promoting innovative and smart measures and initiatives for tourism destinations in the EU Member States. The report aims at raising awareness about smart tourism tools, measures and projects, sharing the best practices in tourism implemented by cities and strengthening peer-to-peer learning and innovative development of tourism in the EU in general.

The 2019 and 2020 collection of best practices were compiled in the first edition of this report.

3. THE 4 CATEGORIES OF THE COMPETITION MAKING TOURISM SMART

For the purpose of the European Capital of Smart Tourism competition, the cities were invited to describe and share their innovative projects, ideas and initiatives implemented under each of the four award categories (Accessibility, Digitalisation, Sustainability, Creativity & Cultural heritage) which helped them to improve their profile as a tourism destination.

As a guidance, the four categories were described as follows, but these descriptions were by no means exhaustive. The cities were encouraged to think beyond these given examples and to demonstrate specific cases, concrete actions and solutions implemented.

3.1 ACCESSIBILITY

What resources does a city have to be physically and psychologically accessible to travellers with special access needs, regardless of age, their social or economic situation, and whether they have disabilities or not? Being accessible means to be easily reachable through different modes of transport and with a strong transport system in and around the city. What does the infrastructure look like and how accessible is the city – by car, train, plane, and bike? Apart from the infrastructure itself, how can you make tourism offers barrier-free, physically and psychologically?

Accessibility does not only entail being a barrier-free destination, it also encompasses services that are multilingual and, for example, digitally available to all travellers or visitors– regardless of age, cultural background or any physical disability.