TOURAL

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

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Executive Summary

The **TOURAL project** aims to foster UCCST **(Underwater Cultural & Nature Heritage Tourism, Cultural & Creative Tourism, Cultural Science Tourism, Silver Tourism)** as enablers of sustainable development in rural and remote areas.

In this framework, **a multidimensional UCCST model will be designed** aiming to analyse the strengths and challenges of six pilot sites in relation to the development of alternative tourism. To this end, a preliminary research and analysis has been conducted, primarily based on input from project partners from the pilot sites who have experience and knowledge of their regions. The design of the multidimensional model will set the basis for further exploring the potential of the four aforementioned niche tourism sectors (UCCST) in the pilot sites.

In this context, the comparative analysis of the pilot sites highlights CST and UCNHT as having significant potential if supported by targeted actions, while infrastructure development, community engagement, and effective marketing strategies emerge as main requirements across all niches.

The UCCST framework offers substantial promise in promoting sustainable regional development by capitalizing on unique cultural, scientific, and natural assets. Strategic actions, including stakeholder capacity building, infrastructure investment, and targeted EU policy support, are essential for maximizing the benefits of niche tourism development across pilot sites.

List of Symbols and Abbreviations

Abbreviation	Meaning
CCT	Cultural & Creative Tourism
CH	Cultural Heritage
CST	Cultural Science Tourism
KAC	Knowledge Awareness Centre
MDM	Multidimensional Model
MRC	Macro-Regional Cooperation
RRG	Rural and Remote Grids
SBG	Sustainable Balanced Growth
SLT	Silver Tourism
TV	Tourism Verticals
UCCST	UCNHT-CCT-CST-SLT
UCH	Underwater Cultural Heritage
UCNHT	Cultural & Nature Heritage Tourism
UCRR	Urban Clusters of Rural Regions
UW	Underwater
VR	Virtual Reality
WP	Work Package

1 Introduction

Rural and remote areas offer significant potential for tourism development. Alternative forms of tourism can play a crucial role in the social and economic growth of these areas, without altering their cultural identity.

However, these areas must overcome many challenges. To this end, the European Commission has put forward a "Long Term Vision for Rural Areas"[1], which identifies both challenges and opportunities and proposes a Rural Action Plan[2].

In this context, the **TOURAL project**[3] was launched in 2024 with the objective of fostering UCCST **(Underwater Cultural & Nature Heritage Tourism, Cultural & Creative Tourism, Cultural Science Tourism, Silver Tourism)** as enablers of sustainable development. The project's geographic scope covers three regions from the **Adriatic-Ionian macro-region** (Italy, Croatia, Greece) and three regions from the **Black Sea Basin** (Bulgaria, Romania, Ukraine).

In particular, the pilot sites of the project -and the relevant local project partners- are the following:

- **Nessebar (Bulgaria):** Municipality of Nessebar (MoN), Balkan Heritage Foundation (BHF), Bourgas Regional Tourist Association (BRTA)
- **Danube Delta, Tulcea (Romania):** Association Local Action Group Danube Delta (GALDD)
- **Kutsurub (Ukraine):** Civil Organization Kinburn (KIN), National Ecological Centre of Ukraine (NECU)
- **North Sporades (Greece):** Municipality of Skopelos (MoS), Municipality of Alonnisos (MoA)
- **Teramo Province (Italy):** Province of Teramo (PoT), Abruzzo Region (ABR), ITACA (ITACA)
- **Šimuni, Island of Pag (Croatia):** ZADRA NOVA Agency (ZDRN)

TOURAL proposes a model to support the development of alternative tourism across these regions. In line with this, under WP3 ("UCCST Models, Pilot Planning & Small-Scale Implementations") and Task 3.1 ("Design of Multidimensional UCCST Model"), **a multidimensional UCCST model is designed** aiming to analyse the strengths and challenges of the pilot sites.

The present paper (Deliverable 3.1 "TOURAL UCCST Models) presents the preliminary research and analysis that has been conducted, primarily based on input from project partners from the pilot sites who have experience and knowledge of their regions. The design of the multidimensional model sets the basis for further exploring the potential of the four aforementioned niche tourism sectors (UCCST) in the six pilot sites.

