

1. GENERAL BACKGROUND

The European Capital of Smart Tourism is an EU initiative, currently financed under the COSME Programme. It is built on the successful experience of the Preparatory Action proposed by the European Parliament and implemented by the European Commission in 2019 and 2020. The initiative seeks to strengthen tourism-generated innovative development in European cities and their surroundings, increase their attractiveness, and foster economic growth and job creation. It also aims to establish a framework for the exchange of best practices between cities participating in the competition, create opportunities for cooperation and new partnerships.

In line with this overarching definition, the initiative will showcase exemplary practices by tourism destinations in implementing innovative and intelligent solutions in four categories:

SUSTAINABILITY **DIGITALISATION** **CULTURAL HERITAGE & CREATIVITY** **ACCESSIBILITY**

2. PURPOSE OF THE BEST PRACTICES FROM THE 2022 EUROPEAN CAPITAL OF SMART TOURISM COMPETITION

In 2018, the European Commission launched a first EU-wide competition for the European Capital of Smart Tourism. In 2021, the competition for the 2022 European Capital of Smart Tourism was launched and 30 cities from 16 countries submitted their applications. Bordeaux (France) and València (Spain) won the 2022 European Capital of Smart Tourism titles.

The 2022 collection of best practices has been derived from the applications the cities submitted to the competition. The report showcases the selection of best practices in each category (Accessibility, Sustainability, Digitalisation, Cultural heritage and creativity) and solely presents and relies on the data that the cities have submitted in their applications.

The purpose of this document is to enhance and facilitate the exchange of best practices in