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

101132489, HORIZON-CL2-2023-HERITAGE-01

Deliverable D6.1:

Plan/Activities for Dissemination & Exploitation, incl. communication activities (PEDR)

Deliverable Version:	D6.1, v.1.0
Document Identifier:	TOURAL_D6.1_ATL_PEDR v1.0
Preparation Date:	June 27, 2024
Document Status:	Final
Author(s):	ATLANTIS
Dissemination Level:	PU - Public

Funded by the European Union

HORIZON-CL2-2023-HERITAGE-01-05

Deliverable SUMMARY SHEET

Deliverable Details	
Type of Document:	Deliverable
Document Reference #:	D6.1
Title:	Plan/Activities for Dissemination & Exploitation, incl. communication activities (PEDR)
Version Number:	1.0
Preparation Date:	June 27, 2024
Delivery Date:	June 27, 2024
Author(s):	ATLANTIS
Contributor(s)	CERTH, AMU, IHU, ICBSS, BHF, Ruraltour, CPMR, NECU, BSEC, GALDD, KIN
Document Identifier:	D6.1_PEDR
Document Status:	Final
Dissemination Level:	PU - Public

Project Details	
Project Acronym:	TOURAL
Project Title:	Multidimensional model of tourism verticals driving the sustainable balanced growth among rural & remote grids and urban clusters of rural regions, fostering macro-regional cooperation
Project Number:	101132489
Call Identifier:	HORIZON-CL2-2023-HERITAGE-01
Call Theme:	**HORIZON-CL2-2023-HERITAGE-01-05**
Project Coordinator:	Centre for Research and Technology Hellas (CERTH)
Participating Partners:	CERTH – Centre for Research and Technology Hellas – Greece MoN – NESEBAR MUNICIPALITY – Bulgaria BHF – FONDATSIYA BALKANSKO NASLEDSTVO – Bulgaria BRTA – BURGASKA REGIONALNA TURISTICHESKA ASOTSIATSIA – Bulgaria GALDD – ASOCIATIA GAL DELTA DUNARII – Romania KIN – CIVIL ORGANIZATION KINBURN – Ukraine NECU – NATIONAL ECOLOGICAL CENTRE OF UKRAINE – Ukraine BSEC – ORGANIZATION OF THE BLACK SEA ECONOMIC COOPERATION – Türkiye ICBSS – INTERNATIONAL CENTER FOR BLACK SEA STUDIES – Greece MoA – DIMOS ALONNISOU – Greece MoS – DIMOS SKOPELOU – Greece

	ZDRN – AGENCIJA ZA RAZVOJ ZADARSKE ZUPANIJE ZADRA NOVA – Croatia ITACA – IL TERRITORIO AL CENTRO DELLATTENZIONE - ASSOCIAZIONE PER LO SVILUPPO LOCALE – Italy PoT – PROVINCIA DI TERAMO – Italy ABR – REGIONE ABRUZZO – Italy ATL – ATLANTIS SYMVOULEFTIKI ANONYMI ETAIREIA ATLANTIS CONSULTING SA – Greece AMU – UNIVERSITE D'AIX MARSEILLE – France CPMR – CONFERENCE DES REGIONS PERIPHERIQUES MARITIMES D EUROPE – France Ruraltour – FEDERATION EUROPEENNE DE TOURISME RURAL – France IHU – DIETHNES PANEPISTIMIO ELLADOS – Greece
Contract Start Date:	January 1, 2024
Duration:	36 Months

Deliverable D6.1: Short Description
Report on initial plans for the dissemination and exploitation of the project.
Keywords: Dissemination & Communication Plan, Exploitation, dissemination tools, business models

Deliverable D6.1: Revision History			
Version:	**Date:**	**Status:**	**Comments**
0.1	13/05/2024	Outline	Deliverable structure.
0.2	10/06/2024	Draft	1st version drafted.
0.3	11/06/2024	Draft	Additional info in Chapters 3-4.
0.4	12/06/2024	Draft	Additional info in §4.3.
0.5	13/06/2024	Draft	Document sent to partners for additional input.
0.6	19/06/2024	Pre-final	Document sent to peer-reviewers.
1.0	27/06/2024	Final	Final version of the deliverable; uploaded to SyGMa

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Executive Summary

The present document is the deliverable D6.1 – "Plan of Activities for Dissemination & Exploitation, incl. communication activities (PEDR)" of the TOURAL project. This is the first version of D6.1, presenting the initial plans for dissemination-communication-exploitation, while a final version is foreseen towards M36 of the project (i.e. intermediate updates will take place until the release of the final version).

The main objective of D6.1 is to present the strategic methodology, as well as the **P**lans for the **E**xploitation and **D**issemination of **R**esults (PEDR) of the project. To this end, the work in D.6.1 was structured in 3 main pillars, namely:

Pillar-1: Communication-dissemination strategy and categories of activities.
The first step is the analysis of the target groups related (directly or indirectly) to the Blue Economy (BE) – tourism sector. These were classified into six broad groups: public authorities; policymaking bodies; research/academic organizations; tourism businesses; general public (incl. travelers in fond of cultural-natural-creative-scientific tourism); other relevant initiatives and projects. Such groups require project communication instruments to be developed (logo and visual identity, establishment and mobilization of online channels, tools for press and social media, newsletters, brochures, flyers, posters, etc.). In addition, such groups call for different types of communication and dissemination activities: liaison with relevant EU communities, establishment of collaboration with relevant projects and initiatives, publications, presentations in conferences/workshops/exhibitions - mobilization of channels and outreaching.

Pillar-2: Initial activities for the implementation of the strategy, and future plans.
During the first six months, the project has been engaged in several strategy-implementation activities, these will be continued throughout the project implementation. Indicatively:

- ✓ The project web site is online (https://toural-project.eu), and the various social media accounts (FB, X/Twitter, LinkedIn, Instagram) except YouTube, are operational. The YouTube account will be live when we are ready to post our first video.
- ✓ Communication instruments are available (flyer, 3-ptych brochure, poster in various sizes, roll-up banner, project presentation, 1st newsletter).
- ✓ Press releases were circulated and published online.
- ✓ Promotion or presentation in events: Forward Green, GlobalMED, Beyond, European Maritime Day (EMD) – Denmark, Thalassa 2024, Olympus ICSC 2024.

Furthermore, an initial plan for future dissemination activities is already in place in terms of events to attend and present TOURAL, synergies to be pursued with relevant projects/communities, postings/publications, etc.

Pillar-3: Exploitation strategy and initial plans.
Our initial exploitation strategy considers the (a) sustainability of the project's results, and the (b) facilitation and market roll out of project technical/scientific Key Exploitable Results (KERs):

a) Business modelling supporting sustainability (initial identification of possible revenue streams).
b) 4-step approach; KERs definition, IPR clinic, market analysis, KER's exploitation plan and marketing strategy.

Subsequent releases of D6.1 will elaborate and update on pillars 2 and 3 above. Particularly for pillar 3, more elaboration is expected upon initiation of Task T6.2 (Exploitation & Business Planning) on M13 (next year).

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
UCNH	Underwater Cultural & Nature Heritage
UCNHT	Underwater Cultural & Nature Heritage Tourism
UCRR	Urban Clusters of Rural Regions
UW	Underwater
VR	Virtual Reality
WP	Work Package

1. Introduction

In order to promote its progress and achievements, TOURAL will apply an impact-driven dissemination, exploitation and communication (DEC) strategy with view to reach engage and synergize target audiences, maximizing potential short-term outcomes and long-term project impacts, and the future roll-out of Key Exploitable Results (KERs). A Plan on dissemination and exploitation including communication activities is provided in the context of this deliverable (i.e. early/initial version). TOURAL's dissemination, exploitation & communication (DEC) strategy consists of 3 paths:

1. ***Raise awareness/interest among key stakeholders:*** TOURAL will focus on establishing a common project identity, raising awareness and interest regarding the project's expected results. The management of key stakeholders will primarily take place within WP2 aiming at their participation-endorsement at intra/macro regional levels. Relevant project activities include 4-helix stakeholders mapping, engagement campaigns, realization of interviews, questionnaire surveys for identifying level of readiness, as well as assessment of existing practices with respect to UCCST and any related implementation barriers. The project activities within WP6 (dissemination, communication) are expected to reinforce the effectiveness of WP2 stakeholders' engagement & collaboration tasks, in the sense that WP2 and WP6 are corroborating in this respect. Nevertheless, WP6 and our DEC strategy has a wider scope in terms of stakeholders' community.
2. ***Foster the sustainability potential and market penetration of project results:*** TOURAL will focus on securing a durable legacy of the project outcomes beyond the project funding period. The aim will be to assess the sustainability in TOURAL UCCST sites, at all 4 levels of sustainability (environmental, social, cultural, economic). This assessment will cover each participating region individually in terms of – for example local co-designing/ cocreation, and tourism offerings/services based on unique assets and own merits of each region.
3. ***Foster uptake and market roll out of project technical/scientific KERs:*** TOURAL will focus on promoting the technical/scientific KERs developed, demonstrated and validated in WPs 3-4 and mainly in WP5, through e.g. publications, conferences, workshops; highlighting the offered benefits in view of the future exploitation. Such KERs are expected to have reached a maturity level of TRL6 by the end of the project. The target will be the stimulation of broader KERs' replication, the engagement of new end-users/potential clients and the market uptake of KERs towards their sustainability.

1.1 Scope and objectives of the deliverable

The scope of this deliverable entitled "Plan/Activities for Dissemination & Exploitation, incl. communication activities (PEDR)", is to design a strategy and identify and record all necessary actions planned to be carried out for the effective coordination of activities related to the dissemination and communication process of the project results; and also provide a first analysis of the involved exploitation and sustainability aspects. Particularly, this deliverable describes a detailed dissemination and communication plan, with a specific methodology, dissemination/communication targets, activities and events to be attended/organized by the project partners in order to promote the TOURAL project and its expected results to the widest possible audience. Moreover, the deliverable describes the exploitation strategy to be followed for the sustainability of project results, and for the uptaking and market roll out of the project technical/scientific KERs.

The objectives of the deliverable are:

- To determine the dissemination and communication strategy and plan to be followed by the consortium partners, which will lead to the future implementation of derived specific dissemination / communication activities.

- To specify the methods to be used for the dissemination/communication of the project results, and also define the promotion methods of the expected technical/scientific KERs through various diffusion channels.
- To present the dissemination material and communication tools/channels created and distributed by the project partners, so far, to enable the implementation of the designed dissemination/communication strategy.
- To define the project's exploitation strategy and introduce sustainability considerations, at the level of TOURAL models and technical/scientific KERs (uptaking and market roll out plans will be elaborated in subsequent Deliverable releases).

1.2 Structure of the deliverable

The deliverable is structured in terms of the following chapters:

Chapter-2: presents the TOURAL dissemination strategy and the types of required communication instruments and activities.

Chapter-3: discusses the initial communication & dissemination activities the project has already implemented (e.g. website, logo, social media, instruments, etc.).

Chapter-4: outlines the communication and dissemination plan of the project in terms of related instruments (e.g. newsletters, promotional videos) and of the implementation of future activities (e.g. organization of or participation in events, submission of scientific papers, pursuing of synergies).

Chapter-5: provides an initial exploitation plan for the project, in relation to the technical/scientific exploitable results.

