



Cross-Re-Tour is a three-year project funded under the European Union’s **Single Market Programme**. Its main goal is to support European tourism SMEs in achieving the twin transition — digital and green — with a focus on circular economy principles.

Coordinated by the **Breda University of Applied Sciences** (The Netherlands), the project’s consortium spreads across Europe: Slovenia (ARCTUR), Spain (Barcelona Chamber of Commerce), Germany (Institute for Tourism Research in Northern Europe), Montenegro (Regional Development Agency for Bjelasica, Komovi and Prokletije), Latvia (Latvian Country Tourism Association), Malta (Malta Tourism Authority), and Portugal (INOVA+).

Through an **Open Call for Proposals**, held from November 2024 to February 2025, Cross-Re-Tour selected **87** projects to join its cross-domain **Open Innovation Programme**. These selected projects, each receiving financial support of either 20,000 or 30,000 euros, were tasked with adapting, enhancing, or modifying tools, services, practices, and solutions that have already proven successful in other economic sectors. The main goal of the Programme is to leverage these innovations to drive sustainability and digital transformation within the operations of tourism SMEs.

The projects are presented during Cross-Re-Tour’s final event, the **“Show-and-Share”**, to be held from **20-22 April 2026**.

Below are some of the projects funded under Cross-Re-Tour focused on the intersection between culture, heritage and digital technologies.

All projects funded under the Cross-Re-Tour Open Innovation Programme are compiled in the Catalogue of Awarded Projects, available [here](#).

Topic	Subsection	Country	SME	Project Title	Project Description
Digital technologies	Digital storytelling in gastronomy tourism	Latvia	Tālava Cidery	<i>Transforming Cider Tasting Tours with Sustainable Digital Solutions</i>	Innovating cider tours with tablets and a digital platform to promote circularity, guide tastings, and engage visitors in a sustainable experience.
Digital technologies	Digital tourism solutions	Portugal	Camera & Suitcase	<i>Sustainable Tourism & Immersive Narratives in 3D</i>	Production of stereoscopic 3D videos to promote culturally rich destinations, enhancing immersive storytelling and sustainable tourism communication.
Mitigating tourism pressure	Remote site promotion	Portugal	CHATEAU REFÚGIO DE CALHEIROS	<i>Digital and Sustainable Tourism in Serra da Estrela</i>	Implementation of 360° virtual tours and augmented reality solutions to digitally expand access and visibility of Serra da Estrela, promoting sustainable destination management.
Mitigating tourism pressure	Site diversification strategies	Spain	CAP A MAR	<i>FISHNET</i>	Development of a sustainable heritage tourism model promoting marine culture and fishing through interactive tools to educate visitors on responsible consumption and environmental protection.
Community engagement	Heritage volunteering	Portugal	Quinta da Regada	<i>Regada Eco-Experiences</i>	Combining hands-on workshops with cutting-edge digital strategies, including data-driven gamification , IoT monitoring for re-wilding, and online learning platforms . These tools engage guests by tracking the impact of their actions, such as biodiversity conservation and CO2 sequestration.
Community engagement	Participatory heritage research	Slovenia	Bela d.o.o.	<i>DEDI21-Heritage Dishes for the 21st Century</i>	Preserving and promoting Idrija's culinary heritage by introducing innovative products and techniques and integrating sustainability with digital tools, including a redesigned website , digital marketing strategies , and an online sales platform for traditional products.
Community engagement	Heritage education	Slovenia	Krško Farming Cooperative / Wine cellar Krško	<i>From the Vineyards to the World</i>	Creating a unique wine and gastronomy experience by integrating digital solutions, such as an interactive vineyard map . Visitors can explore vineyards, connect with winemakers, and learn about Cviček wine's production and heritage.
Community engagement	Heritage Education	Latvia	Farm "White Anemone"	<i>Sustainable Food Cycle Management Solutions</i>	Offering an online platform for pre-ordering fresh, local produce, a website for easy booking and food ordering , and an educational greenhouse for workshops on gardening, cooking, and sustainable practices.
Community engagement	Heritage Education	Montenegro	Montenegro Adventures	<i>Discover the Hidden Flavours of Rural Montenegro – highlighting the authentic experiences of gastronomy, culture, and rural tourism</i>	Revitalisation of rural hospitality with new small-group tours focused on local gastronomy, supported by novel digital marketing and sales strategies and channels.
Community engagement	Community-tourist synergies	Slovenia	Natura Mistika	<i>Farm to Table: Accessible Flavors of Amazon of Europe</i>	An inclusive, accessible farm-to-table experience showcasing local products from the "Amazon of Europe", combining sustainable gastronomy with community-based tourism.
Mechanism for benefits sharing	Equitable tourism economies	Portugal	Desafio Funcional	<i>Taste and Explore: From Producer to Table</i>	A gastronomic tourism experience connecting local producers with visitors, highlighting cultural heritage and the Mediterranean diet while strengthening local value chains.