[1] https://ec.europa.eu/commission/presscorner/detail/en/ip_21_3162

[2] https://rural-vision.europa.eu/action-plan_en

[3] https://toural-project.eu/

2 Multidimensional UCCST Model Framework

2.1 UCCST Model

The UCCST model emphasizes cross-niche synergies, sustainable use of cultural and environmental assets, and stakeholder collaboration. It includes:

- Integrated Niche Development: Aligning underwater heritage, creative expressions, science education, and senior-friendly services.
- Local Co-creation: Empowering communities to co-design tourism offerings.
- Smart Seasonality: Leveraging science, wellness, and cultural cycles to extend beyond the high season.
- Digital Tools: Enhancing access through AR/VR, mobile apps, and virtual museums.
- Eco-Resilience: Prioritizing infrastructure, local entrepreneurship, and environmental safeguards.

2.2 Methodology

The following activities were performed in the development of the methodology.

2.2.1 Research & Analysis

For research and analysis, the **TOURAL Grant Agreement** - the document that provides the framework and guidelines for the project - was reviewed. In addition, a further review was carried out in relation to the **input provided by the pilot sites partners** through their PowerPoint presentations and discussions during the two TOURAL on-site meetings in Thessaloniki (22-23 February 2024) and Alonnisos (30 September - 2 October 2024).

Data on potential sites and assets were collected remotely. In addition to these documents and remotely collected data, responses to the questionnaires were consulted to respond to the project's objectives. Furthermore, data collection has been carried out to ensure accuracy and reliability. The information gathered was then analyzed to identify key trends, challenges, and opportunities for the project's implementation.

2.2.2 Stakeholder Engagement

Key stakeholders, including pilot site partners, municipalities, and local institutions, were identified. Bilateral meetings were held by project partners. By attending the bilateral meetings, BSEC gathered insights to develop questionnaires from the Living Labs – interactive workshops held by local project partners at each pilot site to reflect the actual needs and priorities of the local communities. The Living Labs process contribute to awareness raising, knowledge transfer and the co-creation of business models within TOURAL.

In this context, the identification of these stakeholders was crucial for ensuring that all relevant parties were involved in the project's planning and execution. By engaging with pilot site partners, municipalities, and local institutions, the project aimed to address diverse perspectives and needs. The bilateral meetings facilitated a collaborative environment where stakeholders could share their experiences and expectations.

These insights ensured that the questionnaires were comprehensive and addressed the specific issues and challenges faced by the pilot sites. The active participation of BSEC further contributed to the thorough collection of data, enhancing the overall effectiveness of the project.

2.2.3 Data Collection & Assessment

Surveys have been created to assess the current status, challenges, and opportunities for growth in four TOURAL tourism niches: Underwater Cultural & Nature Heritage Tourism, Cultural & Creative Tourism, Cultural Science Tourism, and Silver Tourism, and shared with all pilot site partners.

These surveys aim to gather comprehensive data on each niche, including visitor demographics, satisfaction levels, and economic impact. The findings will help stakeholders to tailor their offerings to meet the needs and preferences of tourists.

Moreover, by evaluating the unique features and strengths of each tourism niche, local communities can enhance their promotional efforts, develop sustainable tourism practices, and foster collaborations that boost regional development. The collected insights will also inform policymakers and will guide investment decisions to ensure long-term growth and resilience in the tourism sector.

2.2.4 Documentation & Reporting

Survey responses, research from public websites, and project documents were analyzed to assess each pilot site and inform this report. These sources provided valuable insights into the performance and effectiveness of the pilot sites, highlighting key areas for improvement and successful strategies implemented. The survey responses helped capture the perspectives and experiences of stakeholders directly involved in the pilot sites, while the research from public websites offered an external viewpoint on best practices and challenges faced.

3 Pilot Site Analysis – Advantages and Challenges

3.1 Nessebar (Bulgaria)

Nessebar has rich underwater archaeological resources, including a partially accessible submerged ancient city, supporting academic and tourism diving activities like the Underwater Archaeology Field School. This resource provides unique opportunities for research and education, attracting scholars and enthusiasts from around the world. The town hosts festivals, art residencies, and exhibitions, with partnerships in Cultural Science Tourism, enhancing its cultural vibrancy and drawing visitors who are interested in history and art.

