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New collaborations of SECreTour with Phoenix 4.0 project

SECreTour Network of Common Interest

The SECreTour Network is growing!

Phoenix 4.0

The PHOENIX 4.0 project, Resilient Ecosystem for Empowering Tourism SMEs, joined the SECreTour Network of Common Interest.

The PHOENIX 4.0 project promotes resilience, sustainability and digital adaptation for European tourism SMEs, aligning with the EU's Transition Pathway for Tourism. It aims to provide tailored guidance, capacity building, and resources, helping tourism businesses to adopt eco-friendly, digitally advanced and socially responsible practices.

Through initiatives such as the PHOENIX Academy and collaborative mentorship, the project will strengthen SME capabilities addressing climate change challenges and encouraging sustainable innovation.

By fostering a cohesive network of tourism professionals, PHOENIX 4.0 supports SMEs to navigate safely the evolving market demands, contributing to the development of a thriving and resilient tourism sector that can contribute to Europe's broader economic and environmental goals.

The goals of Phoenix 4.0 and SECreTour have several elements in common and the participation in the SECreTour Network is expected to be beneficial to both initiatives.

Follow SECreTour online also on the SECreTour project's website.