

Innovative initiatives and projects unfolding in tourism sustainability



ASPECT-Management and Intercultural Relations
Plovdiv, Bulgaria

Alexandroupolis, February 12th 2015



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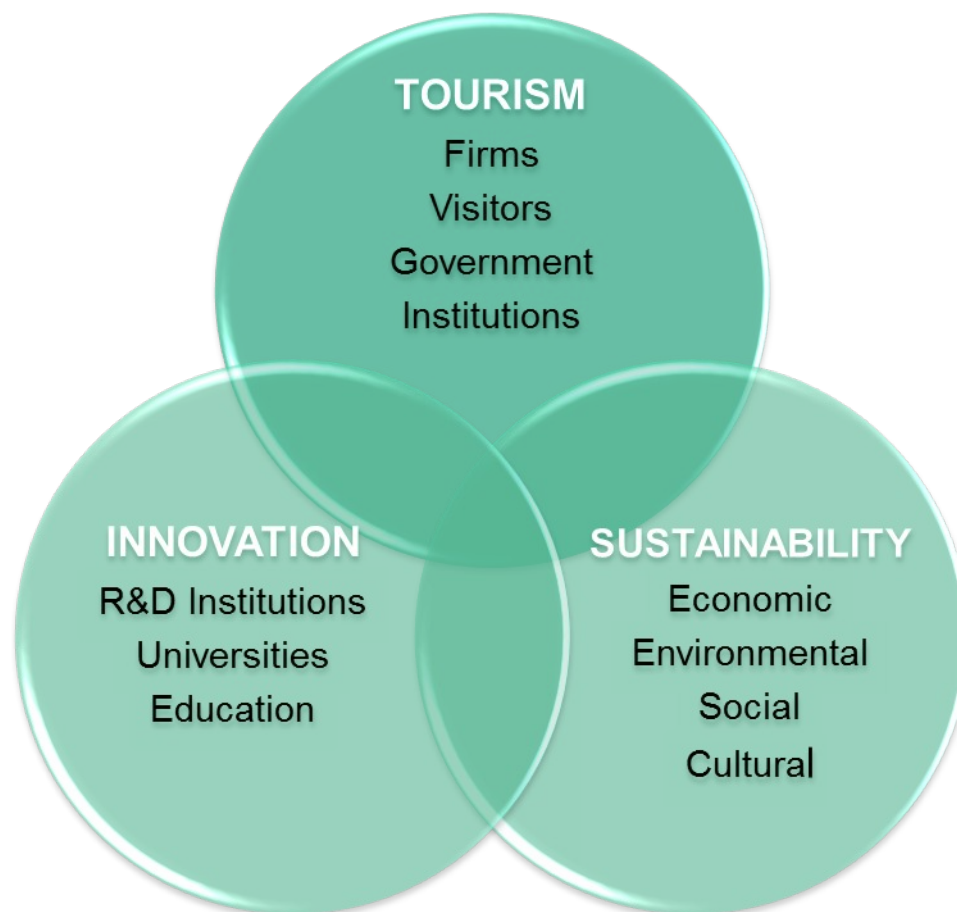
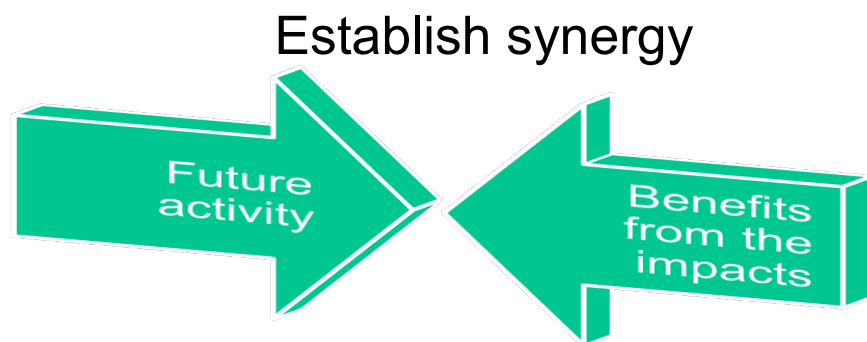
What do we do and how?