2. Dissemination/Communication strategy and activities

2.1 Methodology and approach

The planned dissemination and communication activities have as main targets to:

- Identify and understand target groups, reaching out to audiences with all relevant communication channels, as well as raising awareness to the majority of the members of the target groups.
- Build progressively a distinctive brand identity for TOURAL, representative of the cornerstone values of the project; the style and spirit of this would be the guiding reference for instruments and activities.
- Define appropriate media and content for different target groups (research and academia groups as well as the Blue Economy Investors may need a very different approach from the general public, Twitter/X targets different groups from LinkedIn targets, etc.).
- Ensure communication activities leverage strengths of each project partner and their respective networks.
- Consider how project messages, results and outcomes could be spread in the most effective way through the envisaged WP6 communication activities (e.g. define the style/means of communication (photos, videos, text...) / frequency of publications, etc.).
- Implement a set of far-reaching communication activities that will properly support dissemination and impact creation.
- Perform tangible and artistic communication and dissemination of the project messages, vision, objectives, results and outcomes, ensuring the alignment of the outreached outputs with the project goals and objectives.

The following sub-sections describe the strategic planning of the dissemination and communication activities of the TOURAL project, and also the different methods and categories of the communication activities. The main aim, on which the planning of the dissemination and communication strategy was designed, was to ensure that the diffusion activities to be carried out will be implemented in a way that ensures maximum duration and effectiveness.

The dissemination and communication activities are related to strategies showcasing the concepts and the achievements or results of the project. Specifically, the dissemination and communication activities are related to the creation of the appropriate tools, so as to diffuse information related to the TOURAL project in the most efficient way. In order to make the dissemination and communication strategy work efficiently, the project has defined both activities and target groups, to whom the project outputs are addressed. Indicative target groups are national/local/regional public authorities, policy making bodies, research and academia, Tourism businesses (incl. SMEs), general public, relevant national/EU projects and initiatives (more details in §2.2).

Moreover, there was a definition of the type of activities to be carried out, targeted at the identified key actors and stakeholders. To this end, the aim is to use alternative modes of presentation and dissemination, having as upper target the awareness of as many people for the target groups, as possible.

The planned dissemination and communication activities, have as their main target:

- The tangible and artistic dissemination and communication of the project results to all interested parties.
- To raise awareness of the majority of the members of the target groups.

2.2 Target groups

Target groups which are benefiting from TOURAL results range from public authorities and policy makers to research/academia, tourism businesses, up to the public. The identified target categories, key target groups and indicative stakeholder types are outlined in the following Table:

Target Groups	Indicative actors
Public authorities	Regional authorities, development agencies, local councils and similar political bodies.
Policy makers	National authorities (ministries of tourism, culture, finance), policy making/support bodies.
Related initiatives, federations & projects	Initiatives e.g. ECCCH, EUCST, CCRE-S3,EDEN; projects e.g. BCThubs, or H2020/HEU/RDF/Intereg tourism projects .
Research/ Academia. NGOs	Research centers, universities, working groups in fields related to tourism (e.g. NGOs).
Tourism Businesses (incl. SMEs)	Businesses in tourism sectors, associations, regional agencies, tourism service providers & tour operators.
General public	Young and adult travelers (divers included), silver tourists, tourists in fond of cultural – natural-creative-scientific tourism.

Table 1: TOURAL identified target groups

2.3 Categories of Dissemination/Communication activities

Communication and Dissemination activities will be essential to ensure the successful achievement of the project objectives and maximize the project's expected impact. These activities will be closely coordinated with activities from other project WPs, to ensure a cohesive plan of action promoting the TOURAL outputs, and to support sustainability and legacy beyond the strict project lifetime.

Based on the specific characteristics of the TOURAL project and its particular communication needs, the following dissemination means/channels will be used:

- Communication instruments and channels such as website and social media.
- Scientific and other publications, conference presentations, organization of or participation in seminars and workshops.
- Collaborations establishment with relevant initiatives and projects (e.g. the other 3 rural tourism projects funded from the HORIZON-CL2-2023-HERITAGE-01-05 call).

2.3.1 Communication instruments

This category of dissemination activities refers to the creation of instruments to be used as "communication vehicles" for outreaching project messages and outputs to the wide audience. A very important element of the publicity of a project, which dovetails with the most dissemination activities, is the creation of the project's "visual identity". It is also important for the better promotion of the project, a reference to this "identity" to be strongly associated with the overall project and its results. Towards this direction, TOURAL communication campaign instruments will include i) project's logo and website; (ii) established presence and postings to social media (including also postings to news portals, blogs, etc.); (iii) press releases, newsletters, videos in media channels with diverse audiences; (iv) participation and project presentation in Innovation and Networking events and technological fairs and exhibitions; (v) participation and project presentation in other

networks/groups, where partners have strong links; (vi) organization of TOURAL regional workshops, and organization of an international conference (towards the end of the project).

More specifically, the planned channels and communication tools, to be used for maximizing project impact will be:

Logo and Visual Identity: TOURAL will adopt a captivating project logo and common graphics for the project templates (e.g. presentations, template report, etc.) and any published or publicly presented material (e.g. brochures, posters, flyers, etc.). A project motto will also be elaborated.

Creation of online channels and updating: A project website will be developed giving public access to relevant non-IP-sensitive results, downloadable outputs and other publishable documents. Furthermore, an e-newsletter will be created, approximately, every 6-12 months, which will include articles regarding project progress, announcements and achievements.

Creation of tools or instruments for press and Social Media: TOURAL will create dissemination / communication tools or instruments to be distributed through press, both electronic and printed, and also will have presence in social media (i.e. Facebook, X (ex-Twitter), Instagram, Linkedin, YouTube). More specifically, the planned activities foresee:

a) press releases/journalistic portal articles regarding the project and its addressed tourism verticals,
b) promotion through social media (i.e. dedicated TOURAL social media accounts, project partners accounts),
c) inviting media to main events (e.g. workshops, international conference) organized by the project.

For this reason, a press kit will be developed which will contain:

- *Writing project identity:* project description to be used for different requirements.
- *Project brand identity:* brand-related guidelines, related elements (logos, color scheme, motto).
- *Press release:* project description and information, in press format for easy publishing.
- *General TOURAL project presentation:* Project description in .PPT format.
- *Tweetable facts:* information about the project in a format that will allow the publishing of this information through X.
- *Photographs related to project activities:* A gallery of project-related photographs to accompany the published articles.

Project promotional material (Brochure, Flyers, posters, etc.): the effective communication of TOURAL project results will be accomplished through the creation and publication of printed and electronic promotion and information material, such as flyers, brochures, newsletters, poster(s) and short videos. Such multimedia materials will be developed for promotion:

- During selected events, where the project partners will participate, addressing technical and non-technical public results.
- During events that the project partners plan to organize. These events will be a unique opportunity for the consortium partners to present the TOURAL project, identify opportunities for future results' take-up in other countries and regions (not currently covered by the project), and also get feedback from main actors and stakeholders for project results improvements.
- Through international research institutes and companies, with which the project partners have a close cooperation.
- Through periodic and group e-mail notification, sent to partners' collaborators and clients base informing them about the project progress and achievements.

Printed/digital material to be also translated in project-languages to facilitate local engagement. Furthermore, certain digital material will be available for downloading from the project website.

2.3.2 Scientific publications, conference presentations, participation in seminars and workshops

The planned actions of this category include a detailed description of the project results and its technological "breakthroughs", disseminated in various ways. These include:

- Articles published in international scientific literature (e.g. International Journal of Tourism Sciences, Journal of Sustainable Tourism, Journal of Travel Research).
- Papers published and/or presentations to be made at international scientific conferences (e.g. International Conference on Tourism (ATINER), Thalassa, IACuDiT).

TOURAL is planning to be engaged in several outreaching events/workshops (including the organization of 13 awareness / training workshops), conferences and promotion events, while the consortium partners will attend up to 10 networking events/workshops. Moreover, an International Conference will be organized and hosted by AMU in the context of their chairing of UNESCO/Unitwin network in UW Archaeology, to present TOURAL activities and results, inviting stakeholders and policy makers from Tourism and Blue Economy, in general. Finally, TOURAL will prioritize open access publications supported by UNESCO and the EU Initiative on Open Access.

2.3.3 Collaborations establishment with relevant projects and initiatives

TOURAL will try to establish collaborations with relevant EU funded projects (e.g. relevant EMFAF, H2020/HEU projects) to reinforce the effectiveness of project activities through synergies; and further disseminate results to specialized audiences. Indicative examples include other projects funded through the HEU & EMFAF calls (i.e. EMFAF/ecoRoute, HEU/BCThubs).

In this direction, TOURAL will be actively engaged in clustering activities, seeking collaboration with the other three sister-projects in rural tourism, funded through the HORIZON-CL2-2023-HERITAGE-01-05 call.

Moreover, TOURAL will work towards establishing liaison with relevant EU initiatives (e.g. European Cultural Heritage Cloud / Community, EU Data Spaces for Cultural Heritage & for Tourism (e.g. DATES CSA), 'Senior Travel & Tourism for All').

The above efforts to pursue collaborations or synergies are expected to facilitate cross-fertilisation and transfer of knowledge and promote synergies to establish cluster participation in events and publications mutually promoting projects' results; while fostering the dissemination and possible uptake of certain TOURAL outputs and future outcomes.

2.4 Project publicity - Mandate to use EU flag & funding statement

According to the project Grant Agreement (GA) article 17.2 "Visibility — European flag and funding statement"

[…*communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant* ***must acknowledge EU support and display the European flag (emblem) and funding statement*** *(translated into local languages, where appropriate)*].

The two statement options referenced in article 17.2 are: "Funded by the European Union" and "Co-funded by the European Union".

In the case of the TOURAL project, **the "Funded" option should be used by all beneficiaries in all their project communication and dissemination actions**. Following is a graphical illustration of the compulsory statement according to GA article 17.2:

Figure 1: Compulsory "Funded" statement to be used in all TOURAL communication/dissemination actions

3. Initial Dissemination & Communication activities and material

In this chapter, we briefly describe the initial dissemination and communication activities carried out by the project partners, for promoting the TOURAL project. These activities were conducted according to the methodology described in Chapter 2 above.

3.1 TOURAL website

The website of the TOURAL project (www.toural-project.eu) is a dynamic communication mean (i.e. an online platform that represents the main face of the European project, on the Internet), which is updated, expanded and adjusted on a continuous basis. The website provides useful information about the project to any interested party, especially the members of the target groups. It is the first virtual showcase to present information about the project, partners, activities and other data in a structured and accessible way to wide audiences.

3.1.1 Domain name registration

ATLANTIS has already acquired and registered the domain name "toural-project.eu". Moreover, the consortium will consider in the future the possibility of registering additional TOURAL domains related to the partners' national locale (e.g. toural-project.fr, toural-project.gr, toural-project.bg, etc.).

3.1.2 Development and maintenance of TOURAL website

ATLANTIS designed and developed the TOURAL website, which is also mobile-friendly. The website was designed to provide various communication options, such as:

- *Communication on the identity of the project:* The website offers the opportunity to share key information about the identity, mission and values of the project in a clear way, with visual elements (e.g. photos, videos, or other audio-visual streams as they become available).
- *Institutional and Scientific Communication:* sharing information on the project structure, funding, teams, and scientific articles and papers related to the project.
- *Event Communication:* sharing information on the participation in events relative to the project, including the events organized by the project.
- *Communication between partners and the general public:* direct communication through the website in terms of a web-form and by the sharing of URL links to project social networks. Furthermore, a "sign-up" facility is available to facilitate building of a community of interested parties around TOURAL - to spread project news and status; and stimulate community building for future collaboration and interaction. Subscription to the TOURAL e-newsletter will be pivotal for this aim and will be encouraged not only from the website, but also through all possible means (e.g. social media, physical or virtual presentations, posters).