However, UCCST development faces challenges such as limited funding, trained personnel shortages, and complex underwater heritage regulations. These obstacles make it difficult to fully realize the potential of Nessebar's underwater cultural heritage. To address these issues, increased investment in training programs for specialists and streamlined regulatory frameworks could be implemented. Additionally, public-private partnerships might help secure necessary funding.

Silver Tourism, which caters to older adults, is underdeveloped due to poor marketing and lack of tailored packages. This segment of tourism has significant growth potential if targeted appropriately. Developing specific tour packages that meet the needs and interests of older tourists, along with effective marketing strategies, could attract a new demographic to Nessebar. Improving accessibility and providing health and wellness services can also enhance the appeal of Silver Tourism.

Figure 1: Nessebar (Bulgaria)

3.2 Danube Delta, Tulcea (Romania)

The Danube Delta, a UNESCO Biosphere Reserve, boasts rich biodiversity and pristine wetlands, making it ideal for Nature Heritage Tourism and environmental CST. Its cultural vibrancy from multi-ethnic communities and folklore events enhances tourism. Scientific hubs and community innovation centers boost CST growth. However, poor infrastructure, accessibility issues, and lack of coordination among stakeholders restrains development. Additionally, unregulated tourism and weak enforcement pose significant environmental threats.

The Danube Delta's ecosystems are home to a wide variety of species, including rare birds, fish, and plants that thrive in its unique wetlands. This biological richness offers numerous opportunities for ecotourism activities such as bird watching, fishing, and guided nature tours.

Tourists can immerse themselves in the serene landscapes and witness the natural beauty that the Delta has to offer.

Cultural heritage also plays a crucial role in attracting tourists. The region is known for its diverse communities, including Romanians, Ukrainians, Russians, and other ethnic groups who have coexisted for centuries. Their traditions, music, dance, and cuisine add a vibrant layer to the tourist experience. Seasonal festivals and folklore events provide visitors with a glimpse into the rich cultural tapestry of the area.

On the scientific front, research institutions and innovation centers in the Danube Delta contribute to sustainable tourism development by promoting conservation efforts and educating both locals and tourists about the importance of preserving this unique environment. These centers often collaborate with international organizations to study and implement best practices for environmental protection.

Despite these advantages, several challenges hinder the full potential of tourism in the Danube Delta. Infrastructure limitations, such as inadequate transportation networks and lodging facilities, make it difficult for visitors to explore the region comfortably. Accessibility issues, particularly in remote areas, further restrain potential tourists.

Coordination among various stakeholders, including local governments, conservation groups, and businesses, is essential for sustainable tourism development. Unfortunately, the lack of a unified approach often leads to fragmented efforts, reducing the overall effectiveness of initiatives aimed at promoting and protecting the region.

Moreover, unregulated tourism poses significant risks to the delicate ecosystems of the Delta. Without proper guidelines and enforcement, increased tourist activity can lead to habitat destruction, pollution, and disruption of wildlife. It is crucial to establish and enforce regulations that balance tourism with environmental preservation to ensure the long-term sustainability of the Danube Delta.

In conclusion, while the Danube Delta holds immense potential for Nature Heritage Tourism and environmental CST, addressing infrastructure, accessibility, and regulatory challenges is vital. By fostering cooperation among stakeholders and implementing sustainable practices, the region can attract more tourists while safeguarding its valuable natural and cultural resources.

Figure 2: Danube Delta, Tulcea (Romania)

3.3 North Sporades (Greece)

Skopelos and Alonnisos (part of the North Sporades island group) feature over 15 dive sites, including the Peristera Underwater Museum. They host creative events like music festivals and film screenings for youth, with partnerships such as the University of Piraeus in CST. Challenges include seasonal reliance, limited accessibility for elderly visitors, and needs for better infrastructure and eco-tourism integration. The lack of year-round programming also limits their Silver and Creative tourism potential.

In addition to the underwater attractions, Skopelos and Alonnisos boast stunning beaches, lush forests, and picturesque villages that make them an ideal destination for nature lovers and adventure seekers alike. The islands' rich history and culture are evident in their traditional architecture, monasteries, and local cuisine, offering a unique blend of experiences for tourists.