- ▶ Increase knowledge
- ▶ Develop new ideas
- ▶ Sustainability
- ▶ Innovation: implementation and dissemination
- ▶ Joint activities: projects
- ▶ Expertise: cooperation
- ▶ Policy framework



Why sustainable development?



Influence :

- *minimizing the negative impacts of tourism*
- *maximizing tourism's positive and creative contribution to local economies*

Innovative projects supporting SMEs



Magic Rodopa sustainable tourism



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Magic Rodopa



Development of alternative tourism:

- Combination between milk processing and tourism
- Extremely competitive advantage in the industry- the dairy and hotel, named Complex Milk house, are located in an ecologically clean area, Rodopa mountain



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Magic Rodopa - benefits



- potential of different Bulgarian and EU regions to develop organic products, eco-farms, production of natural fresh food and regional products with a geographical designation.
- development of innovative and high quality travel products which will make tourism destinations even more attractive
- scientific and biologically based approaches to enhance the competitiveness of the sector
- the sustainability of local communities by potentiating tourism attracted by local food products and services
- presentation of natural landmarks and customs

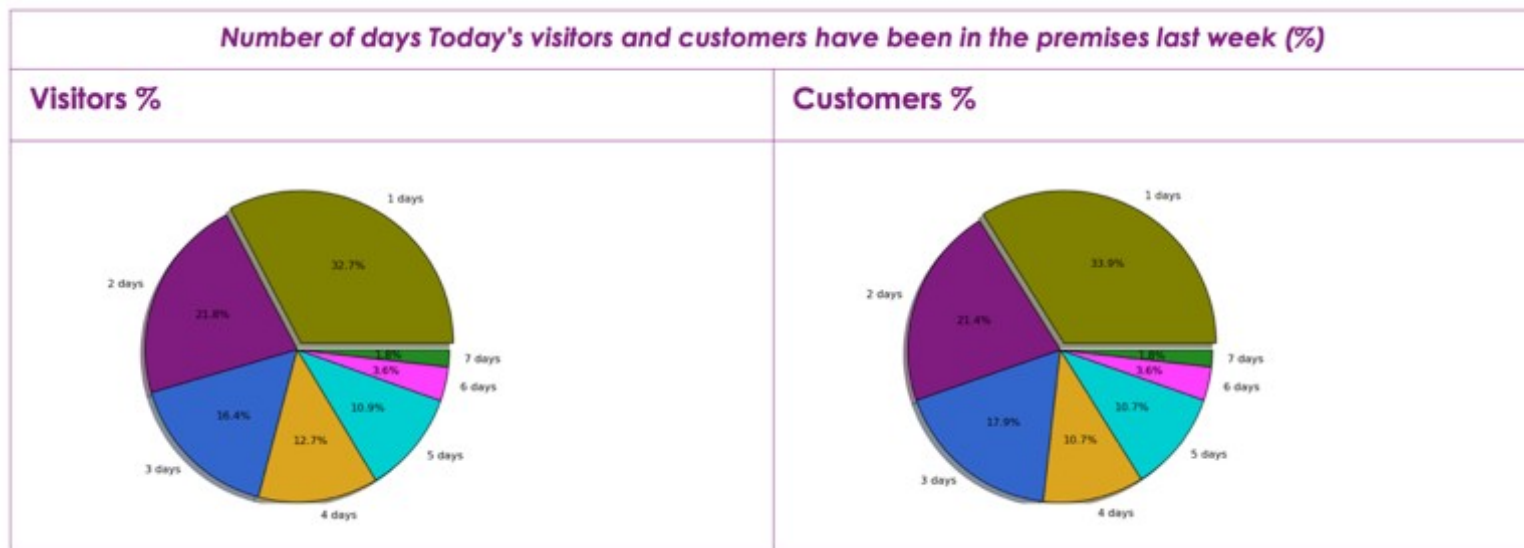


SMART CITIES



Learn from your Data

Measure, Manage, Innovate, Engage



2015 DFRC AD



LBASense Smart Solutions for



- Big data to improve general services (LBASense Smart Cities)
- Airports sustainability (LBASence for Airports)
- Streets on sustainable transport networks(LBA Public Transport)

Proactive Business Intelligence Solutions designed to allow stakeholders get knowledge about different types of flows based on completely anonymous monitoring.