More specifically, currently the website presents 8 main categories:

1. ***About TOURAL:*** brief info and overview of the TOURAL funded project.
2. ***Project Partners:*** presentation of the TOURAL consortium partners.
3. ***Project Regions:*** brief description of the project's regions (i.e. North Sporades, Danube Delta LAG, Island of Pag/Village Simuni, Nessebar, Province of Teramo, Kutsurub).
4. ***News and Events:*** information about the project's latest news and participation in different events (conferences, seminars, workshops, etc.), including illustrative pictures.
5. ***Digital tools:*** description of the various digital tools to be implemented throughout project lifecyle.
6. ***Scientific Papers:*** approved paper-abstracts which were presented (or to be presented) in international scientific events; includes links to download the paper-abstracts.
7. ***Public Material:*** provides access to the project's dissemination and communication material.

8. ***Contact Us:*** presents basic project contact data, and enables visitors to communicate with TOURAL partners.

The website also enables the visitor to connect with the project's social media: Facebook, X (ex-Twitter), LinkedIn and Instagram profiles. The *Newsletter Subscription Form* is available at the bottom of the Home page, which can be filled in by the visitor if he/she wishes to sign up in receive project's *"Newsletter, Updates and News"*. Finally, the visitor can see the logo of the project at the top left of the page, while the European flag and the sentence *"Funded by the European Union"* appears at the bottom of each page (page footer). Finally, the website is also EU GDPR compliant.

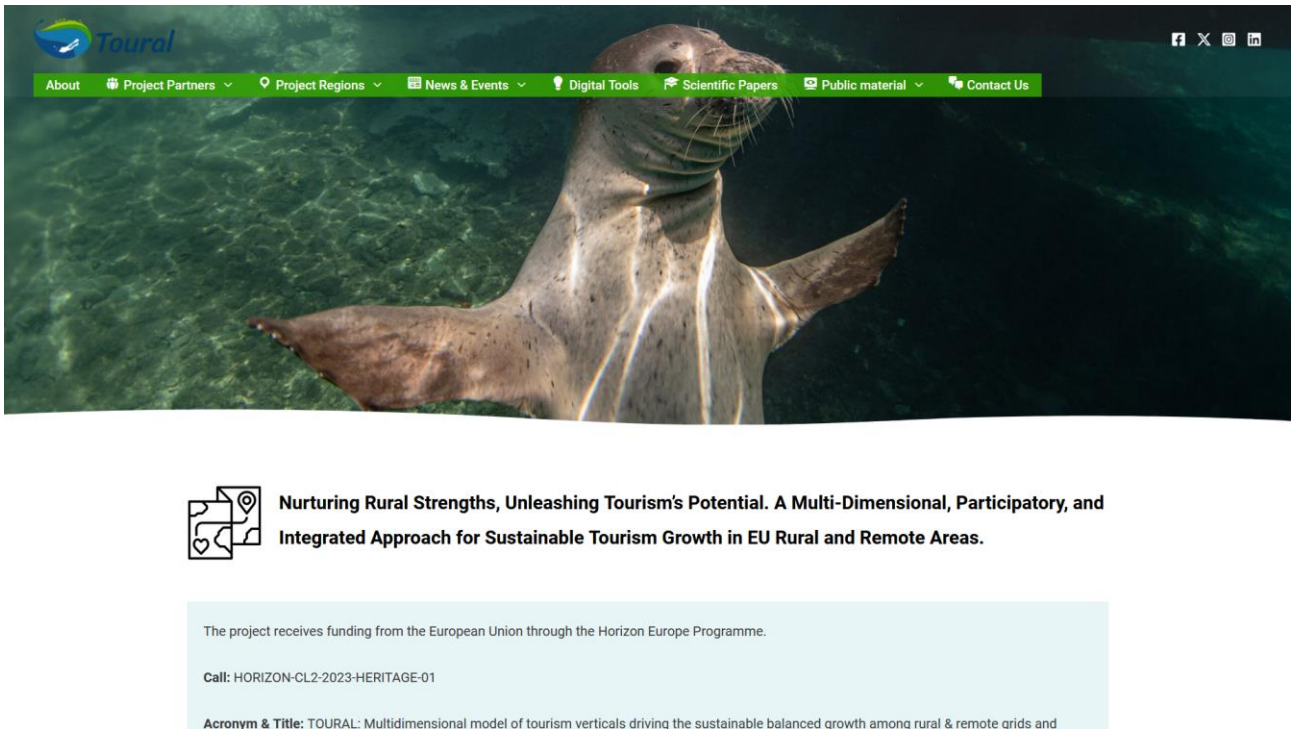

Image 1: TOURAL Home Page

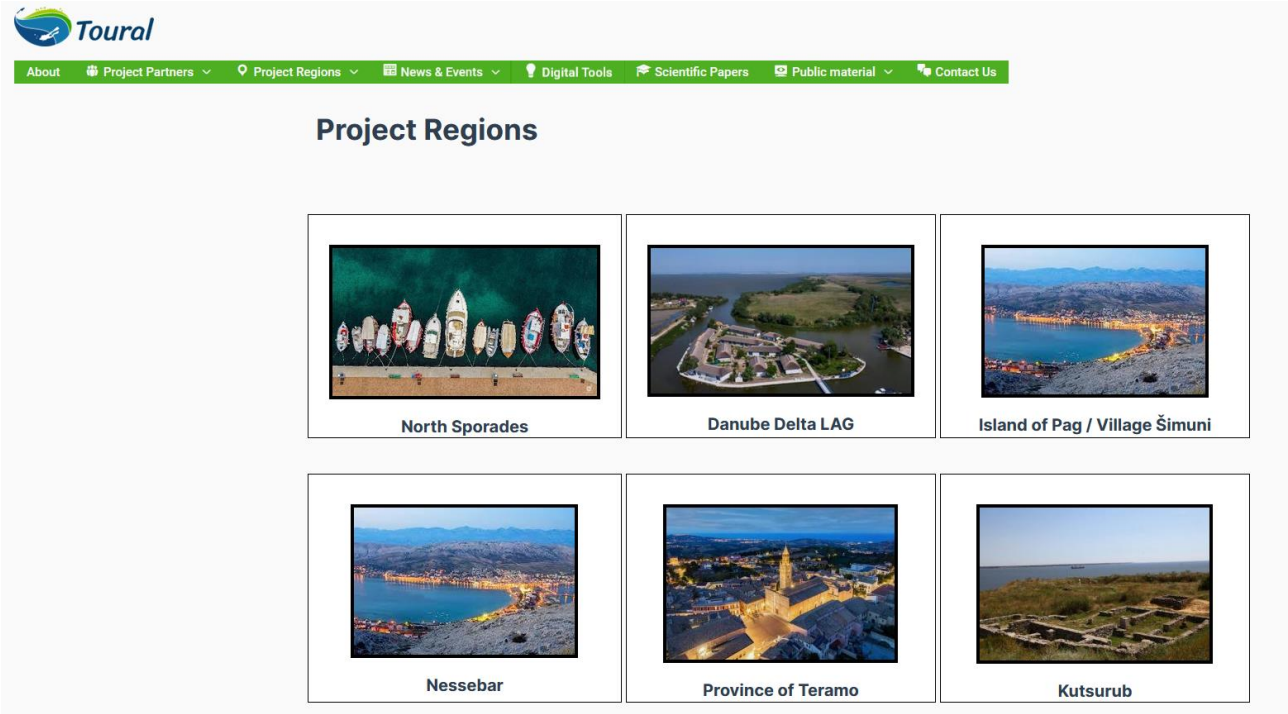

Image 2: "Project Regions" page

3.2 TOURAL Social Media

3.2.1 Social Media Communication strategy

Implementing a communication strategy on social media is essential to achieve the following goals:

- **Awareness:** increasing the understanding of the values and outcomes offered by the project.
- **Participation:** promoting the participation and engagement of relevant stakeholders with project activities.
- **Action:** sharing information on the TOURAL outputs, events, activities, achievements, outcomes, etc.

More specifically, to achieve audience engagement and increase interest in the project activities and outcomes, ATLANTIS designed a **Social Media Communication Strategy** to be implemented as an integral element of the TOURAL communication strategy. The aim is to establish an interactive presence of the TOURAL project across all social media platforms, reinforcing visibility and accessibility to users. Our primary focus will be on platforms where we identified the project's target audience is usually more active like Facebook. In addition, on all platforms like Meta (Facebook & Instagram), X, LinkedIn and YouTube, the content will be tailored to meet the specific needs of both TOURAL and the general audience.

To this end, a Social Media Awareness Campaign is designed to engage users and attract more followers. Main foreseen activities:

- Publish posts under the following topics: Project Introduction (Who are we & why), Meetings updates, "Meet the Team" intro video, Important Events.
- Use more images, videos, infographics and shorter texts as well as call to action phrases such as: "Share now, Follow us for more, See more +link", etc. to encourage interaction and increase engagement.
- Our strategy in this front is to increase engagement of the target groups, using hashtags in different social media posts. Following is an indicative list:

Indicative list of TOURAL Hashtags	
#Sustainabletourism	#Culturalheritage
#EUInnovation	#CulturalTourism
#HorizonEurope	#Tourismodels
#HorizonEU	#SustainableTourismDevelopment
#ResearchImpactEU	#EU_REA

Table 2: Indicative list of TOURAL hashtags

- Follow the Marketing Rule 80/20: 80% useful content, 20% self-promotion and provide informative content with value to the audience, thus emphasizing the usefulness of the project.
- Make a reference to Global Days (e.g. World Tourism Day on 27th of September) relevant to the project scope.
- Link Building: Redirect to project's website in every post, by republishing on corporate platforms any content uploaded to the project's website (e.g., press releases, articles, news, conferences).
- Email marketing campaign: Building scenarios for emailing using platforms e.g. Mailchimp, indicatively: 1st email: Introduction of Project, 2nd email: Meet the Team & Our Mission to gradually build up interactions with the audience through and build a community.
- Social Media Guide of Best Practices to follow on each platform in terms of algorithm efficiency:

Platform	Facebook	Instagram	LinkedIn	X	YouTube
What	Reels, videos, stories, posts.	Reels, videos, stories, posts.	Articles, podcasts, videos.	Threads.	Videos & Short Videos.
How often	**OK** 3 posts & 3 stories/week **BEST** 1 post & 1 story/day	**OK** 3 posts & 3 stories/week **BEST** 1 post & 3 stories/week	**OK** 3 posts/week **BEST** 1 post/day	**OK** 3 posts/day **BEST** 10 posts/reposts /day	**OK** 1 video & 1 short/week **BEST** 1 video & 1 short/day

The published Social Media content will not be limited to textual messages. It may also include graphics, web publications, links from external organizations, images, videos and news to be shared. Attention will be paid to present quality and creative content to raise the interest of the audience, providing them with knowledge or encourage them to act. The social media pages were created, illustrating the TOURAL logo, on Facebook, Instagram, X (ex-Twitter), and LinkedIn.

In this direction TOURAL shall also follow the Horizon Europe recommendation "Communication about your Research Project using Social Media", making appropriate references ("mentions") depending on the social media channel, as illustrated below:

@REA_research @EUgreenresearch @HorizonEU @CORDIS_EU

@European Research Executive Agency

@EU Science, Research and Innovation

@EU Science and Innovation

@EU_Science

European Research Executive Agency

3.2.2 *TOURAL Facebook page*

The TOURAL Facebook page has been created in January 204. Currently, the account has 61 followers. The link for the TOURAL Facebook page is: https://www.facebook.com/touralproject.

