

TOUREG is a project that aims to build a new international research-driven cluster in the tourism sector. The project will be carried out over 30 months (1st January 2008 - 31 December 2010) and involves 6 regions of six different countries.

Norrbottn
SWEDEN

Mehedinti
ROMANIA

Balearic Islands
SPAIN

South West
BULGARIA

Madeira
PORTUGAL

Crete
GREECE

To participate, to learn, to find out more and to contribute your comments and suggestions about the TOUREG project and its activities, please visit our website:

www.tourisminnovation.eu

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The success of advanced economies is based on knowledge. Improve the competitiveness of the European tourism by establishing a platform to generate and transmit knowledge industry! Sign up to 

Toureg: "Competitiveness and knowledge in the tourism sector, improving competitiveness and strategic positioning" 



Importance of the approached issue

In the past, the economy's competitiveness was based on natural resources and cost advantages. Nowadays, the competitiveness of advanced economies is based on knowledge.

Toureg project description

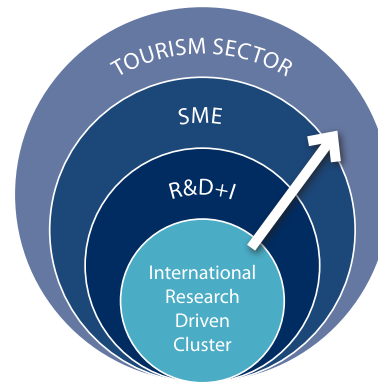
TOUREG is a project involving regional partners including regional governments, regional development agencies, research centres, universities, Technological Parks and businesses. Specific focus is given to the involvement of SMEs in order for them to interact with the R&D+I process and to provide them with the know-how developed within the project.

TOUREG is financed by the 7th FRAMEWORK PROGRAMME, under the specific Capacities Programme, through the Regions of Knowledge initiative (ROK). Project duration: 1 January 2008 - 31 December 2010.



General Objective

"Establish a platform for developing a competitive tourism sector based on the generation and application of knowledge revolving around a new international research-driven cluster in the tourism sector".



Tourism Sector and Tourism-Oriented Services Sector

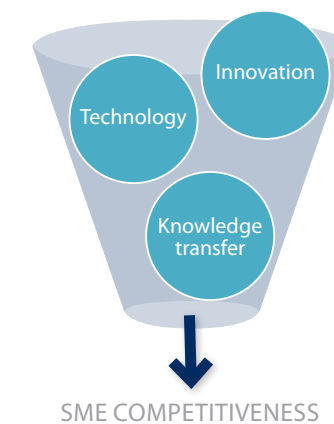
Expected results

- Structuring a research driven cluster at international and regional level.
- Strengthening the R&D+I public policies linked to the tourism sector.
- The definition of an itinerary for the generation and transfer of knowledge in tourism-related R&D+I.
- Production of a Technology Map.
- Joint action plan for the members of the research-driven international cluster.
- Study the feasibility of creating an international research-driven cluster in the tourism-oriented services sector, in the participating regions, lasting beyond the end of the project.
- Definition of a joint action project that can be financed in future FP calls.

Benefits for SMEs

Belonging to an international research-driven cluster would benefit SMEs as it would open up new markets and provide opportunities to identify strategic partnerships and collaborations.

In addition, the subscription to TOUREG would allow them to approach key regional agents who could undertake new projects in cooperation. It would be also an opportunity to highlight their needs at technological and scientific level, to benefit from knowledge transfer mechanisms created within the project for SMEs and to identify new technologies and innovative applications.



Designed activities

A Technology Map, which is a mechanism to generate and transfer knowledge, is expected to be developed during the project. A handbook will also be created with guidelines on how to efficiently apply innovation technologies in the tourism sector and to adapt and strengthen R&D+I public policies related to the tourism sector.

Projects and activities available to SMEs: SMEs can participate in the activity of regional work groups and attend events such as transnational seminars, pilot technology transfer encounters and the final conference at the end of the project.

On the TOUREG website (www.tourisminnovation.eu) a special area for SMEs will be made available. This area will be dedicated to promote contacts and synergies among companies, research centres and regional players.

Contacting with TOUREG partners, SMEs can take part in regional analysis and request information or project results.

Toureg Partners

Illes Balears SPAIN

Project Leader:



Madeira PORTUGAL



Crete GREECE



Mehedinti ROMANIA



South West BULGARIA

