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Toural

NEWSLETTER

About the TOURAL project

TOURAL aims to foster sustainable socio-economic growth in rural and remote areas across the Adriatic-Ionian and Black Sea Basin regions through a **multidimensional tourism development model**, balancing the growth of regions' urban clusters (more popular & touristic) with the growth potential of their remote and rural areas.

The project will address common challenges across remote & rural regions in two sea-basins/macro-regions | Adriatic-Ionian and Black Sea; **by fostering policy making and business planning/financing, designing & planning of tourism offerings & value-propositions**, leveraging at the same time on the regions' unique assets (each TOURAL rural region on their own merits) and considering the requirements of the local stakeholders and communities.

A fundamental concept of TOURAL is the “**co-work**” (co-design/ co-creation/ co-validation), integrating the creativity, the viewpoints, the expectations and the requirements of the regional stakeholders (authorities, operators, businesses) and communities. For this reason, TOURAL will provide an initial point of reference of envisaged tourism offerings/services per targeted niche tourism sector – to be further elaborated and individualized per region. **TOURAL will have its spotlight on the following sectors:**

- **Underwater Cultural & Nature Heritage Tourism (UCNHT)**
- **Cultural & Creative Tourism (CCT)**
- **Cultural Science Tourism (CST)**
- **Silver Tourism (SLT)**



TOURAL Tourism Destinations

Adriatic – Ionian Sea

North Sporades, Greece composed of 2 small & remote rural islands (Skopelos, Alonnisos) and an urban one (Skiathos). They served as a nautical route through pre-historic times (i.e. numerous wrecks & pre-historic settlements in the region). Economy in the 3 islands depends on fisheries, agriculture and tourism.



Island of Pag, a Croatian island in the northern Adriatic Sea. It is known for its extensive coastline and includes the towns of Pag and Novalja along with several smaller villages. The town of Pag has a population of 2,343 residents, while Šimuni, a small fishing village with three natural bays, offers facilities like the ACI Marina and is also popular for family vacations. The island participates in TOURAL with Pag as a rural area and Šimuni as a remote area.

The **Province of Teramo**, located in the Abruzzo region of Central Italy, features diverse natural landscapes and a rich cultural heritage. Known for its medieval villages and culinary traditions, it attracts tourists to both its coastal areas and its historical towns. The province also offers tourism opportunities such as trekking, biking, and hiking.



Black Sea Basin



Nessebar, an ancient city on the Bulgarian Black Sea Coast in Burgas Province, boasts over 3,000 years of history and features an ancient part on a peninsula and a modern area on the mainland. It is a prominent tourist destination and UNESCO Cultural Heritage site, preserving relics from various civilizations including Thracians, Greeks, Romans, and Ottomans. The local economy is driven by tourism, supported by warm summers, beautiful beaches, and a well-preserved natural and cultural heritage.

The **Danube Delta**, a UNESCO Biosphere Reserve and Ramsar site shared by Romania and Ukraine, is a vital habitat for diverse wildlife and Europe's largest wetland. It supports sustainable tourism, fishing, and agriculture while balancing ecological preservation. Rich in cultural and historical sites, the Danube Delta adds significant heritage and tourism value to the region.



Kutsurub, in the Mykolaiv region by the Dnipro-Buzka estuary, boasts exceptional natural resources, a mild climate, virgin steppe, and rich history. It has about 2,200 residents and serves as the administrative center of its territorial community. The area includes the partially submerged ruins of ancient Olbia and holds significant potential for green, rural, gastro, and underwater tourism.



Kick-Off Meeting of TOURAL in Thessaloniki, Greece

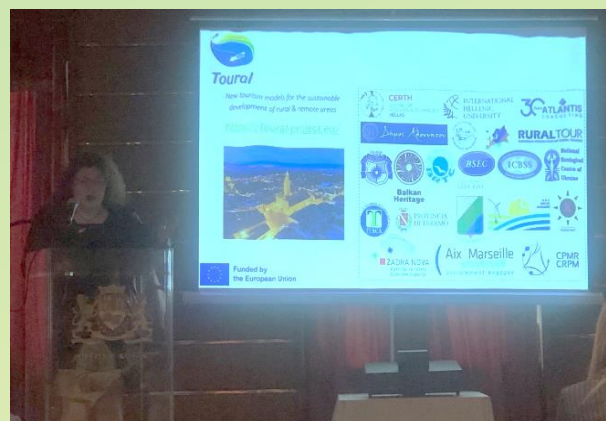
The Kick-Off Meeting of TOURAL took place in CERTH premises in Thessaloniki, Greece between February 22-23, 2024. The meeting was hybrid, with the partners of the project participating both in presence and virtually. The focus was on discussing first project steps and activities.