The TOURAL Facebook page is updated regularly by the page's administrators, informing the followers about the latest achievements of the project and the development status.

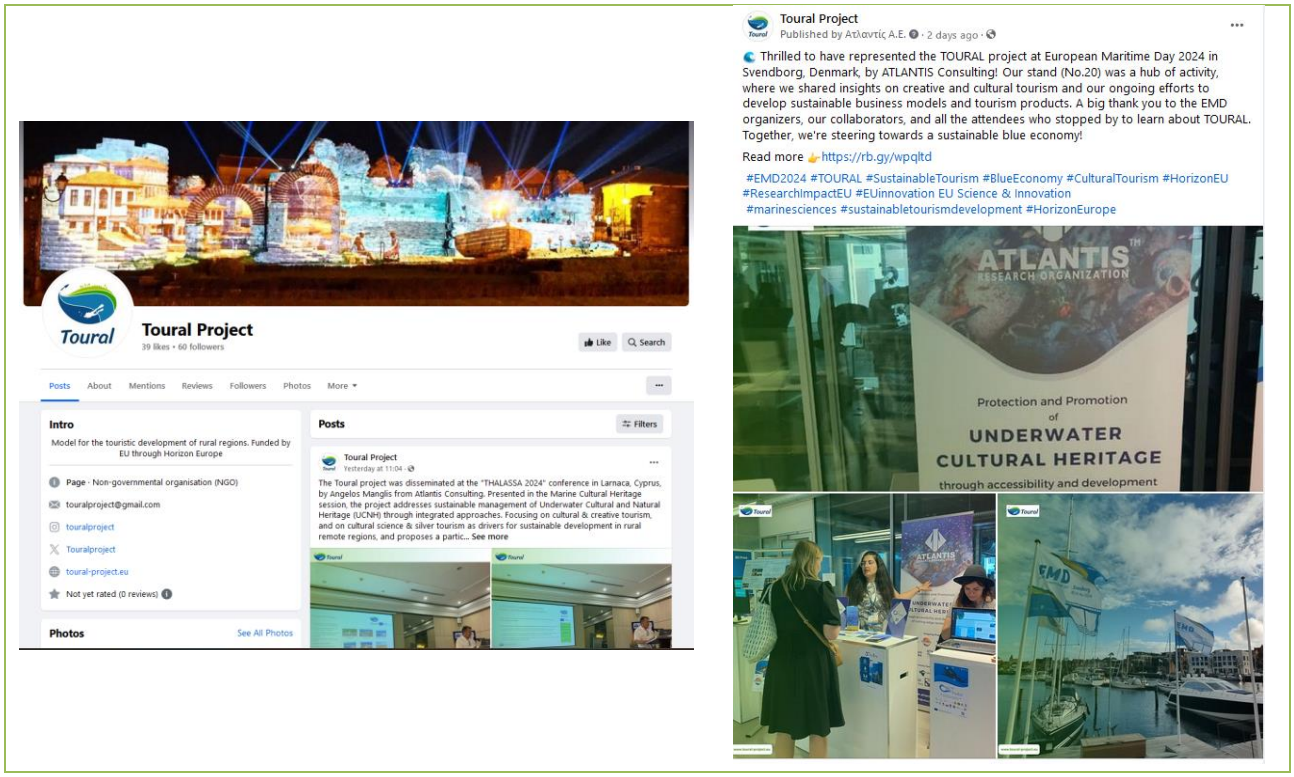

Image 3: TOURAL Facebook page

3.2.3 *TOURAL LinkedIn page*

The TOURAL LinkedIn page was created in January 2024, which has 48 followers so far. The link of the TOURAL LinkedIn page is the following: https://www.linkedin.com/company/touralproject.

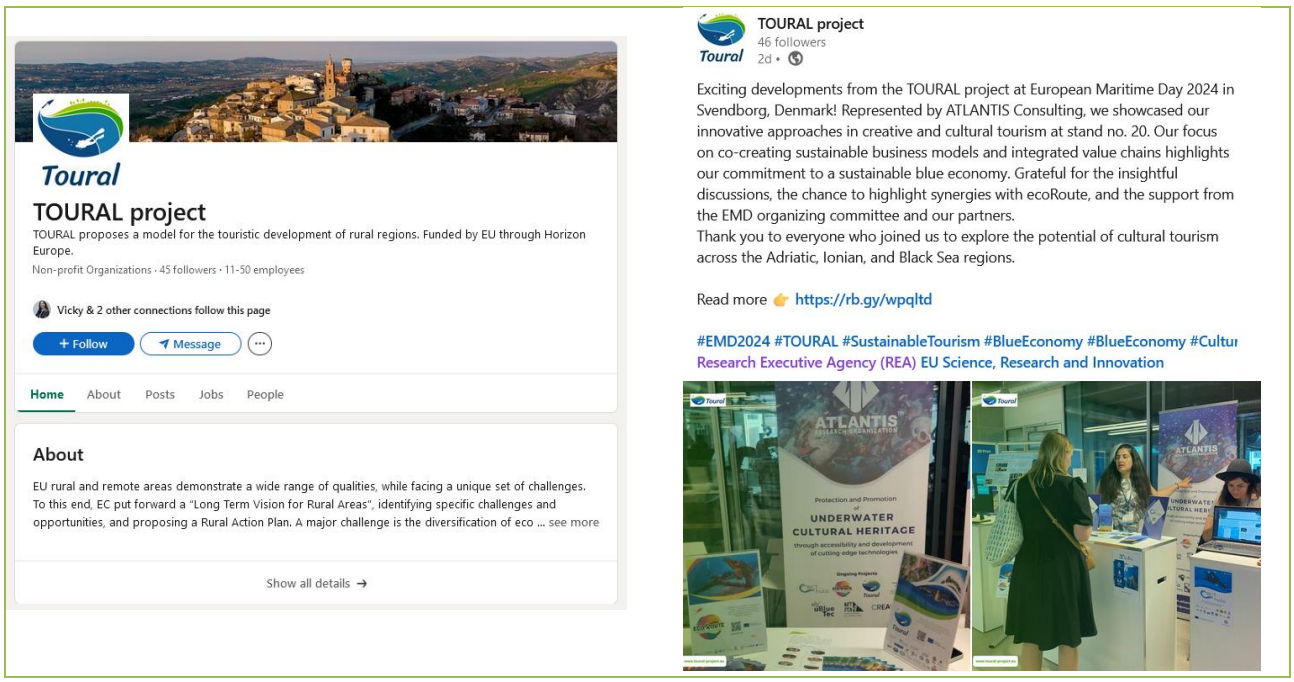

Image 4: TOURAL LinkedIn page

The LinkedIn TOURAL page offers the possibility to:

- Present the project to all page members;
- Start a conversation about the project;
- Inform page members about news, upcoming and past events, etc;
- Upload photographs from different events;
- Disseminate project newsletters.

3.2.4 TOURAL X (ex-Twitter) account

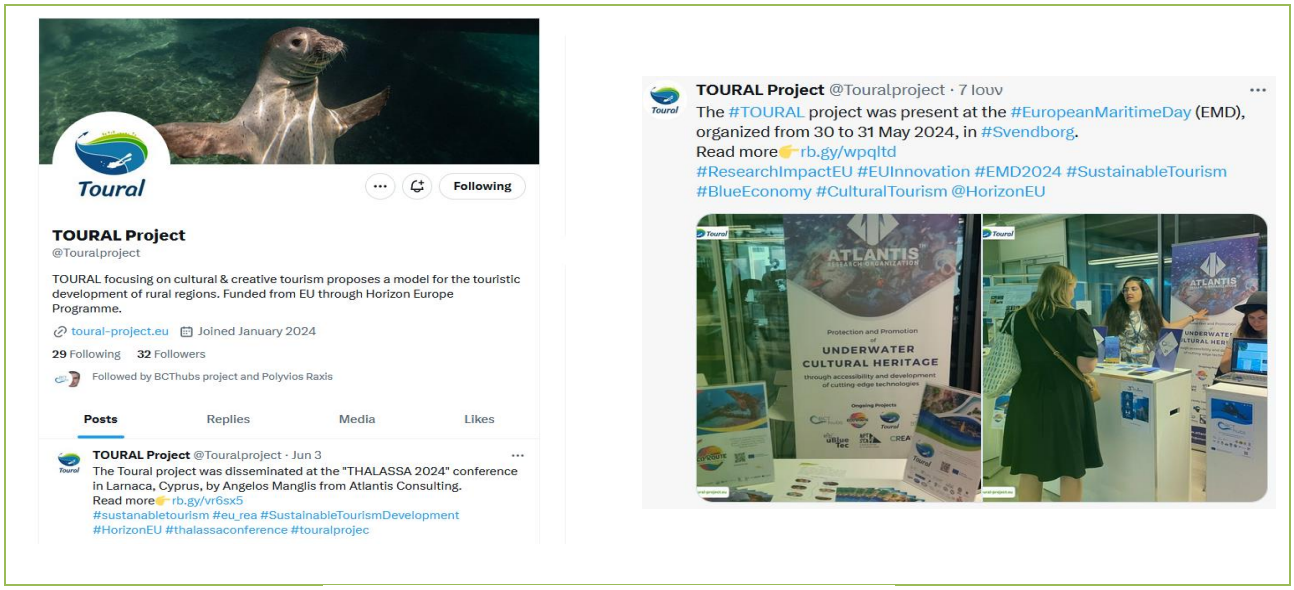

Image 5: TOURAL X account

The TOURAL X (ex-Twitter) account was created in January 2024, which has so far 32 followers. The link to the TOURAL X account is the following: https://x.com/Touralproject.

The TOURAL X account is the following (i.e. for search & retrieval of the account page): **@Touralproject.** The TOURAL X account is an easy and direct way to share news/photographs with the members and to inform them about the project's progress and highlights.

3.2.5 TOURAL Instagram account

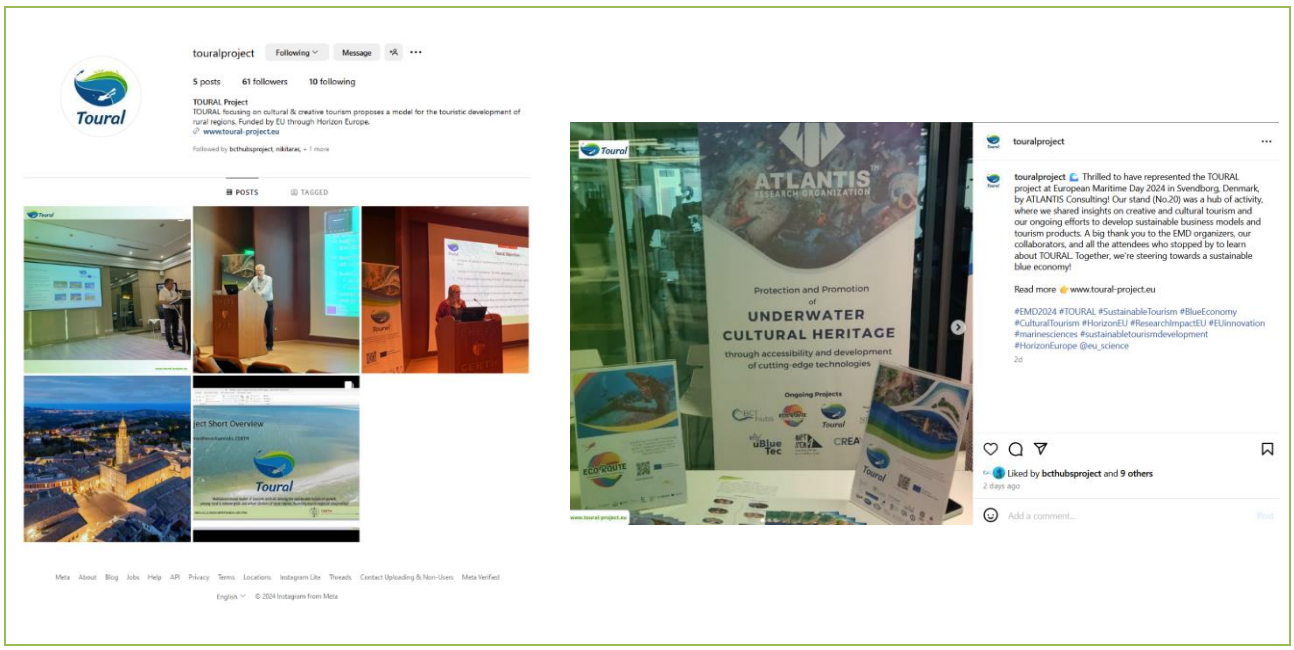

Image 6: TOURAL Instagram account

TOURAL is, also, active on Instagram. The project's Instagram account is available at the following link: https://www.instagram.com/touralproject.

