

PHOENIX 4.0 Selects 45 Projects Across Europe to Drive Sustainable Tourism Innovation

PHOENIX 4.0 announces the funded projects selected across its eight European partner organisations. A total of 45 tourism SMEs have been awarded grants to develop innovative solutions in sustainability, digitalisation, and resilience, spanning 6 countries and addressing some of the most pressing challenges facing the sector.

SELECTED PROJECTS

Arctur · Slovenia

Arctur's six Slovenian projects showcase diverse approaches to tourism innovation, from accessible and heritage-based experiences to sustainable tourism products and smart, data-driven solutions.

- **LIVING THE SENSES BOUTIQUE ACCESSIBLE:** Two fully accessible three-day boutique tourism experiences connecting the wine heritage of Northern Primorska, the Karst and the UNESCO-listed Basilica of Aquileia.
- **HOUSE OF ŽLIKROFI:** Transforms Guesthouse Barbara into a dedicated culinary heritage hub celebrating Idrija's protected Žlikrofi tradition.
- **RESTORATIVE REMOTE STAY SYSTEM:** Develops and validates an innovative remote-stay model that transforms rural accommodation into a guided premium micro-retreat experience.
- **ADVANCED PREDICTIVE MANAGEMENT OF HEATING SYSTEMS:** Develops and validates an intelligent predictive heating management system to improve energy efficiency in alpine accommodation facilities.
- **UNDERWATER PHOTOGRAPHY ADVENTURE:** Combines digital interpretation, pilot experiences and cross-border collaboration to create a high-value tourism product that extends the tourism season and promotes sustainable coastal tourism.
- **CARBONSHIFT:** Combines electricity consumption data with hourly electricity prices and carbon-intensity signals to identify opportunities for optimising hotel operations, reducing energy costs and lowering emissions.

AnySolution · Spain

AnySolution's five Spanish projects put accessibility and cybersecurity at the centre of digital transformation

- **PHOENIX ACCESSIBILITY 4.0:** The project will transform the digital presence of the partners into a fully inclusive and resilient ecosystem by implementing WCAG 2.1AA accessibility standards and optimizing the underlying Content Management System (CMS).
- **Taste of Legacy:** shapes the tourism offering by integrating local agricultural produce with cultural storytelling.
- **VISOR:** A data-driven pilot scheme for visitor flow and sustainability management in Fuerteventura (Canary Islands).
- **OpenAccess Tourism Data (OATD):** An interoperable framework based on the TUR4all database, which contains structured accessibility information on tourism resources using indicators covering different disabilities and reduced mobility situations.
- **Comprehensive Cybersecurity Plan for Hotel Pancho** — The aim of the project is to develop and implement a Comprehensive Strategic Cybersecurity Plan at the Hotel Don Pancho, in collaboration with HOSBEC, with the aim of strengthening the organisation's digital resilience and generating practical knowledge that can be transferred to the tourism sector.

Catalonia's six projects lean into data – from camera systems and waste tracking to AI-powered visitor platforms

- **AI Vision for Sustainable and Efficient Hotel Management:** Turns existing hotel camera systems into real-time operational intelligence tools through GDPR-compliant AI-powered computer vision.
- **CircularDataCamp: Circular BI & Waste Intelligence:** A project that develops a business intelligence system to monitor, analyse, and optimise waste generation and recycling flows in a large tourism complex.
- **Montsonís Regenerative Tourism Ecosystem: Strengthening Resilience, Sustainability and Local Value Chains:** Creates a collaborative tourism ecosystem in Montsonís (Catalonia, Spain), strengthening rural resilience, local value chains, and biodiversity conservation.
- **SMARTDEST: Data-driven Tourism and Mobility Integration for Sustainable Destinations:** Combines digital tourism experiences with sustainable mobility data to support more efficient visitor flow management and destination planning.
- **MONTSERRAT NORTH: Smart & Regenerative Tourism Hub for Central Catalonia:** Connects accommodation providers, restaurants, wineries, local producers, and cycling services through a collaborative network and an intelligent digital tourism platform.
- **Tip-Top-Tourism 4.0: Automated Accessibility Testing Platform for Tourism SMEs:** Develops a digital platform that enables tourism SMEs to assess and enhance accessibility through structured testing and automated data analysis.

Dubrovnik Development Agency (DURA) · Croatia

DURA's six Croatian projects transform local heritage, gastronomy, outdoor experiences and digital innovation into new, smarter and more resilient tourism products and services.

- **Microscape:** A micro cultural-tourism model connecting visitors with the local creative scene.
- **CIRCULAR GASTRONOMY LAB DUBROVNIK:** A circular gastronomy model that turns bio-waste in new model.
- **INTERACTIVE MTB TOUR:** An innovative and interactive MTB route connecting nature, heritage and the local flavours of Konavle.
- **VIRTUAL STAND – THE 10-MIN FUNNEL:** A digital sales channel that turns visitors into costumers without intermediaries.
- **DATA-DRIVEN GASTRONOMY:** Digital tools for understanding guest behavior and making seasonal restaurant more resilient.
- **ZORA:** Smart coordination of excursions, capacities and communication for tourism SMEs.