Efforts to improve Skopelos' and Alonnisos' appeal include enhancing services for all ages, increasing transport options, and promoting sustainable practices to preserve their natural beauty. By addressing these challenges, the two islands of the North Sporades can maximize their tourism potential and attract visitors throughout the year, benefiting both the local community and the overall economy.

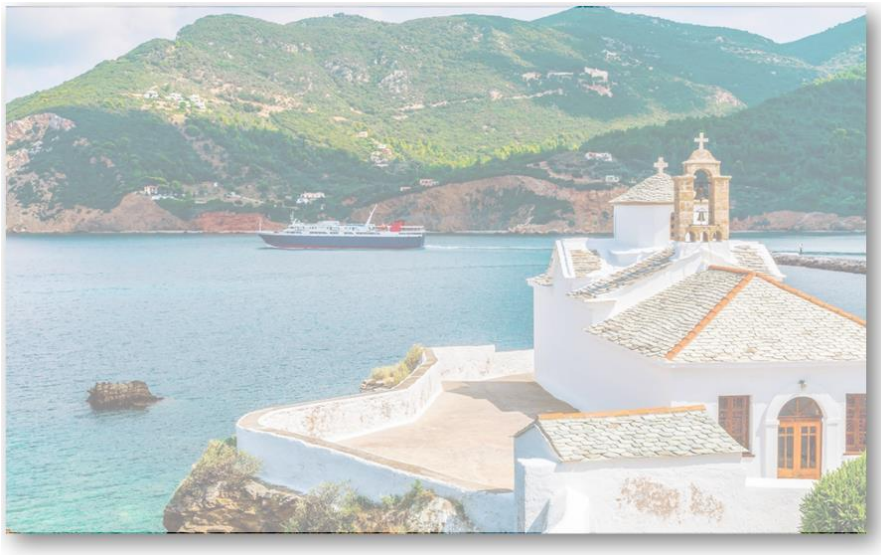


Figure 3: North Sporades (Greece)

3.4 Teramo Province (Italy)

Teramo boasts strong tourism with the Torre del Cerrano Marine Protected Area and academic ties through the University of Teramo. The Torre del Cerrano Marine Protected Area attracts visitors with its rich marine biodiversity and opportunities for diving and snorkeling. Meanwhile, the University of Teramo enhances the city's profile by contributing to research and education in various fields.

CST is linked with education, scientific tourism, and biodiversity initiatives, drawing scholars and eco-tourists interested in learning about sustainable practices and local ecosystems. Silver Tourism caters to seniors with group packages and regional funding, offering tailored experiences that accommodate the needs and preferences of older travelers. These packages often include guided tours, comfortable accommodations, and activities that are both enjoyable and accessible.

To improve niche tourism sectors, better branding, operator training, and access, particularly in rural areas, are needed. Enhanced branding can help create a distinct identity for Teramo's unique attractions, while operator training ensures that staff provide high-quality service and knowledgeable guidance. Improving access involves upgrading infrastructure such as roads and transportation options, making it easier for tourists to reach remote and scenic areas. Furthermore, promoting local culture, traditions, and cuisine can enrich the overall tourist experience, encouraging longer stays and repeat visits.

Figure 4: Teramo Province (Italy)

3.5 Kutsurub (Ukraine)

Kutsurub has a cultural and archaeological identity centered around the Olbia Reserve and related heritage sites. This area is rich in history and holds significant importance for both local communities and researchers. Pre-war tourism activities included thematic routes, historical reenactments, and citizen science programs that engaged visitors in interactive and educational experiences. Thematic routes often guided tourists through various historical and natural landmarks, offering a comprehensive understanding of the region's past and its cultural significance.

Historical reenactments brought Kutsurub's vibrant history to life, allowing visitors to witness and participate in events from different periods, thereby fostering a deeper connection to the past. Citizen science programs encouraged public participation in scientific research, enhancing visitors' appreciation of the region’s biodiversity and archaeological richness. These activities not only promoted tourism but also contributed to the preservation and awareness of the region’s heritage.

The region had significant CST (Cultural and Scientific Tourism) potential, with collaborations between research institutions and tourism operators creating unique and informative experiences for visitors. These partnerships aimed to combine scientific research with tourism, enabling visitors to gain insights into ongoing studies while exploring the region’s cultural and natural treasures.