TOURAL Instagram account has currently 62 followers, who are regularly informed about the project status and any implemented project activities.

3.3 TOURAL online link portfolio (LinkTree) and QR code

TOURAL leveraged the Linktree service (https://linktr.ee/) to build a link portfolio, through a unique URL directing to an online web page which provides a consolidated view (and corresponding links) of all main project social media accounts and the TOURAL website.

We selected Linktree, as it is the most popular link-in-bio tool, and its URL is trustworthy and identifiable. Furthermore, audiences are familiar with such links, feeling comfy and safe clicking on.

URL: https://linktr.ee/toural
For this URL, the project has prepared also a QR Core for quick online access:

3.4 TOURAL printed/electronic material

In the early stages of the project, the TOURAL consortium partners have developed some basic dissemination tools in order to start promoting the project to the widest possible audience, while ensuring that these tools are in accordance with the agreed dissemination and communication strategy. Particularly:

- Creation of the project "logo", which will be used in all printed and electronic publications that are related to the project.
- A basic flyer of the project, including the project partners, project scope and project regions.
- A project poster/card and a roll-up banner to be used in exhibitions and workshops, where the project partners will participate in.
- Project triptych including basic data about the project and its objectives.
- Project 1st Newsletter containing information about the project achievements at its early stages.
- Press release regarding the initialization of the project.
- Project presentation to be used in various events/workshops providing general information about the project, its objectives and expected results.

3.4.1 Project logo

Two different versions of the project logo were developed, serving diverse illustration requirements (e.g. for the website, for Instagram, for the project poster, etc.). These are presented below (transparent and white background versions):

3.4.2 Project flyer

For the promotion of the project through printed and electronic information material, the consortium has already created the project's flyer in English - to be translated in additional project languages. It presents the project scope, the partners and the project's regions. Furthermore, the project's social media accounts are highlighted.

Image 7: TOURAL project flyer

3.4.3 Project poster & Roll-up banner

TOURAL has created a project poster (A3 size), a project card (A5 size) and a roll-up banner, which will be used by the project partners in exhibitions and workshops they will participate in. They present the project partners and project's social media accounts, while providing access to the project's website, through a QR code.

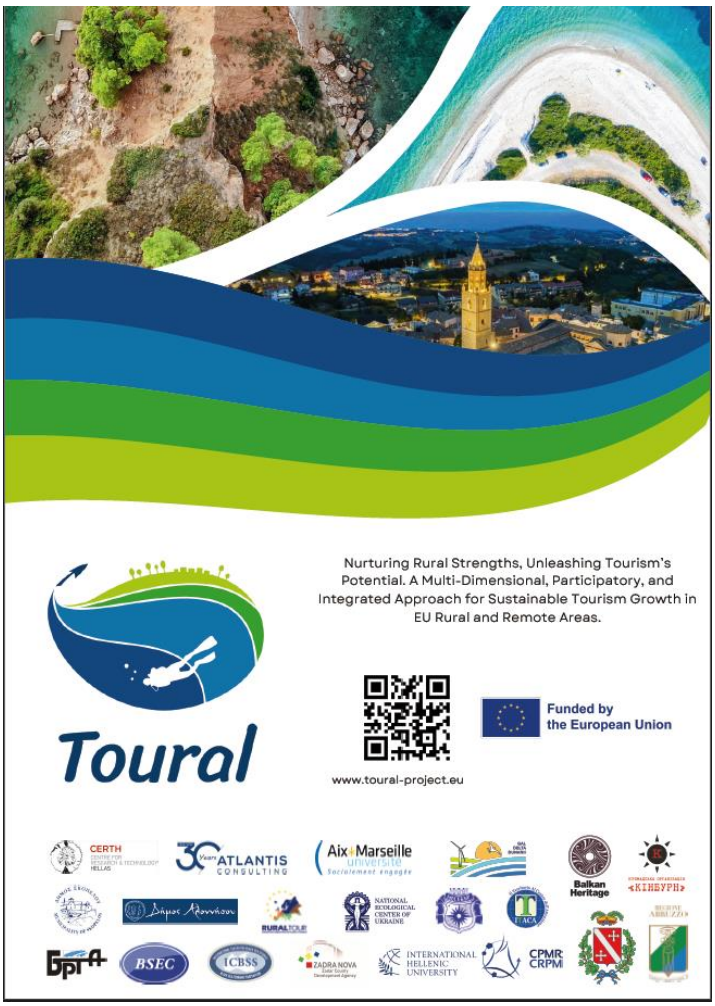

Image 8: TOURAL poster / card (A5 size)

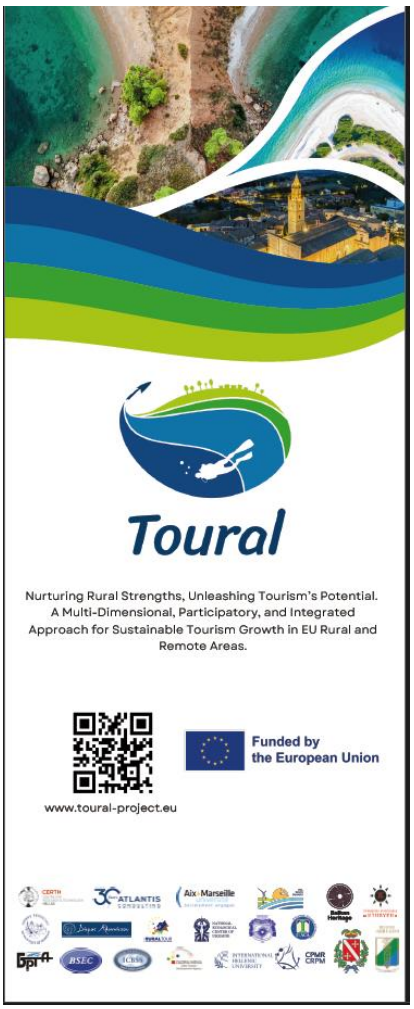

Image 9: TOURAL Roll-up Banner

3.4.4 TOURAL project triptych brochure

The project's triptych brochure was created, illustrating general information about TOURAL and its objectives, providing also a brief description of the project's tourism destinations.

Image 10: TOURAL triptych brochure

3.4.5 *TOURAL 1st Newsletter*

The 1st newsletter of the project has been created and will become available for publication through the project website, and for distribution through partners' networks. The cover page of the newsletter is illustrated below:

Image 11: TOURAL 1st Newsletter

3.4.6 *TOURAL press release*

A press release was developed about the initialization of the project, containing also basic information about the project (i.e. project scope and objectives, project partners, project budget, social media accounts).

Press release

New tourism models for the sustainable development of rural & remote areas

Place, date EU's rural remote areas demonstrate a wide range of qualities, while facing unique challenges. A major challenge is the diversification of economic activities beyond the traditional agriculture-farming-forestry sectors, as enablers for stimulating economic growth. Evidently, tourism could become an anchor for the economic development of rural and remote areas. A new just approved EU funded project is going to address these types of challenges in the next 3 years.

Toural

Funded by the European Union

Motivated by the above considerations, **TOURAL focuses on cultural & creative tourism as drivers for sustainable development**, paying at the same time a premium to the EU Tourism Transition Pathway requirements, within the context of smart multi-destination and multi-dimensional tourism offerings empowered by macro-regional tourism cooperation. TOURAL **proposes a model to support the touristic development of participating rural regions**, balancing the growth of their urban clusters with the untapped growth potential of their remote and rural cells.

The project's approach is **multi-dimensional** in terms of addressing complementary tourism verticals/niche sectors (underwater cultural & nature heritage tourism, cultural & creative tourism, cultural science tourism, silver tourism); **participatory** in terms of co-designing policy pathways and tourism offerings/services, co-creating business models and tourism products, and co-validating small-scale tourism services implementations; and **integrated** in terms of joint planning and business development with integrated value-chains, policymaking and cross-border cooperation, at macro-regions level. The scope of foreseen interventions **includes 3 regions from the Adriatic-Ionian macro-region** (Italy, Croatia, Greece), and **3 regions from the Black Sea Basin** (Bulgaria, Romania, Ukraine).

TOURAL will develop multidimensional models of tourism verticals driving the sustainable balanced growth among rural & remote grids and urban clusters of rural regions fostering macro-regional cooperation. The project is implemented in the framework of Horizon Europe Programme, while its total budget (funded by the European Union) amounts to 2.999.927€. Its duration is 36 months and consists of 20 partners coming from Greece, Bulgaria, Romania, Italy, Croatia, France, Türkiye and Ukraine.

toural-project.eu
@touralproject
@touralproject
@touralproject
@touralproject

Discover Toural:
https://linktr.ee/toural

Image 12: TOURAL press release

3.4.7 Project presentation in .ppt format

A general project presentation was created in order to be used by the project partners in various events (i.e. workshops, conferences, exhibitions) they are planning to participate in. This presentation includes a description of the consortium, the main challenges behind the project idea, the project objectives, the project's Pillars & Overall Framework, the participating pilot regions and also links for the project's social media accounts.

Toural

New tourism models for the sustainable development of rural &remote areas

https://touralproject.eu/

Project overview

Speaker's Name

Partner's logo

Title of the event/conference/meeting + date

Basic Project Data

Project Title:	*New tourism models for the sustainable development of rural & remote areas*
Acronym:	Toural
Horizon Call | Topic:	HORIZON-CL2-2023-HERITAGE-01
GA number:	10113248g
Startend date:	1/1/2024 – 31/12/2026
Duration:	36months
Max grant amount:	€ 2 999 927
Number of partners:	20
Countries involved:	9
Coordinator:	CERTH

Funded by the European Union

Funded by the European Union

DD-MM-YY

2

Toural

Image 13: TOURAL Overall project presentation

3.5 Participation in events

3.5.1 Forward Green Expo 2024

TOURAL was presented by ATLANTIS Consulting in Forward Green Expo 2024, which took place on March 7-9, 2024 at TIFF Helexpo, in Thessaloniki, Greece.

The 'Forward Green' (FG Expo) trade show and conference is a HELEXPO endeavour designed to foster a fresh entrepreneurial mindset in Greece. It focuses on promoting a circular economy, sustainable development, and the evolution of business models, all with the goal of preserving the natural resources and advancing towards a sustainable future.

