data to match the results
- Joint distribution channels for project results.
- Using & joining the exist Network (European Network for Sustainable Travel , DestiNet,...)
- Targeted capitalisation calls
- Dissemination/replication of results
- Peer to peer: exchange of results and programme accompaniment
- Results embedded into regional planning documents

## PART 3 – SYNERGIES, MAINSTREAM AND BROADER PARTICIPATION



### HOW TO **IMPROVE SYNERGIES AND EMBEDDING** WITH REGIONAL, NATIONAL STRATEGIES OR MAINSTREAM PROGRAMMES?

- Design projects on the framework of targeted policies on innovation.
- Specific criteria for capitalisation in standard calls
- Methodology support to internationalisation of outputs
- Project fairs and exchange events
- AI matching tools



### SUGGESTIONS TO BETTER INCLUDE **YOUTH AND CITIZENS**

- Engagement of youth and citizens in all levels of project planning and implementation, from the design to the assessment. (Participatory Approach)
- Capacity-building activities, co-design/Living Labs
- Innovative green tourism start-ups.

# THE THREE IDEAS THAT MOST CAUGHT OUR EYE

## #1 Development of niche tourism

- Smart Industrial tourism.
- Cross sectoral tourism  
(Music-Museum-Coffee  
(Traditional Food)

## #2 More Open Data from stakeholders

- Data availability, accessibility or usability
- Need for more open access from public and private stakeholders.

## #3 Governance gap

Gap between the project implementation and the decision-makers/local governments agenda, activities or priorities.



Mediterranean  
Multi-Programme  
Mechanism