However, current challenges are significant: hostilities hinder safe development, and existing infrastructure has been heavily damaged. The ongoing conflict poses a severe threat to tourism and the preservation of heritage sites. There is a pressing need for post-war recovery planning to restore and rebuild the damaged infrastructure, ensuring that the cultural and archaeological assets can be protected and showcased once again.

Improved accessibility is crucial for reviving tourism in the region, as it ensures that visitors can safely and easily reach and explore heritage sites. Additionally, enhanced branding and governance structures are essential to promote Kutsurub as a desirable destination, attract funding, and manage resources effectively. Strong governance will help coordinate recovery efforts, engage stakeholders, and implement sustainable tourism practices that benefit local communities and preserve the region's heritage for future generations.

Figure 5: Kutsurub (Ukraine)

3.6 Šimuni, Island of Pag (Croatia)

Village Šimuni is home to the Roman shipwreck Letavica, attracting divers and researchers. The area combines underwater assets with creative tourism, including arts, gastronomy, and storytelling. Cultural Science Tourism is advanced through site interpretation and scientific collaboration. However, the shipwreck's depth limits accessibility for most tourists. Broad awareness, funding, and seasonal accommodation issues further hinder expanding CST and Silver Tourism potential.

The village offers a unique blend of cultural heritage and modern attractions that appeal to a diverse range of visitors. The local community has embraced creative tourism by organizing art exhibitions, culinary festivals, and storytelling events that highlight the rich history and traditions of the region. These activities have contributed to a growing interest in Cultural Science Tourism (CST), where tourists not only enjoy recreational activities but also engage with scientific research and educational experiences related to the shipwreck and other historical sites.

To address the challenges faced by CST, efforts are being made to improve accessibility to the shipwreck by developing innovative diving technologies and training programs for amateur divers. Additionally, there are initiatives to increase public awareness about the significance of the shipwreck through marketing campaigns, partnerships with educational institutions, and collaborations with international researchers.

Seasonal accommodation remains a critical issue, as the influx of tourists during peak seasons often exceeds the available lodging capacity. To mitigate this, the village is exploring options such as expanding existing accommodations, promoting off-season travel, and developing eco-friendly lodging solutions that cater to the needs of senior tourists, known as Silver Tourism.

Despite these challenges, Village Šimuni continues to thrive as a destination that values its cultural and scientific heritage while striving to provide enriching experiences for all visitors. By addressing accessibility, awareness, and accommodation issues, the village aims to unlock the full potential of CST and Silver Tourism, ensuring sustainable growth and long-term benefits for the community and its visitors.

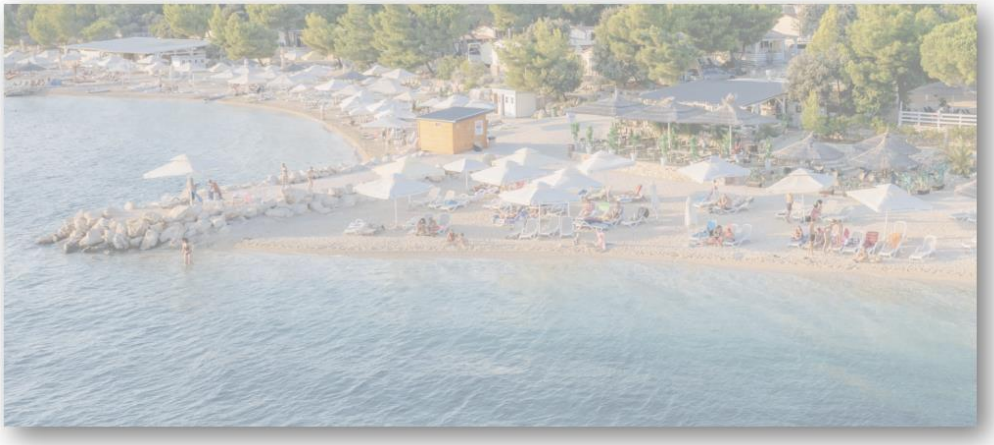


Figure 6: Šimuni, Island of Pag (Croatia)

4 Niche Tourism Sectors Across the Pilot Sites

4.1 Pilot Sites Comparative Strengths and Challenges

The table below summarizes the strengths and challenges of each pilot site in four niche tourism sectors, based on questionnaire responses and research on public sources. By understanding these strengths and addressing the challenges, stakeholders can better strategize for sustainable tourism development that benefits both the local community and visitors.