A significant number of visitors had the opportunity to learn about TOURAL and its upcoming results, through project's dissemination material, while bilateral discussions were held with visitors, who expressed their interest about TOURAL project.

Image 14: TOURAL @Forward Green Expo 2024

3.5.2 WRECKS4ALL 2.0 International Conference

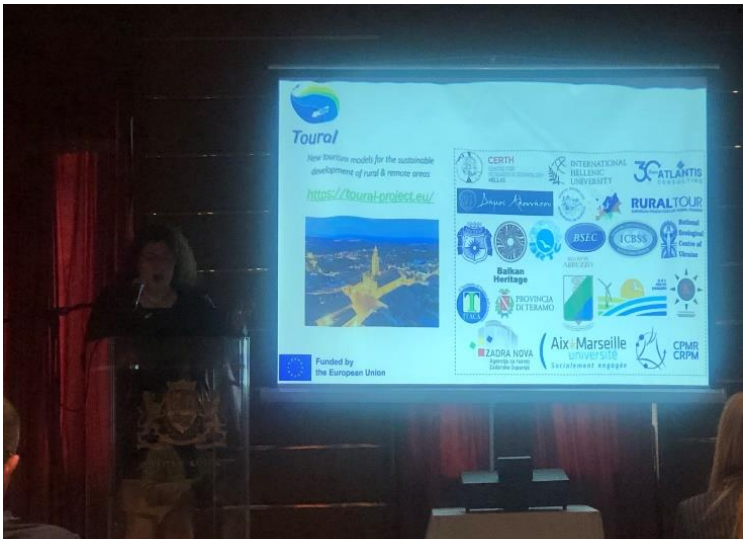

Image 15: TOURAL presentation @ WRECKS4ALL 2.0 Conference

AMU presented TOURAL and its objectives during the *"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'.

3.5.3 *BEYOND Expo 2024*

The TOURAL project was disseminated by ATLANTIS Consulting, in the Beyond Expo, one of the world's leading showcases for innovation, business development and technology. Beyond was held in Thessaloniki, Greece during 25-27/04/2024, with a special focus this year on artificial intelligence (AI). BEYOND was organized by TIF – HELEXPO, Be-Best, and the Industry Disruptors Game Changers (IDGC), with co-organizers including the Ministry of Digital Governance, the Region of Central Macedonia, the Central Union of Municipalities of Greece (KEDE), and the City of Thessaloniki. It was held under the auspices of the Ministry of the Interior (Macedonia-Thrace Sector), the Ministry of Tourism, and the Panhellenic Association of General Secretaries of Local Government "Kleisthenis".

Image 16: TOURAL presence at BEYOND Expo 2024

At BEYOND, ATLANTIS informed the visitors of its booth about the purpose of the project, emphasizing that the action of co-creating business models and tourism products, as well as planning and business development with the active involvement of local communities and tourism value chains, could boost the creative and cultural tourism potential in European rural areas, when effectively combined with additional tourism verticals (e.g. cultural science tourism, silver tourism). Visitors were presented with information about the TOURAL tourism destinations in the Adriatic-Ionian (Greece, Italy, Croatia) and in the Black Sea (Bulgaria, Romania, Ukraine) sea basins.

3.5.4 *GlobalMED*

AMU presented a poster regarding TOURAL (***TOURAL: Objectives, activities and expected results***) at the 3rd annual meeting of the GlobalMED network, that in 2024 focused on the theme: *Heritage in the Mediterranean: Global issues. 3rd meeting of the GlobalMed network - The Mediterranean and the world from Prehistory to the present day*.
The poster presentation took place on 23rd of May 2024 followed by workshops and seminars at the Maison Méditerranéene des Sciences de l'Homme, Salle Germaine Tillion, Aix-Marseille Université, France.

Image 17: TOURAL poster presented at GlobalMED

3.5.5 5th Olympus ICSC International Conference 2024

IHU presented online a paper titled "Modeling and Optimization of Processes in a Mixed-Use Harbor" at the 5th Olympus ICSC International Conference 2024. The paper provided an in-depth analysis and discussion of the issues associated with operating mixed-use ports. Specifically, the paper focused on developing dynamic models and optimization techniques to address challenges in managing mixed-use ports, including ensuring efficiency and safety, addressing environmental considerations and sustainability, complex management, risk management, operational strategies, and balancing stakeholder needs. The connection with TOURAL lies to the fact that these models may be used for the analysis of the impact that touristic areas may have. The conference took place from May 24th to 26th, 2024, at the Cultural Centre “Ekavi” in Katerini.

Image 18: TOURAL paper presentation @ 5th Olympus ICSC International Conference 2024

3.5.6 European Maritime Day (EMD) 2024

Image 19: TOURAL @EMD2024

TOURAL was disseminated during the European Maritime Day (EMD) 2024 which was organized on 30-31 May 2024, in Svendborg, Denmark by the European Commission, the Municipality of Svendborg and the Danish Maritime Authority. EMD is the annual two-day event during which Europe’s maritime community meet to network, discuss and forge joint action.

It targets maritime professionals, entrepreneurs and ocean leaders. The project was represented by ATLANTIS Consulting, which participated as an exhibitor at EMD 2024 with its own stand (no. 20). Visitors to the stand had the opportunity get TOURAL printed communication material (e.g. TOURAL, card). Moreover, ATLANTIS representatives held discussions with stakeholders and representatives of other related projects, who expressed their interest in the project; and also investigated the possibilities for future collaborations on tourism-fields.

3.5.7 THALASSA 2024 Conference

TOURAL presented at the scientific conference "THALASSA 2024" organized by the Cyprus Marine and Maritime Institute (CMMI), which took place on May 28th and 29th in Larnaca, Cyprus. The purpose of the conference was to serve as a platform for the exchange of knowledge and experiences, bringing together experts and stakeholders from academia, research institutes, industry, NGOs, and the public sector.

Mr. Angelos Manglis from ATLANTIS Consulting presented the TOURAL project in **Session 5 ‘’Marine Cultural Heritage”** about the "*Integrated approaches fostering capacity building, protection, preservation, and sustainable valorization of Underwater Cultural and Natural Heritage"*. He emphasized the need to present a model to support sustainable tourism development in rural areas, with tourism as a driving force for the economic development of rural and remote areas, enhancing rural strengths. Additionally, he presented the scope of TOURAL, including its participatory model targeting sustainable tourism development (business models, tourism products) and the creation of smart, multi-destination and multi-dimensional tourism offerings, specifically involving 3 regions from the Adriatic-Ionian Sea (Greece, Italy, Croatia) and 3 regions from the Black Sea (Bulgaria, Romania, Ukraine).

Image 20: TOURAL presentation at THALASSA 2024 Conference

3.5.8 15th Annual meeting of the Scientific and Technical Advisory Board (STAB)-UNESCO

During the annual meeting of the Scientific and Technical Advisory Board (STAB) of the 2001 Convention on the Protection of underwater cultural heritage, that took place at UNESCO premises in Paris, on 4th of June 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.

Image 21: TOURAL presentation during UNESCO's STAB meeting

3.5.9 Meeting of the Working Group (WG) on Culture of the Organization of the Black Sea Economic Cooperation (BSEC)

On 15th of March 2024, the TOURAL project was presented at the Meeting of the WG on Culture of the BSEC Organization, by the International Centre for Black Sea Studies (ICBSS | TOURAL partner), in its capacity as BSEC related body. The meeting was held online with the participation of Senior Officials from the Ministries of Culture of the 13 BSEC Member States.

The ICBSS presented the project and underlined the opportunity for continuous flow of information along the project's duration. On behalf of the County-Coordinator, the Republic of Armenia, the Chairman of the WG expressed her interest in exploring project's applicability in inland rural areas.

Image 22: TOURAL presentation @ BSEC WG

3.6 Submission of scientific papers / posters

The project so far has submitted the following posters and paper abstracts (or full papers) for peer-review at the following scientific conferences:

1. 5th Olympus ICSC conference (May 2024): paper abstract (approved and presented), and full paper (approved), '*Modeling and Optimization of Processes in a Mixed-Use Harbor*'.
2. 3rd annual meeting of the GlobalMED network (May 2024): project poster (approved and presented), '*The TOURAL project: Multidimensional model of tourism verticals driving the sustainable balanced growth among rural & remote grids and urban clusters of rural regions, fostering macro-regional cooperation*'.
3. THALASSA 2024 conference (May 2024): paper abstract (approved and presented), '*Integrated approaches fostering capacity building, protection, preservation, and sustainable valorization of Underwater Cultural and Natural Heritage*'.
4. Changing Cities conference (June 2024): paper abstract and full paper (both approved, will be presented end of June 2024), '*Harnessing local resources for resilient communities: Urban Heritage and Creative Tourism in peripheral areas*'.
5. AIAI2024 conference (June 2024): paper abstract and full paper (both approved, will be presented end of June 2024), 'Tourist flow projection in response to weather variability for sustainable tourism and management'.
6. IACuDiT conference (Sept. 2024): paper abstract (approved and will be presented) and full paper (not approved yet), 'Fostering Sustainable Development through Cultural & Creative Tourism in Rural & Remote Areas'.
7. Conference Olvian Forum | Strategies of the countries of the Black Sea region in the geopolitical space (Mykolaiv, June 2024): paper abstract (approved and presented), "Perspectives of the post-war development of the tourist potential of the Kutsurub territorial community".

3.7 Synergies with other EU projects/initiatives

A synergy was established with the EU project "**CREAMARE**- Linking Creativity, Culture and Media Technologies in the transnational co-production of digital interactive products for the communication of Maritime and Underwater Cultural Heritage". TOURAL was presented during CREAMARE's project meeting, held in Zagreb, Croatia. Between these two projects there is a substantial common ground for cooperation and cross-fertilization of knowledge and results due to the fact that both projects share a common UWCH site.

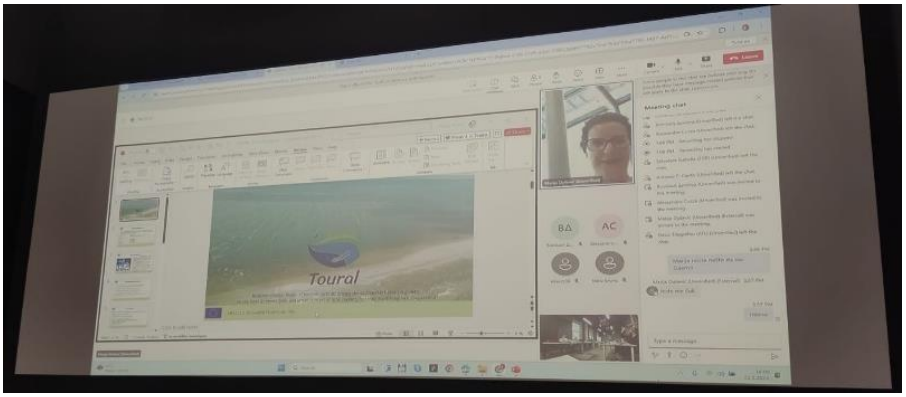

Image 23: TOURAL presentation during CREAMARE's project meeting

3.8 Other communication/dissemination activities

As part of her visit on 22/02/2024, the French Minister of Higher Education and Research, Sylvie Retailleau, immersed herself in the cutting-edge work carried out at the Maison Méditerranéenne des Sciences de l'Homme (MMSH), Aix-Marseille University. The research team had the honour of presenting to the Minister the research currently underway within its walls. The event was also marked by a presentation of three EU funded projects, among them TOURAL, offering a privileged time for sharing the main project's objectives and goals with the French Minister.

