



**БУРГАСКА РЕГИОНАЛНА ТУРИСТИЧЕСКА АСОЦИАЦИЯ**  
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## **PROJECT SUMMARY**

**Name of the project: “SustainabiLity of tourism By EnhancIng Cooperation and dIgital transformatiOn” – LIBECCIO ,**

**Programme: INTERREG VI-B - EURO MED 2021-2027.**

**Aims of the project:** LIBECCIO faces this challenge enhancing tourism governance, destination management and sustainability then resilience against risks too. Through digital transformation, it addresses the need for improved destination management, supporting policy makers with informed data driven decision making, positively impacting the policies implementation for a more sustainable tourism paradigm. It follows an intersectoral and transdisciplinary approach in Euro Med by involving together with partners the Q Helix tourism community, through the Euro Med Tourism Innovation Platform (ETIP), in testing and transfer planning of suitable solutions following a Living Lab methodology. LIBECCIO Destination Management Support System (DMSS) is a semantically enriched web-enabled platform that integrates sustainability indicator datasets and Big Data analytics to exploit data driven policy and decision making. The DMSS test in thematic tourism partner areas and the lessons learned are assessed and evaluated by ETIP that draws up a capitalization plan how the partners will transfer and make operational in local ecosystems the ETIP platform and its main tool DMSS after the end of the Project. LIBECCIO benefits ETIP with community institutional capacities, through solutions, methodologies and policies for a more efficient, sustainable and resilient tourism paradigm. It capitalizes previous projects outcomes equipping regional and local public administrators and BSOs with innovative solutions, integrating tourist sustainability indicators and real time Big Data, enabling timely analysis, advanced benchmarking and decision making.

**Lead partner: Emilia-Romagna Region - Directorate General for Knowledge, Research, Labour and Enterprises- Italia (IT) – Lead Partner**

### **Project partners**

1. National Confederation of Craftsmanship and Small and Medium Enterprises Abruzzo Italia (IT)
2. ATHENA, Research and Innovation Centre in Information, Communication and Knowledge Technologies Elláda (EL) ATHENA
3. Terrassa City Council España (ES) ADT
4. Chamber of Commerce, Industry and Services of Terrassa, España (ES)
5. Bourgas Regional Tourism Association Bulgaria (BG) BRTA
6. RDA Green Karst, Ltd. Slovenija (SI) RDA
7. Municipality of Kotor Crna Gora (ME) KOTOR
8. City Development Agency East Sarajevo Bosnia and Herzegovina (BA) RAIS
9. REGION OF WESTERN GREECE Elláda (EL) RWG

### **Activities :**

- 1. Design of an up-scaled Big Data driven decision making in tourist destinations-** Methodological approach for up-scaling a data driven Destination Management Support System.
- 2. Pilot testing of up-scaled Destination Management Support System for tourism sustainability-** Pilot testing of data driven tourism analysis and benchmarking approach for short / medium / long term sustainability decision making support, by up-scaling the Destination Management Support System and setting up and activating local Living Labs.
- 3. Facilitation of data driven destination management through ETIP local networks-** Establishment of the EuroMed tourist QHelix transnational community to promote sustainable tourism and develop a capitalization plan on how to make its DMSS tool operational in partner ecosystems after the end of the project. Change behavior of tourist QHelix stakeholders to network and increase collaboration between public and private sectors.

### **Results:**

- 1. Organizations with increased institutional capacity due to their participation in cooperation activities across borders.**

LIBECCIO project involves 13 partners which institutional capacities will be increased in the context of the project. First and foremost regional and local authorities that are involved in the testing and take up of the DMSS, its feasibility study and the ETIP generated capitalization plan for its wider transfer, increase their overall capacities with reference to the full lifecycle of end to end efficient take up of offered solutions.

- 2. Solutions taken up or up-scaled by organizations.**

The LIBECCIO Decision Management Support System taken up and up-scaled by the partner territories leading to their enhancement with reference to tourism governance, destination management and overall sustainability. Partner territories are facilitated with reference to their ability to engage into informed data driven decision making in the tourism sector, both with reference to thematic districts, and related to specific investments and destination tourism facilities.

- 3. Solutions taken up or up-scaled by organizations.**

The Euro MED Tourism Innovation Platform (ETIP) will be up-taken by the partner territories that involve their Quadruple Helix stakeholders in the tourism sector, upscaling the overall LIBECCIO pilot testing experience. The LIBECCIO Capitalization Plan produced by the ETIP is up-taken by the partner territories, built out of lessons learnt during the DMSS testing and identifying barriers and gaps present in Euro Med less mature territories, as well as potential weaknesses of more mature ones, identifying also a common reference model for the entire area to abide to.

**Role and activities of the Bulgarian partner-** Bourgas Regional Tourist Association / BRTA/ will participate in implementation of all Work Packages and activities as foreseen in the application form.