The following aspects were evaluated:

- Current Activities: Are there active offers or infrastructure?
- Community Involvement: How involved are local actors?
- Strengths/Advantages: Unique assets, active partnerships, distinctive offers.
- Barriers/Challenges: Infrastructure, policy, market, and social challenges.
- Potential for Growth: Explicitly stated by respondents.

Table 1: Comparative Strengths and Challenges

Pilot Site	UCNHT	CCT	CST	SLT
Danube Delta, Tulcea	Biodiversity, nature tours Access, infra, environmental risks	Festivals, ethnic diversity Seasonality	Research, citizen science Coordination, info gaps	Wellness, local culture Very limited accessibility
Kutsurub	Olbia Reserve, pre-war collab War, infra, access, safety	Art, crafts, festivals War, investment, market	Archaeology, citizen science Infra, promo, digitization	Rural peace, family No offers, infra, inclusivity
Nessebar	Archaeology, dive centers Funding, infra, policy	Art, music, festivals Policy, funding, innovation	Research, tours, museums Funding, policy, global events	Site visits, wellness Weak marketing, lack of offers
North Sporades	Peristera Museum, dive infra Integration, investment	Festivals, workshops Seasonality, digital reach	University, eco tours Infra, programs, digital	Walking, spa, gastronomy No offers, transport, hotels
Teramo Province	Marine area, guides, museums Promo, product, awareness	Festivals, food/wine Coordination, training	Science, astronomy Communication, uni links	Slow tourism, packages, funding Accessibility, transport
Šimuni, Island of Pag	Shipwreck, diving, research Depth, access, awareness	Crafts, folklore, carnival Marketing, local buy-in	Sci. diving, site interp. Distance, recognition, funds	Tours, off-season, comfort No programs, infra, seasonality

4.2 Pilot Sites Comparative Analysis

A comparative analysis of questionnaire responses and public sources rated each pilot site on a scale of 1-5 for niche tourism sectors, providing input to other project work packages. This analysis involved collecting data from multiple stakeholders through questionnaires that aimed to capture their perceptions and experiences related to various niche tourism sectors. Additionally, research was conducted using publicly available sources to supplement the information gathered.

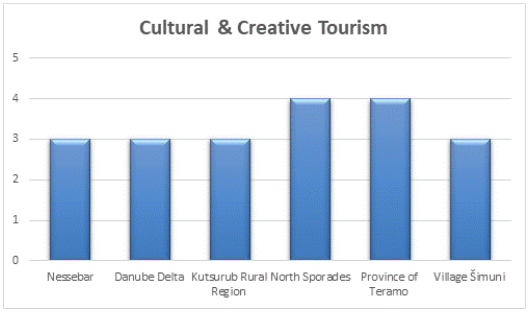
Once all the data were collected, each pilot site's performance in different niche tourism sectors was evaluated based on the combined insights from the questionnaire responses and public sources. The rating scale ranged from 1, indicating poor performance, to 5, indicating excellent performance in promoting and sustaining niche tourism activities.

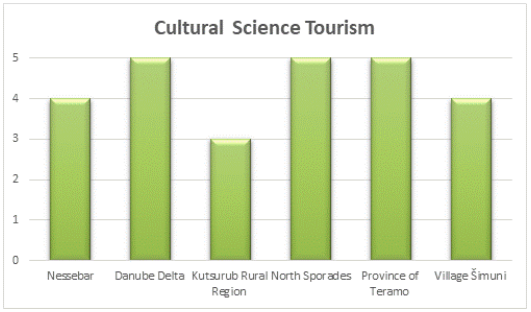
The result of this comparative analysis provides input for the project's other work packages. These insights help identify key areas for improvement and investment, fostering more effective and sustainable tourism initiatives.