Image 24: TOURAL short presentation during the visit of the French Minister of Higher Education and Research

4. Dissemination and Communication Plan and Future Activities

4.1 Creation and publication of videos and/or TV spots

TOURAL will create videos or TV spots to inform the target groups about the project progress and main achievements. Such videos will be used during TOURAL events, and will be distributed via appropriate channels to target stakeholders (e.g. YouTube channel). Note: no video has been produced yet.

4.2 Creation of Press Releases and Newsletters

During the lifetime of the project, press releases will be published for public communication on main project outcomes having important impact on the society and/or dedicated communities. The first press release has been already published early in the first project months announcing the project.

TOURAL has already created its first newsletter for the first project year. Biannual e-newsletters shall follow after the 1st year, describing the evolution of the project framework, and announcing achievements as well as interesting news and initiatives.

4.3 Publication of Scientific Papers

The planned actions of this category include a detailed description of the project goals, approaches/models, results and its technological "breakthroughs" – to be disseminated in various ways, such as:

- Articles to be published in international scientific literature.
- Papers or posters to be submitted and/or presentations to be made at international scientific conferences, where the project partners will participate (see also section 4.4).

Note: The project so far has submitted several posters and paper abstracts (or full papers) for peer-review at scientific conferences. Please refer to §3.6 for the full list.

4.4 Participation in / Organization of Conferences and Events

Most of the TOURAL consortium partners are regularly engaged with workshops where scientific and industrial leaders participate. The table below outlines the planning of events (conferences, expos/fairs, workshops, etc.), where TOURAL will be presented directly (e.g. dedicated session-presentation, dedicated thematic workshop within a wider conference) or indirectly (e.g. poster, distribution of dissemination material, short presentation as part of a side-presentation) in the near future:

Event Name	Event Theme	Date	Location	Attendance (approx.)	TOURAL partner	TOURAL material outreached
International conference "Widening the Big Blue Horizon"	HEU/BCThubs international conference on Blue Culture tecs & strategies for protection and promotion of UWCH.	Dec 2024	Volos, Greece	200	ATL	Submission of paper abstract. Project dedicated presentation, distribution of printed material.
EMD 2025	Annual EU meeting point on maritime affairs and sustainable blue growth.	Q2 2025	TBD	2000	ATL	Possibility to organize thematic workshop. If application accepted, there will be a dedicated TOURAL presentation.

Event Name	Event Theme	Date	Location	Attendance (approx.)	TOURAL partner	TOURAL material outreached
Forward Green 2025	Annual exhibition for the green economy.	Mar./2025	Thessaloniki, Greece	2.500	ATL	Distribution of dissemination material, bilateral meetings. Project presentation at the pavilion of ATLANTIS
BEYOND 2025	Annual digital technology exhibition.	Mar./2025	Thessaloniki, Greece	10.000+	ATL	Distribution of dissemination material, bilateral meetings. Project presentation at the pavilion of ATLANTIS.
6th international Conference on Changing Cities	Cities' transitions towards smart & green development. Special session on "CH as a contributor to territorial / urban resilience".	June/2024	Rhodes, Greece	300+	ATL	Paper submission. Dedicated project presentation. Bilateral meetings with stakeholders; distribution of material.
AIAI2024	AI Applications for achieving the Green Deal targets (AI4GD)	27-30 June 2024	Corfu, Greece	200	CERTH, IHU	Paper submission & presentation. Promotion of project goals and objectives.
International Conference of International Association of Cultural & Digital Tourism (IACuDiT)	Conference about Innovation and Creativity in Tourism, Business and Social Sciences	Sept./2024	Naxos, Greece	300+	ATL	Paper submission; dedicated project presentation. Bilateral meetings with stakeholders; distribution of material.
MAGS 2025	Maritime Archaeology Graduate Symposium	Q2/2025	Ioannina, Greece	200	ATL	Submission of a paper regarding TOURAL achievements; project presentation; distribution of material.
TOURAL International Conference	Conference related to cultural tourism to be organized by AMU (TOURAL final international event)	Febr./2026	TBD	1.000	AMU	Project presentation; bilateral meetings; distribution of material.
BSEC Working Group on Culture	Semestral meeting of Senior Officials from the Ministries in charge of Culture of the 13 BSEC Member States, BSEC Related Bodies and Observers	2024-2026	Online / BSEC Hq.	25	ICBSS, BSEC	Project presentation; presentation of project's results; distribution of project material.
BSEC Working Group on Cooperation in Tourism	Semestral meeting of Senior Officials from the Ministries in charge of Tourism of the 13 BSEC Member States, BSEC Related Bodies and Observers	2024-2026	Online / BSEC Hq.	25	ICBSS, BSEC	Project presentation; presentation of project's results; distribution of project material.

Event Name	Event Theme	Date	Location	Attendance (approx.)	TOURAL partner	TOURAL material outreached
BSEC Committee of Senior Officials	Quarterly Meetings of the Committee of Senior Officials of BSEC MS, Related Bodies and Observers	2024-2026	Online/BSEC Hq.	30	ICBSS, BSEC	Project presentation; presentation of project's results; distribution of project material.
7th BSEC – KAS Workshop for Young Diplomats from BSEC Member States on "Enabling Sustainable Blue Economy in the wider Black Sea Region"	Capacity building activity for young diplomats from 13 BSEC MS.	July 2024	Sofia, Bulgaria	25	ICBSS	Project presentation; distribution of project material (i.e. flyer, brochure, poster).
2nd High-Tech Summit for the Black Sea	Research-based forum focused on ocean digitalization and Industry 4.0, with the participation of blue economy innovators, fostering dialogue among industry members, academia, research organizations, investors, policymakers, and civil society.	Oct/ 2024	Sofia, Bulgaria	150	ICBSS	Distribution of project material (i.e. flyer, brochure, poster) in partner's exhibition pavilion.
CPMR-IMC General Assembly	Annual Statutory meeting of the Inter-mediterranean Commission of the CPMR	July/2024	Online	50-100	CPMR	Presentation of the new priority lines of action of the Inter-mediterranean Commission's Task Force on Culture and Sustainable Tourism (promotion of TOURAL)
CPMR General Assembly side meetings (BBSC and IMC Plenary Sessions)	52nd General Assembly of the CPMR	Oct/2024	Gozo, Malta	100	CPMR	Project presentation; CPMR role; CPMR regions contribution and added value.
CPMR Adriatic-Ionian Task Force meetings	Update of the Task Force's policy work	Sept/2024	Online	60	CPMR	Project presentation; CPMR role; CPMR Adriatic-Ionian regions contribution and added value.
2024 Black Sea Common Maritime	Common Maritime Agenda for the Black Sea	Sept/2024	Chisinau, Republic of Moldova	100	CPMR	Project presentation; CPMR role; CPMR Black Sea regions

Event Name	Event Theme	Date	Location	Attendance (approx.)	TOURAL partner	TOURAL material outreached
Agenda Stakeholder Conference						contribution and added value.
Seminar "Challenges for the tourism industry of Ukraine in the war and post-war periods"	The Ukrainian tourism industry during the war and post-war periods.	Jul/2024	Berezhany Ukraine	50+	NECU, KIN	Project presentation; discussion on TOURAL contribution to future tourism development; distribution of communication material; signing of agreements with stakeholders.
Annual meeting of Regional Organizations	18th Annual meeting of Regional Organizations	Sept/2024	Trieste, Italy	20	BSEC	Project presentation; possible cooperation with other relative projects.
BSEC-EU Working Group	Ad hoc Working Group of experts on BSEC-EU Interaction	Q1/2025	Istanbul or online	35	BSEC	Project presentation; project achievements
BSEC-COEST meeting	Annual meeting of the BSEC Organization with the COEST Working Party of the EU Council of Ministers	Q1/2025	Brussels	60	BSEC	Presenting the project and its expected results to BSEC Member States and the COEST Working party (Eastern EU & Central Asia)

Table 3: TOURAL plan for participation in events

4.5 Liaison with communities and Synergies

TOURAL will try to establish collaborations with relevant EU initiatives, communities and funded projects to reinforce the effectiveness of project activities through synergies; and further disseminate results to targeted audiences. Such efforts to pursue collaborations are expected to facilitate cross-fertilization and transfer of knowledge and promote synergies to establish cluster participation in events and publications mutually promoting projects' results.

The table below outlines the planning of TOURAL synergies:

Type (synergy/liaison)	Description	Period/Year	Scope of action/target audience	TOURAL partner	Notes
Synergy	BCThubs project[1]: Blue Culture Technology Excellence Hubs in EU Widening Member States	2025-2026	15 entities from 4 EU countries	ATL	HEU project aiming to strengthen the R&I capacities in the Blue Economy sector, with focus on Blue Culture

[1] https://bcthubs.eu/

Type (synergy/liaison)	Description	Period/Year	Scope of action/target audience	TOURAL partner	Notes
					Technologies supporting UWCH.
Synergy	ecoRoute project[2]: strategies and action plans for sustainable	2024-2025	9 entities from 3 EU countries and 3 EU Outermost Regions	ATL, AMU	EMFAF Flagship project consolidating capacities in UWCH, eco-tourism and biodiversity.
Synergy	3 sister-projects funded through the HEU CL2-2023-HERITAGE-01-05 call	2024-2026	Not analyzed yet	CERTH, ATL	Seeking collaboration with rural-tourism related projects (clustering effect).
Synergy	BRIDGE-BS project[3] : Advancing knowledge, delivering research, empowering citizens for sustainable & climate-neutral Black Sea	Q1/2025	32 partners from 11 Black Sea and EU countries	ICBSS	H2020 project advancing the Black Sea's marine R&I to co-develop Blue Growth pathways. Possibilities for synergies with respect to their Node-3 "Blue Growth Incubators" and the Acceleration schemes co-offered with DOORS project.
Synergy	Transition Pathway for Tourism – Together for Tourism (T4T)	2024-2025	Official EU/EC initiative, cross-sectoral for the full tourism system	RuralTour	RuralTour is member of T4T expert group and Steering Committee. One WG of the T4T group works on sustainable tourism development concepts in rural areas.
Synergy	Interreg Euro-MED Community4Tourism project	2024-2029	Mediterranean Territories	CPMR	Community4Tourism project aims to capitalize on results of tourism thematic community of the Interreg Euro-Med programme, as well as the results of other tourism-related projects.
Synergy	PREP4BLUE HEU Project	2024-2026	Preparing the Research & Innovation Core for Mission Ocean, Seas & Waters	CPMR	The Balkan and Black Sea Commission of the CPMR focuses on the PREP4BLUE actions aimed at the Danube and the Black Sea. A Pilot Stakeholder Assembly on Danube & Black Sea to be organised by the CPMR, in Nov./2024, in Batumi (Georgia).
Liaison with relevant community	Rural Pact - Rural Tourism Community Group	Q4/2024	Rural development (territorial approach)	RuralTour	The rural tourism community group within the Rural Pact is currently under

[2] https://ecoroute.eu/

[3] https://bridgeblacksea.org

Type (synergy/liaison)	Description	Period/Year	Scope of action/target audience	TOURAL partner	Notes
			linked with rural tourism, within the Rural Pact		constitution, promoted by Ruraltour.
Liaison with relevant community	Cultural & Creative Regional ecosystems (CCRE-S3)[4] supported by DG REGIO, DG GROW and CPMR. Focus on Cultural & Creative Industries (CCI).	Q2/2025 - 2026	S3 partnership started with Adriatic-Ionian focus, now open to EU. RES, policymakers & CCI expert	CPMR	Policy & project-oriented partnership, open to all regions from EU & eligible 3rd countries. CCSI, empowering local communities, human-centred design, multi-stakeholder approach, macro-regional strategies.
Liaison with relevant community	European Cultural Heritage Cloud / Community[5] is an initiative & community connecting cultural heritage institutions & professionals across the EU	Q2/2025	Cultural heritage stakeholders from all over Europe	CERTH, ATL	Cloud-based collaboration platform and community in the field of CH. Supports digitizing artefacts and researching artworks.
Liaison with relevant community	European Data space for Tourism (CSA DATES project[6], platform, community)	Q2/2025	15 entities (incl. international organizations) related to ICT & tourism	CERTH, ATL	Blueprint of tec & non-tec elements defining tourism data spaces; EU tourism data ecosystem & platform.
Liaison with relevant community	**CUL-MAR-SKILLS Erasmus+ Project partners**	**2024-2026**	**Black Sea stakeholders focusing on professional skills, seafaring personnel, healthy nutrition, Black Sea seafood and recipes**	**CPMR**	Cul-Mar-Skills aims to combine several cooking skills, with an emphasis on maritime cuisine incl. healthy nutrition on board and food supply chain management.