Network of long range and short range mobile phones' sensors that is covering the city center/aria; airport; near bus stops and around the public transportation lines.

LBASense - Benefits

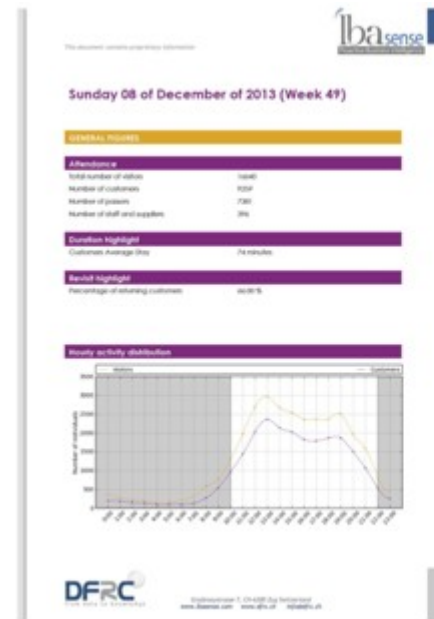


Adjust your public services to the real needs of your citizens and visitors and optimizing your resources by:

- Measuring people flows within your city
- Getting insights about citizens/visitors behaviour patterns
- Knowing pattern's dynamics in real-time
- Getting reliable feedback on your investments

Foster local businesses by:

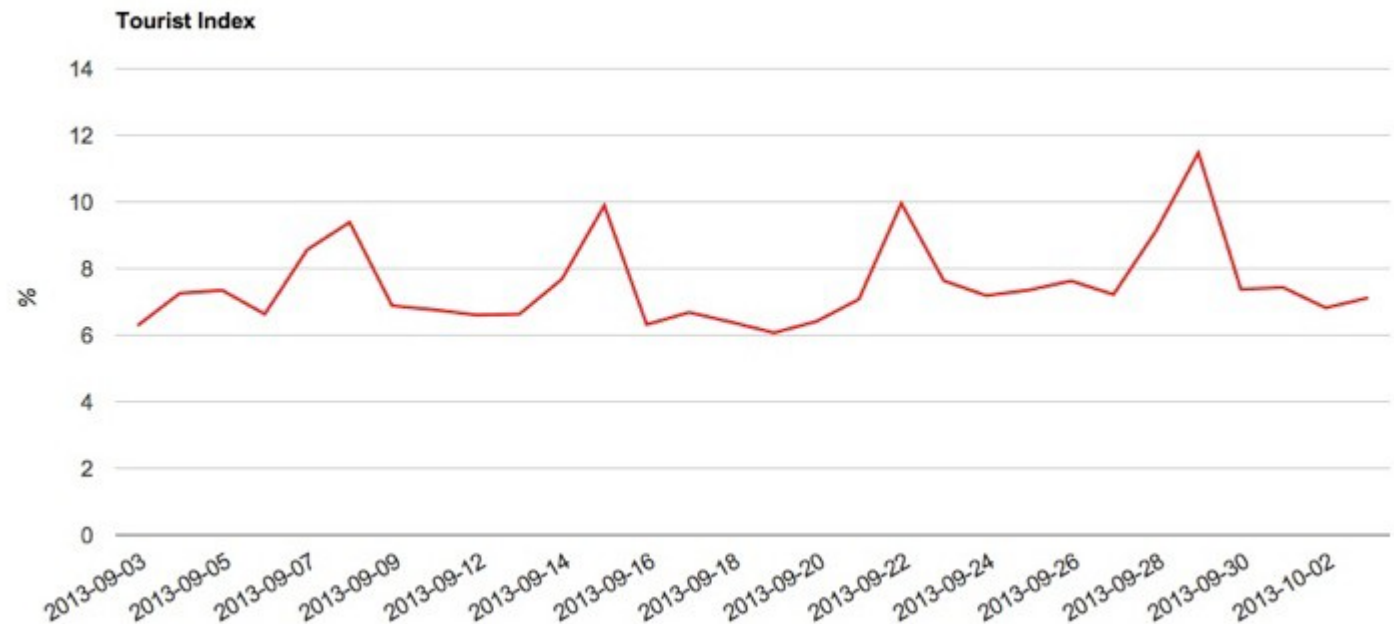
- Helping the business owners to increase their sales
- Supporting innovation and startups