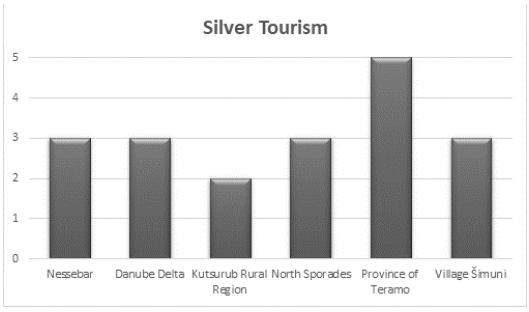
By understanding the specific needs and potential of each site, stakeholders can make decisions to enhance the overall impact and success of the project.

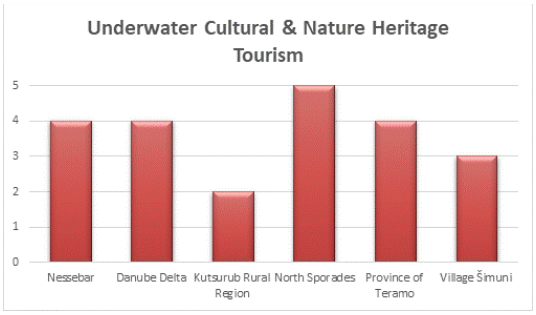
Table 2: Pilot Sites Comparative Analysis

	Nessebar	Danube Delta, Tulcea	Kutsurub	North Sporades	Teramo Province	Šimuni, Island of Pag
Cultural & Creative Tourism	3	3	3	4	4	3
Cultural Science Tourism	4	5	3	5	5	4
Silver Tourism	3	3	2	3	5	3
Underwater Cultural & Nature Heritage Tourism	4	4	2	5	4	3









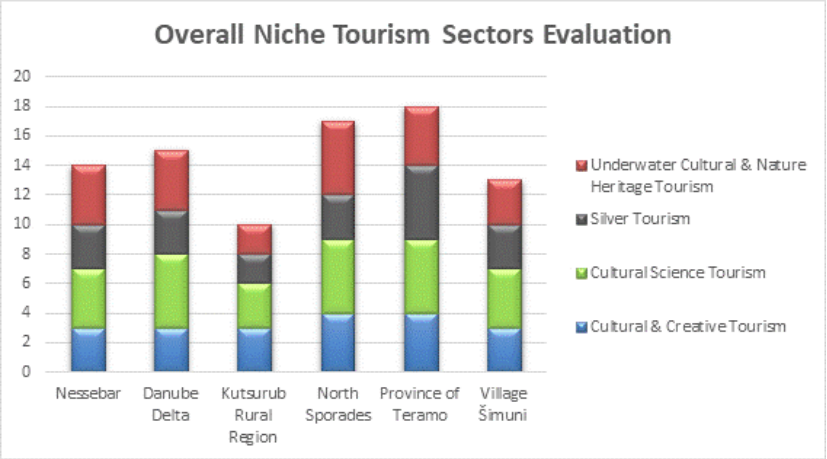


Figure 7: Pilot Sites Comparative Analysis

The comparative analysis of the four niche tourism sectors across the six pilot sites reveals distinct strengths and challenges for each location.

Nessebar excels in Cultural Science Tourism (CST) and Underwater Cultural & Nature Heritage Tourism (UCNHT), with high ratings of 4 and 4 respectively, due to its rich archaeological resources and dive centers.

The Danube Delta, Tulcea, stands out in CST with a top rating of 5, driven by its research hubs and citizen science initiatives. However, it faces significant challenges in Silver Tourism (SLT) due to very limited accessibility.

Kutsurub, despite its potential in CST and UCNHT, is hindered by the ongoing conflict and infrastructure damage, resulting in lower ratings.

The North Sporades, with its Peristera Underwater Museum and university partnerships, scores highly in CST and UCNHT, both rated 5, but struggles with seasonality and infrastructure issues.

Teramo Province shows strong potential in SLT, with a rating of 5, supported by tailored packages and regional funding.

Lastly, Šimuni, Island of Pag, combines cultural heritage with scientific tourism, achieving a rating of 4 in CST, but faces challenges in accessibility and seasonal accommodation.

