



Ideation Jam#1 Session

Topic “Resilience”

Antwerp - Kalmthout (BE), 27 February, 2025

Breakout Rooms Outcomes, Chat Reactions SME, Ideation Jam Intro poll, Conclusions

Status: 07 April 2025



(1) Breakout Rooms Outcomes

Room#1: Eva (TPA) & Anne (CCSEV)



INSPIRES
RESILIENT TOURISM
SMP EUROPE

Welcome


Ideation Jam#1 Session, 27 Feb 2025


Breakout room #1: Eva (TPA) & Anne (CCSEV)

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Guidelines



- NEVER click the  or  because you will leave the meeting and not the breakout room
- Here we can talk, the reporter will write all the ideas in this presentation.
- You can also use the chat to write your ideas. The reporter will write them in this presentation.

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In which of the aspects mentioned by the speakers do you score best/does your organization score best? (Why)



Bulgaria- travel agency testimony: practices orientated to hotels.
Educate people to be more responsible when visiting the different locations.
More adaptable to the changes of the habits
How? Be more interactive with the visitors

Sustainability: on the other aspects there is room for improvement.



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On which of these aspects mentioned by the speakers do you want to focus more/does your organization want to focus more? (Why)



Bulgaria : Accessibility is still to be improved. Their business includes 3 branches of activity: off-road scooters (rental operating in the summer on the ski slope) - rental of bicycle trolleys, a living museum of disappearing/old professions.
Their objective could be to focus more on technology and innovations and also on sustainability.

Accessibility for disabled people, more specific for mentally disabled people

For Jan- Fair Hospitality, Diversification as resilience solution is also a possibility, with digital nomads offer for example.



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What external partners/people/organizations could help you/your organization improve on these aspects?



In Belgium, get support from Tourism Dpt of Antwerp Province, technical and financial support.
Capacity building, more information on accessibility, and free-barrier tourism, how to deal and to improve Access to diverse people.

Support from local government in Bulgaria as well
Exchange practices, working together : people working within the industry should also work together as one.



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What kind of help would you/your organization like to receive from this INSPIRES-project to be able to improve in resilience?



Capacity building
Best practices sharing , Good examples to adapt and implement them in their own organizations.
Guidance for local implementation: action plans and tips from consultancy, experienced stakeholder.



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Room#2: Sjantal (TPA) & Svetlana (CCIVRA)



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Welcome

Ideation Jam#1 Session, 27 Feb 2025

Breakout room #2: Sjantal (TPA) & Svetlana (CCIVRA)



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In which of the aspects mentioned by the speakers do you score best/does your organization score best? (Why)



- sustainable development and strategy for this
- inclusive aspects
- ecological aspects (bike rental)
- open for everybody (also disabilities) - offering specific bikes
- packages for all seasons
- develop year round tourism in Lapland. High season are snowless months



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On which of these aspects mentioned by the speakers do you want to focus more/does your organization want to focus more?
(Why)



- inclusive disabilities
- green key aspect (storytelling)
- commercial and resilience
- focus on unknown green places connected with nature - advertising unknown places, not only commercial



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What external partners/people/organizations could help you/your organization improve on these aspects?



- programmes for accessibility



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What kind of help would you/your organization like to receive from this INSPIRES-project to be able to improve in resilience?



- exchanging information with other organizations
- to improve infrastructure
- destination marketing
- support in the strategy
- best practice sharing



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Room#3: Tom (TPA) & Mirva (LUAS)



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Breakout room #3: Tom (TPA) & Mirva (LUAS)



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In which of the aspects mentioned by the speakers do you score best/does your organization score best? (Why)



- Try to implement all the aspects,
- taking care of finance, employees, digitalization,
- plan of disability
- Infrastructure
- plan of multifunction



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On which of these aspects mentioned by the speakers do you want to focus more/does your organization want to focus more?
(Why)



- People with disabilities (physical), practical advantage of disability person, infrastructure, offer them same value products as all the other people, they can travel together their families
- Lot's of people are talking about disabilities but they don't do anything about it
- More focus on various aspects of demographic crisis,
- More focus on education
- Focus more on sustainability of b&b, how they can be more responsibility, support local SME's to be sustainability
- We can focus more on partnerships with SME's



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What external partners/people/organizations could help you/your organization improve on these aspects?



- Co-operation with universities, could help businesses implement their ideas
- Partnerships with SME's



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Room#4: Helmut (EBG) & Olga (POD)



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Welcome

Ideation Jam


Breakout room 4: Helmut (EBG) & Olga (POD)




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In which of the aspects mentioned by the speakers do you score best/does your organization score best? (Why)



- Museum: changing lights, additional heating, solar energy – energy consumption is lower comparing to other museums; heat pumps für 10 years, idea: to use the Energy of human beings instead of wasting it
- Hotel in Vratsa: using rain water for watering the garden, still there's room for improvement, remote control for controlling the temperature, solar Energy for heating the water (plan to do it in the next few years)
- Hotel, Bremerhaven – holistic, sustainable way in general, not the owner of the holet buiding, other companies involved, not only Energy saving measurments, also other actions, acting sustainably in diffrent areas: employees, partnerships, many stakeholders, communication, not only internaly but with the customers – website, brochure, social responsibility report



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On which of these aspects mentioned by the speakers do you want to focus more/does your organization want to focus more?

