

AI-powered real-time itinerary platform for sustainable walking routes: seeking local partners in Italy, Greece, Bulgaria, or Türkiye for DETOUR Programme.

Summary

Profile type

Research & Development Request Spain

Company's country

POD reference

RDRES20260320009

Profile status

PUBLISHED

Type of partnership

Research and development cooperation agreement

Targeted countries

- **Bulgaria**
- **Greece**
- **Italy**
- **Türkiye**

Contact Person

[Enrico FRANZIN](#)

Term of validity

**20 Mar 2026
20 Mar 2027**

Last update

20 Mar 2026

General Information

Short summary

Spanish SME specialized in AI and tourism digitalization is leading a project under the DETOUR programme (SMP-COSME-2023-TOURSME). The project implements an AI-based platform that creates real-time, dynamic itineraries for rural and walking route destinations. The company seeks a local partner (SME, Association, or Innovation Hub) in Italy, Greece, Bulgaria, or Türkiye to facilitate territorial access, connect with local stakeholders, and support pilot implementation.

Full description

The project focuses on transforming the tourism experience in rural areas and walking routes through an AI-based platform that generates real-time dynamic itineraries by seamlessly integrating local services such as accommodation, gastronomy, and activities.

This technological solution aims to mitigate critical sector challenges, including low digitalization, fragmented service offerings, and the strong seasonality that affects SMEs in these territories. By directly connecting travelers with rural hosts, the business model eliminates intermediaries and unfair commissions, ensuring that economic benefits remain entirely with those who live and work in the region.

The core technology and business management model have already been developed by the Spanish SME acting as the coordinator, so partners are not required to participate in the creation of the software or the base tourism product.

The primary goal is to strengthen the resilience and competitiveness of local ecosystems through a tool that adapts offerings to current events, real-time availability, and user preferences.

Under the DETOUR financial support scheme (SMP-COSME-2023-TOURSME), the consortium will implement a pilot phase lasting between 6 and 9 months to validate and adapt the platform to the specific reality of selected routes in eligible countries such as Italy, Greece, Bulgaria, or Türkiye. This approach not only drives digital transformation but also promotes a sustainable and "slow" tourism model that protects the authenticity of rural heritage.

Advantages and innovations

Innovation: Unlike static guides, the AI developed by the company adapts to real-time events, weather, and availability.

Social Impact: The platform follows a "zero-commission" philosophy, ensuring that economic benefits stay 100% within the local community, directly supporting the resilience of rural ecosystems.

Digitalization: It bridges the digital gap for small rural providers who usually lack access to sophisticated marketing tools.

Technical specification or expertise sought

The company is seeking a strategic local partner in Italy, Greece, Bulgaria, or Türkiye to act as a territorial bridge for the project implementation. The ideal partner should not be a technology developer, as the AI platform and core business model are already fully developed by the Spanish coordinator.

Instead, the company is looking for an entity—such as a local tourism association, an innovation hub, a regional development agency, or a specialized SME—with deep roots and established connections within rural areas and walking route ecosystems.

Stage of development

Already on the market

Sustainable Development goals

- **Goal 10: Reduced Inequality**
- **Goal 5: Gender Equality**
- **Goal 8: Decent Work and Economic Growth**
- **Goal 11: Sustainable Cities and Communities**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The partner's primary responsibility will be to facilitate direct access to local tourism SMEs (accommodation providers, local guides, and gastropubs) and relevant stakeholders to ensure the successful deployment of the pilot phase.

Key tasks include supporting the pilot implementation on-site, providing local validation to ensure the AI itineraries align with the territory's specific characteristics, and offering feedback to adapt the digital solution to the local cultural and economic context. A proven track record in managing local networks or participating in regional tourism

development projects will be highly valued.

Type of partnership

Research and development cooperation agreement

Type and size of the partner

- **R&D Institution**
- **SME 11-49**
- **SME 50 - 249**
- **Other**
- **SME <=10**

Call Details

Framework program

Access to finance

Call title and identifier

SMP-COSME-2023-TOURSME-01 - Transitioning to a more sustainable and resilient ecosystem – empowering tourism SMEs

Submission and evaluation scheme

Anticipated project budget

€15,000 to €25,000

Coordinator required

No

Deadline for EoI

15 May 2026

Deadline of the call

1 Jun 2026

Project duration in weeks

Web link to the call

Project title and acronym

Dissemination

Technology keywords

- **01002003 - Electronic engineering**

Targeted countries

- **Bulgaria**
- **Greece**
- **Italy**
- **Türkiye**

Market keywords

- **02006004 - Data processing, analysis and input services**
- **02007016 - Artificial intelligence related software**

Sector groups involved

- **Tourism**
- **Digital**