Tourist Index



- Measures the % of tourists (roamers) in the city / district/ airport
- Shows the most representative countries of origin
- Highlights deviation from normal



Example: Bern (Switzerland)

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EUREKATOURISM+



EUREKATOURISM+ is a European strategic initiative launched within the EUREKA programme oriented to the sustainable development and improvement of tourism, leisure and cultural sectors.

The main **OBJECTIVE** is the definition of the main lines of technological development and the generation of R&D projects in specific targeted areas that as a result would set up products, processes or innovative services with technological basis and a commercial interest.

SPAIN – BULGARIA – PORTUGAL – TURKEY – CZECH REPUBLIC



EUREKATOURISM+

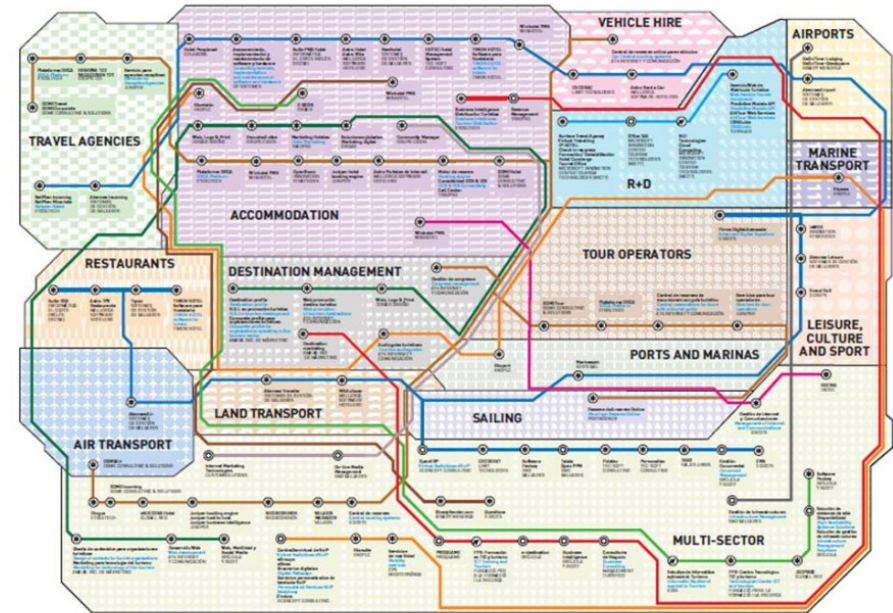


Technological sectors:

- ▶ ICT
- ▶ Sustainability
- ▶ Quality of life
- ▶ Business processes

As a EUREKA UMBRELA we

- ▶ Connect you with right people
- ▶ Keep an eye on funding opportunity
- ▶ Help you manage the paper work



EUREKATOURISM+



1st EUREKATOURISM+ Brokerage Event

“The advancement of the tourism industries through
Technology and Innovation”

EUREKA Secretariat-Turistec – ParcBit, Palma



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THANK YOU!

Krasimira Bakardzhieva

ASPECT – Management and Intercultural Relations

Plovdiv, Bulgaria

Email: office@aspectmir.eu

Other contact details:

www.aspectmir.eu



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