(Why)



- Spain, hotel: more Focus on environment, what to do with waste, organic, plastic, waste from the cleaning products, how to use the organic waste – for the plants. Temperature: air conditio will be controlled automaticly
- Hotel, Vratsa – in less than hour people from Sofia can come to Vratsa so it is good idea to create co-working space for them
- Spain, traveller agency called NATURANDA and after all the inform ation you gave us I think we would like to focus more in public that need specil material, or that requires better attentions, cause our c ustomers can book tours with us that are regular, but we could cré ate more tours that could be adapted



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What external partners/people/organizations could help you/your organization improve on these aspects?



- hotel, Bremerhaven – external agency, PR agency
- Hotel, Vratsa – inverstor to create co-working space, some medium size businesses, travel agencies, leasing the equipment (desk, IT equipment), high level internet connection
- Making the access to museum for the people with dissabilites – what to do to achieve it



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(2) Ideation Jam Intro poll (by using SLIDO)

What do you expect from today?

Responses: 20 in total

- Interesting about the program and see what ideas are, exchanges information, Explore how the educational paths or business support measures can/should be adapted to help tourism businesses build their resilience., New possibilities for future networking within Tourism professionals and developers all over Europe showing result
- Interesting about the program and see what ideas are, exchanges information
- Explore how the educational paths or business support measures can/should be adapted to help tourism businesses build their resilience
- New possibilities for future networking within Tourism professionals and developers all over Europe
- Exchange on the status quo among the attendees and transferable good practice
- Hoping to learn from others about best practise and get some new ideas. by Matthias
- Meet new people from the different layers of the tourism industry, share ideas and get inspired
- Get more info and develop our way of doing stuff to improve as much as we can by Alba
- Ideas for improvement in general by Jan
- Proposals for training needs by Jan
- Ideas for improvement in general Proposals for training needs by Jan
- To get insights, tips,... on how to evolve and become a better firm. by Sarahl
- Finding potential partners for cooperation
- Learn about ideas of the other smes
- details about available funding
- I expect to gain valuable insights into sustainable and innovative practices that can be applied to tourism development in the Municipality of Chuprene. by Krasina
- getting information from an other angle
- Fresh ideas and fruitful exchange, inspiration
- New information and insights

(3) Chat Reactions SME at end of Ideation Jam#1 Session

Matthias Timmlau | Kunsthalle Bremen 11:18

Very impressive insights from all of you! Thank you so much!

Jenny Kilpeläinen 11:18

Thank you all the speakers! Really interesting topics and examples!

Krasina Radomirska 11:19

A big thank you to the speakers for sharing such valuable insights! The examples presented were particularly relevant and provided great ideas for implementing sustainable and innovative practices!

Dennis Micknaß | ATLANTIC Hotels 11:21

Thank you very much. The hotel best practices in terms of resilience were very impressive. The topic shows how diverse action can be taken!

Liesbet De Wit 11:22

I will leave you now. Good luck with the project and thank you for listening. I hope we can work together in the future!

Alba Naturanda 11:41

I'm from Spain as well, I work in a traveller agency called NATURANDA and after all the information you gave us I think we would like to focus more in public that need special material, or that requires better attentions, cause our customers can book tours with us that are regular, but we could create more tours that could be adapted

Veli-Matti Hettula 11:58

Low season in Lapland are snowless months. High season with snow

Krasina Radomirska 12:16

The focus on sustainable tourism practices, eco-friendly accommodations, and conservation tourism aligns directly with our goals of promoting rural tourism and preserving our natural and cultural heritage. The ideas shared, especially about sustainable bed and breakfast operations and creating inclusive tourism experiences, provided valuable insights that we can integrate into our local initiatives

Bogusław 12:17

More info on getting finance to make our business more resilient

Krasina Radomirska 12:20

A big thank you to the speakers for their valuable insights and for inspiring us throughout the workshop!

Dennis Micknaß | ATLANTIC Hotels 12:21

Very well structured agenda and presentation - thanks a lot!

(4) Conclusions

Based on the responses from participants, three key insights emerged from the workshop are:

1. Inspiring Content and Valuable Best Practices

Participants praised the engaging presentations and hands-on examples, particularly those related to sustainable tourism, building resilience, and inclusive offers. The input was widely seen as valuable inspiration for developing their own projects and initiatives, especially in rural areas and the hospitality sector.

“Very impressive insights!” – “Relevant examples of sustainable and innovative practices.” – “Great best practices in building resilience.”

2. Knowledge Exchange and Networking as Added Value

The event served as a platform for exchange and collaboration, which was highly appreciated by attendees. Many participants highlighted the new opportunities for cooperation and international networking with tourism professionals and developers across Europe.

“New possibilities for cooperation and networking.” – “Exchange on the status quo and transferable good practices.” – “Fresh ideas through other SMEs’ perspectives.”

3. Demand for Practical Support and Implementation Tools

A recurring theme in the feedback was the need for practical information on funding opportunities, training offers, and tools to support implementation, especially to enhance the resilience and competitiveness of tourism businesses.

“More information on funding for resilience.” – “Suggestions for training needs.” – “Adapting educational paths to support the tourism sector.”