5 Conclusions

The TOURAL pilot sites show that niche tourism based on cultural identity, scientific learning, environmental preservation, and inclusive hospitality can drive sustainable regional development. Initiatives like dive route expansion in Skopelos, archaeological storytelling in Kutsurub, and winter folklore events in Danube Delta should be scaled up with capacity building, targeted investments, and EU policy support.

In Skopelos and Alonnisos (the North Sporades), the expansion of dive routes not only attracts diving enthusiasts from around the world but also promotes marine conservation efforts. By training local guides and providing advanced equipment, the site can offer safe and educational underwater experiences while preserving marine biodiversity.

Kutsurub's archaeological storytelling initiative engages visitors with interactive tours and historical reenactments, enhancing their understanding of local heritage. Support for this project could include funding for research and excavation activities, as well as partnerships with academic institutions to develop informative content.

Winter folklore events in the Danube Delta celebrate regional traditions and cultural practices, attracting tourists during the off-peak season. Investments in infrastructure, such as accommodation facilities and transportation services, along with marketing campaigns, can help boost attendance and foster economic growth in the area.

By preserving its ancient city and promoting creative industries, Nessebar serves as a model for leveraging local identity and historical significance to enrich visitor experiences while fostering regional development. Collaborative efforts among local authorities, businesses, and stakeholders remain pivotal in ensuring the town’s enduring appeal as a destination for ecological and cultural exploration.

Teramo Province exemplifies how targeted tourism strategies rooted in cultural identity and environmental preservation can invigorate regional development. By leveraging its unique heritage and natural assets, the province can attract visitors seeking authentic experiences while fostering economic growth and sustainable practices.

Šimuni, located on the Island of Pag, represents a compelling example of how niche tourism can harmonize cultural identity with environmental preservation to drive regional development. By leveraging its pristine landscapes and rich traditions, Šimuni has the potential to attract a diverse range of visitors.

These initiatives collectively demonstrate how niche tourism tailored to specific interests can benefit communities by creating jobs, preserving natural and cultural assets, and promoting education and understanding.

Each niche within the framework requires a strategic approach to maximize its potential. This involves collaboration among stakeholders, investment in infrastructure, and development of specialized marketing campaigns. By integrating these niches, the framework seeks to create a comprehensive and diversified tourism offering that enhances visitor satisfaction and supports economic growth. Additionally, it recognizes the importance of preserving the environmental and cultural integrity of tourist destinations, promoting responsible and ethical practices. Furthermore, collaboration between local stakeholders, private investors, and European Union policymakers is essential to ensure long-term sustainability and success in all six pilot sites.

The implementation of this framework offers several benefits. For instance, UCNHT will focus on underwater sites that possess significant cultural and natural heritage value, attracting tourists interested in ecological and historical conservation. Meanwhile, CCT aims to promote creative industries and local arts, providing visitors with authentic cultural experiences. CST emphasizes scientific exploration and education, encouraging interactive learning and participation in

research activities. Lastly, SLT focuses on the senior demographic, ensuring accessible and comfortable travel experiences that contribute to their wellbeing.

Furthermore, through combined efforts of local authorities, businesses, and researchers, the UCCST framework holds promise for transforming tourism landscapes and enriching the experiences of travelers worldwide.

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7 ANNEX

7.1 Questionnaire Responses

7.1.1 Nessebar

Zdravko Popov, Balkan Heritage Foundation (BHF)

Questionnaire Response - Nessebar

Fani Semerdzhieva, NGO Bourgas Regional Tourism Association (BRTA)

Questionnaire Response - Nessebar

Galina Babeva, Municipality of Nessebar

Questionnaire Response - Nessebar

7.1.2 Danube Delta, Tulcea

Roxana Iacob, Association LAG Danube Delta – Malcoci, Tulcea County

Questionnaire Response - Danube D

7.1.3 Kutsurub

Diana Krysinska, National Ecological Centre of Ukraine

Questionnaire Response - Kutsurub

7.1.4 North Sporades

Christina Psarrianou, Municipality of Skopelos

Questionnaire Response - North Spo

7.1.5 Teramo Province

Alessandro Perfetti, ITACA

Questionnaire Response - Teramo P

7.1.6 Šimuni, Island of Pag

Marija Dušević, Zadar County Development Agency ZADRA NOVA

Questionnaire Response - Šimuni, Is