ecotours

ECOTOURS: Shaping the Future of Sustainable Tourism

Welcome to the fifth edition of the **ECOTOURS newsletter,** where we share the latest insights and achievements in the field of circular and sustainable tourism. ECOTOURS continues to empower tourism SMEs and local communities across Europe, promoting the adoption of circular economy principles through study visits, collaborative strategies, and capacity building.

Highlights from the final conference in Brussels

On 28 May 2025, ECOTOURS reached a major milestone during its Final Multiplier Event held at ICHEC Business School in Brussels. The event brought together tourism professionals, MSMEs, policy advisors, and innovators from across Europe to reflect on the project's achievements and set the foundations for future collaboration in circular and community-based tourism. Participants had the opportunity to:

- Showcase key results from ECOTOURS and TRACE, two EU-funded initiatives focused on MSMEs and sustainable tourism.
- Explore experiential and circular itineraries, developed in cooperation with local tourism actors.
- Actively co-create a Memorandum of Understanding to support long-term synergies.

The conference fostered meaningful exchanges among participants, generating new synergies between project beneficiaries and local stakeholders. These connections laid the groundwork for future collaborations to accelerate the green and digital transition of the tourism sector across Europe.

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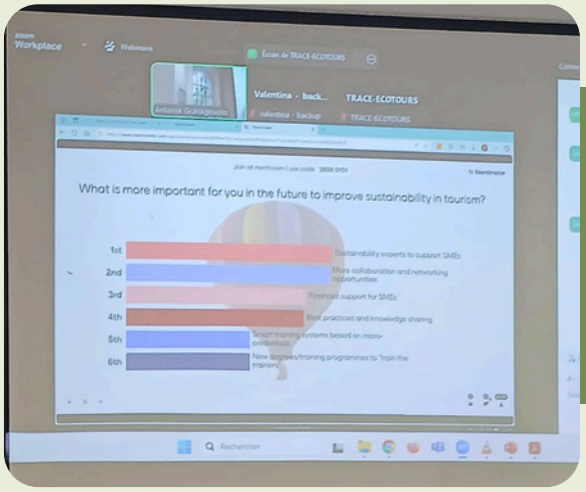
Strengthening collaborations and building networks

After two years of collaboration, ECOTOURS wraps up with concrete tools, training and strategies to support sustainable, circular and community-based tourism. Take a look and explore what we've achieved together.



✅ Digital platform & gamification tools

An interactive platform "MYSTREETBOOK" (accessible via mobile and desktop) offers personalized itineraries, tourist feedback options, a badge system, and promotional incentives for users. MSMEs from partner countries have begun uploading their offers and experiences to increase visibility and interaction.

✅ Circular tourism handbook & OERs

The ECOTOURS Handbook on Circular and Community-Based Tourism – available in multiple languages – is now online. It is accompanied by a rich library of 56+ Open Educational Resources, including case studies, training tools and digital content for ongoing capacity building.

✅ Support to MSMEs

96 MSMEs participated in tailored coaching, helping them adopt circular practices, obtain environmental certifications, and integrate sustainability into their business models. A multi-stakeholder dashboard now allows each MSME to monitor their progress using impact data aligned with EU indicators.

✅ Business agreements & transnational protocol

National and transnational business agreements were signed to enlarge the ECOTOURS network. Do you want to join us? Sign here

✅ Innovation Call

A European Innovation Call engaged all tourism MSMEs in developing a gamified app to promote circular tourism itineraries. The winning team from Spain is now finalising the app development with IT partners.

What comes next?

The ECOTOURS platform and portal will remain active and open to new stakeholders, ensuring that the ECOTOURS ecosystem keeps growing.

➡ Visit our official website to access the platform, download the Handbook, and explore itineraries.
➡ Interested in joining the network? Sign the business agreement or contact your national partner!
➡ Follow us on social media and help us spread the word using #ECOTOURS and #CircularTourism.

Thank you for walking this path with us. The ECOTOURS journey continues and we look forward to shaping the future of sustainable tourism, together.

Follow us

Visit the website

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