TOURAL presentation at WRECKS4ALL 2.0 International Conference

TOURAL was presented at WRECKS4ALL 2.0 Conference: "The Future of the Adriatic past, The Challenges of the Adriatic Underwater Cultural Heritage for Sustainable Tourism Development", that took place in Kotor Montenegro on the 23rd of April 2024.

The title of the presentation was: 'Multi-dimensional models for sustainable growth of cultural and natural tourism in coastal and maritime regions'.



TOURAL in BEYOND Expo 2024, Thessaloniki

TOURAL was disseminated in the Beyond Expo, one of the world's leading showcases for innovation & technology. BEYOND was held in Thessaloniki, Greece, 25-27/04/2024, with a special focus this year on artificial intelligence.

The visitors of the Atlantis booth were informed about the objectives and the tourism destinations of the project, emphasizing the project approach of co-creating business models and tourism products.



TOURAL presentation at the GlobalMED Conference

A poster regarding TOURAL (TOURAL: Objectives, activities and expected results) was presented at the 3rd annual meeting of the GlobalMED network, that in 2024 focused on: "Heritage in the Mediterranean: Global issues. The Mediterranean and the world from Prehistory to the present. International & interdisciplinary approaches".

The poster presentation took place on May 23, 2024, followed by workshops and seminars at the Maison Méditerranéenne des Sciences de l'Homme, Salle Germaine Tillion, Aix-Marseille Université, France.



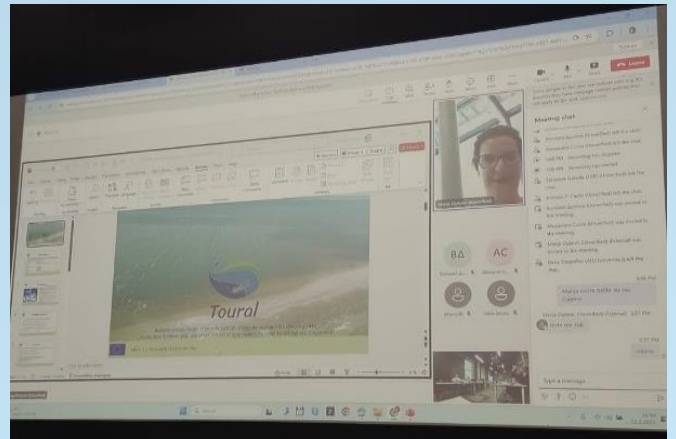
TOURAL presentation at 15th Annual meeting of STAB-UNESCO

During the annual meeting of the Scientific & Technical Advisory Board (STAB) of 2001 Convention on the Protection of underwater cultural heritage, that took place at UNESCO premises in Paris, on 04/06/2024, TOURAL was presented as one of the key on-going projects on UW cultural tourism of Aix-Marseille University by Prof. Jean-Christophe Sourisseau, the Chair holder of the UNESCO Chair in Maritime and Coastal Archaeology of AMU.



TOURAL synergy with the CREAMARE project

A synergy was established with the EU project "CREAMARE-Linking Creativity, Culture & Media Technologies in the transnational co-production of digital interactive products for the communication of Maritime & Underwater Cultural Heritage (UWCH)". TOURAL was presented during CREAMARE's project meeting in Zagreb, Croatia. Between these two projects there is a substantial ground for cooperation, since both projects share a common UWCH site.



Multidimensional model of tourism verticals driving sustainable balanced growth among rural & remote grids and urban clusters of rural regions, fostering macro-regional cooperation.

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Project Data

20

Project Partners

8

Countries involved

36

Duration in months

3M

Budget: 2.999.927 €

Project Partners



Funded by the European Union



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