Iceland Tourism Cluster (ITC) · Iceland

In Iceland, ITC's five grantees combine maritime safety, adventure tourism and rural experience design.

- **Digital Crew Compass:** Cloud-based crew training and safety management for maritime tourism operators.
- **The Canyon Trail:** International launch of a spectacular hiking route in Northeast Iceland.
- **Digital Horse Tourism Registry:** A digital monitoring system for horse-based tourism and animal welfare reporting.
- **Visitor Engagement App:** Mobile app that converts passing traffic into visitors at rural attractions.
- **Rural Food & Farm Tourism Experience:** New visitor offerings in in rural Iceland rooted in local produce and Icelandic agricultural heritage.

Open Tourisme Lab (OTL) · France

OTL's six French projects focus on cutting carbon and paper from the visitor experience, from AI-guided itineraries to low-carbon edutourism.

- **SANAT:** An inclusive digital welcome booklet reducing paper use and improving accessibility.

- **RE-Lier**: Regenerative nature stays reconnecting visitors to territory and strengthening local ties.
- **DEBO-LAB**: A low-carbon edutour laboratory for French agencies in Bohinj, Slovenia.
- **SMARTBULLES**: A generative AI visitor assistant that guides tourists toward low-carbon itineraries.
- **WELL EU**: An AI-powered environmental performance tool, adapted for wellness establishments.
- **STARL**: A data platform helping campsites manage water, resources and peak periods.

Prishtina REA · Kosovo

Prishtina REA's six projects stretch from Rugova's e-bike trails to a new Balkan climbing festival.

- **SMART RUGOVA – Digital E-Bike & Wellness Tourism Network**: An integrated tourism initiative combining e-bike adventures, wellness, local gastronomy, and rural accommodation.
- **PEJA OUTDOOR EXPERIENCE - Smart Stays & Trail**: A digital platform promoting hiking, climbing, cycling, and authentic local experiences while strengthening cooperation among tourism stakeholders and encouraging year-round tourism.
- **FESTIVAL AND DIGITALISATION FOR LONGER AND BETTER SEASONS**: Expands adventure tourism through new hiking and climbing experiences and the launch of the Balkan Climbing & Adventure Festival, attracting visitors throughout the year.
- **DIGITAL STORYTELLING AND SUSTAINABLE TOURISM EXPERIENCES IN PRIZREN**: Boosts tourism in Prizren through heritage-based experiences, digital storytelling, and targeted marketing that promotes local tourism businesses and authentic visitor experiences.
- **KOSOVO ACTIVE CITY TO MOUNTAINS**: An initiative connecting Prishtina's cultural and gastronomy attractions with outdoor experiences across Kosovo through smart tourism packages and digital visitor insight tools.
- **RESILIENT TRAILS**: The project promotes shared sustainability standards, circular practices, and coordinated digital promotion to strengthen the resilience and competitiveness of tourism SMEs.

Business center School of Economics and Business (CBE) · Slovenia

CBE's five projects innovate gastronomy, events and demand planning.

- **IGER (Inclusive Gastronomy Experience & Reservation)**: A cross-sectoral pilot between HUDO DOBRO / Hiša Gibanice and Smartomate. The project aims to address weak digital visibility, highly uneven seasonal demand, and insufficient structuring of tourism experiences into clear, bookable offers.
- **AI Assistant for Event Calculations**: The project aims to develop and pilot an AI Event Calculation Assistant, a practical digital tool integrated into FJ Catering to support food norms, quantity calculations and basic purchasing estimates for event services.
- **Regenerative Gastronomy Lab**: A cross-border pilot who focuses on strengthening local sourcing, sustainable food innovation and guest engagement in hospitality. It aims to turn sustainable gastronomy into a measurable and engaging guest experience for tourism SMEs.
- **AI Demand & Capacity Optimisation Backend for Tourism**: The project aims to improve demand management and capacity utilisation through an AI-powered backend service delivered as a REST API.
- **Km0 Breakfast Network SI-ITA**: A replicable "Km0 Breakfast Network" model: a local supply chain of healthy breakfasts and lunch packs that micro accommodation providers in Brda can use without investing in infrastructure.

PHOENIX 4.0 is a European programme co-funded by the European Union, bringing together eight partners to fund and support SMEs. For full project details, check our website.

More information: <https://www.phoenix4tourism.eu/>

Media contact:

Project coordinator: lucija.barisic@arctur.si



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Communication: rpozas@anysolution.eu, jsanchez@anysolution.eu