Table 4: TOURAL plan for synergies

4.6 Other communication/dissemination activities (i.e. postings, press releases, articles)

The table below outlines the **planning** of other communication/dissemination activities in which partners foresee to be engaged in the near future. Examples of such activities include: scientific papers, articles in scientific journals, press releases, posting of articles to news portals or to e-blogs or to newspapers, posting in

[4] https://cpmr-balkan-blacksea.org/cultural-and-creative-industries/

[5] https://research-and-innovation.ec.europa.eu/research-area/social-sciences-and-humanities/cultural-heritage-and-cultural-and-creative-industries-ccis/cultural-heritage-cloud_en

[6] https://www.tourismdataspace-csa.eu/

partners' social media, articles in partners' web sites, radio/TV broadcasting, participation in relevant brokerage/match-making/investment-pitching events, short video production.

Type of activity	Description / Name or Title	Period/Year/Month	Audience outreached (appr.)	TOURAL partner (acronym)	Notes
Postings in ATL corporate website	Articles in ATL corporate website about the project progress and achievements	2024-2026	1300	ATL	Raise awareness of general public about the project.
Postings in ATL corporate social media	Frequent postings in ATLANTIS social media accounts	2024-2026	4000	ATL	Raise awareness of general public about the project progress, main achievements and events organized.
Postings in BHF website	Articles in BHF corporate website about the project	2024	1500+	BHF	Raise awareness of visitors on TOURAL outputs.
Postings in BHF social media	BHF social media postings related to TOURAL	2024-2026	6000+	BHF	TOURAL related messages.
Postings in ICBSS website	Announcements and press releases on the official website & newsletter of the ICBSS	2024-2026	4000+	ICBSS	Raise awareness of the general public about the progress of the project, its results and the relevant events that are organized.
Postings in ICBSS social media	Frequent posts on ICBSS social media accounts	2024-2026	2000+	ICBSS	Raise awareness of the general public about the progress of the project, its results and the relevant events that are organized.
Postings on the CPMR (BBSC, IMC) website	Announcements and press releases on the official website and articles	2024-2026	7000+	CPMR	Raise the awareness of the CPMR membership, partners, and general public about the progress of the project, its results and upcoming events.
Postings on the social media of the CPMR (BBSC, IMC)	Posts on the CPMR (BBSC, IMC) social media accounts and pages	2024-2026	4000+	CPMR	Raise the awareness of the CPMR membership, partners, and general public about the progress of the project, its results and upcoming events.
Postings on the social media of BSEC and on the BSVKC	Posts on BSEC and BSVKC social media accounts and pages	2024-2026	7000+	BSEC	Raise the awareness of the BSEC membership, partners, and general public about the progress of the

Type of activity	Description / Name or Title	Period/Year/Month	Audience outreached (appr.)	TOURAL partner (acronym)	Notes
					project, its results and upcoming events.
BSEC Newsletter	Information about the project will be constantly placed on the BSEC Newsletter	2024-2026	7000+	BSEC	Raise the awareness of the BSEC membership, partners, and general public about the progress of the project, its results and upcoming events.
Postings on GALDD website	Articles about the project progress, activities and achievements	2024-2026	500	GALDD	To raise the awareness of LAG DD's stakeholders and public about the project.
Postings on GALDD social media channels	Articles about the project progress, activities and achievements	2024-2026	500	GALDD	To raise the awareness of LAG DD's stakeholders, public and partners about the project.
Local newsletter – Tulcea County	Press releases about project' activities	2025 - 2026	1000	GALDD	Raise awareness of general public about the project progress, main achievements and events organized.
Postings on LEADER Romanian Federation website	Presenting TOURAL project	2025 - 2026	2000	GALDD	Raise awareness of general public about the project progress, main achievements regarding tourism in rural areas / models.
Scientific paper	International conference of Association of Cultural & Digital Tourism (IACuDiT). Paper title: Fostering Sustainable Development through Cultural & Creative Tourism in Rural & Remote Areas.	Sept/2024	300+	ATL, CERTH	TOURAL approach for sustainable growth of rural regions (multidimensional tourism segments) and the preservation of CH.
Scientific paper	Changing Cities international conference. Paper title: Harnessing Local Resources for Resilient Communities: Urban Heritage and Creative Tourism in Peripheral Areas.	June/2024	300+	ATL, CERTH	TOURAL multi-dimensional tourism model & co-work approaches for working with regional stakeholders.

Table 5: TOURAL plan for other communication / dissemination activities

5. TOURAL Exploitation Plan

TOURAL Exploitation Plan is focused on facilitating uptake and market roll out of project's technical/scientific KERs. More specifically, TOURAL's technical/scientific KERs' Exploitation Strategy will be deployed within 4 consecutive steps, which will include:

- Definition of TOURAL Key Exploitable Results.
- Definition of IPR Clinic.
- Target groups and market analysis.
- Definition of TOURAL technical/scientific KERs' initial Exploitation Plan.

Customers/end users could benefit from empowered multi-destination and multidimensional tourism offerings, which constitute TOURAL's main innovations. Below we present a generic value-chain for the Cultural Tourism domain, which is related to specific needs of end-users regarding multidimensional UCCST models & tourism products.

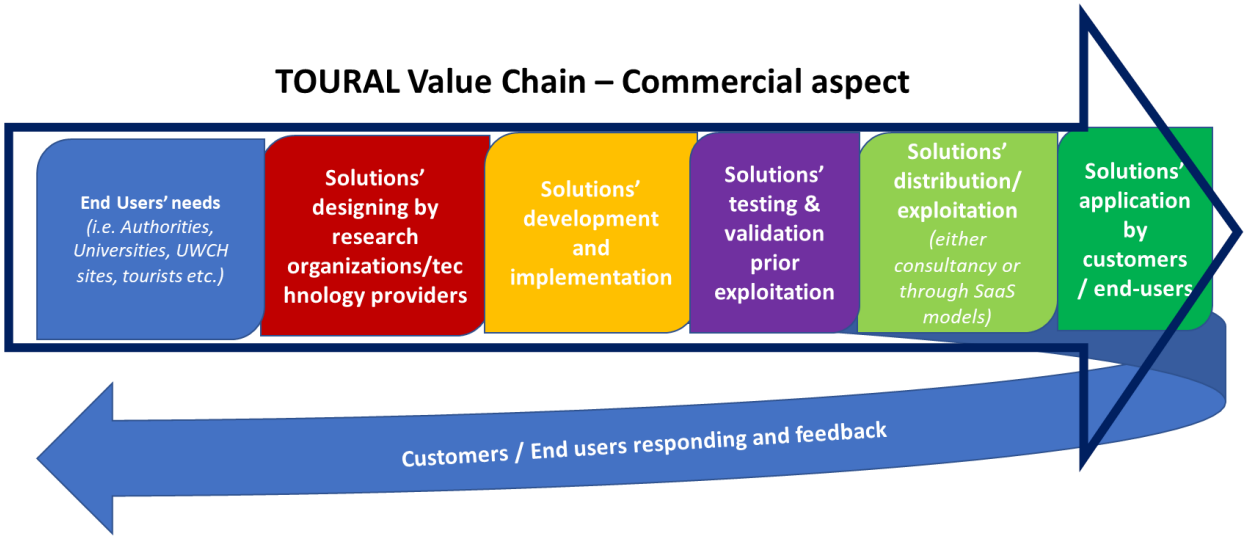

Figure 2: TOURAL technical/scientific KERs Value Chain

Below, we briefly describe the above 4-step approach, providing an overview of the initial Exploitation Strategy to be followed for the exploitation of project results.

5.1 Definition of TOURAL Key Exploitable Results

The table below presents a preliminary list of scientific/technical Key Exploitable Results (KERs), linked to the project, along with indicative sales channels and means of exploiting them:

Key Exploitable Result (KER)		Sales Channels	Means of Exploitation
KER1	**Funding instruments repository (consultancy service units/region)**	Direct marketing, e-commerce	Consultancy services/region
KER2	**Funding instruments repository (success fee for consultancy services)**	Direct marketing, e-commerce	Consultancy services/region
KER3	**Sustainability Simulator for incoming tourism flows & Predictive Advisor on areas' capacities**	Direct marketing, fairs, e-commerce	SaaS-annual / per region

KER4	**Platform promoting TOURAL destinations (and possibly other destinations)**	Direct marketing, fairs, e-commerce	Ads/Regional subsidies
KER5	**VR tools for enhanced tourists experience**	Commercial agents, direct marketing, fairs, e-commerce	SaaS-annual/ per region
KER6	**Embryonic tourism data spaces**	Direct marketing, fairs, e-commerce	Annual ads/subsidies
KER7	**PEF tools for tourism businesses**	Commercial agents, direct marketing, fairs, e-commerce	Regional subsidies

Table 6: TOURAL Key Exploitable Results (KERs)

5.2 IPR Clinic

The general principles for handling Knowledge and IPR within TOURAL are stated below (i.e. in line with Horizon Europe recommendations) and are settled in detail in the Consortium Agreement (CA) which was signed at the project start.

- ***Ownership:*** Each participant will own the foreground (i.e. as defined in the TOURAL consortium Agreement) it generates.
- ***Joint ownership:*** When foreground is generated jointly, participants will have to reach an agreement. Rules for doing so according to the CA.
- ***Protection, use and dissemination:*** Results capable of industrial or commercial application could be protected taking into account legitimate interests. Prior notice of dissemination must be given to other participants.
- ***Access rights:*** Partners may define the background needed in any manner and may exclude specific background. It is possible to grant exclusive licenses to background and foreground if the other partners waive their access rights and depending on previous agreements.
- ***Management of data:*** our Data Management Plan (DMP) addresses lifecycle and public availability of project research data.

5.3 TOURAL KERs market

5.3.1 Target market trends

TOURAL aims at the tourism sector, and more specifically at the tourism niche sectors of underwater (UW) cultural & nature heritage tourism (UCNHT), cultural & creative tourism (CCT), cultural science tourism (CST), and silver tourism (SLT). The **main categories of potential customers and/or users** include tourism businesses, regional or local authorities (incl. policymaking bodies), general public (i.e. tourists related to the above niche sectors). The heritage tourism market size was valued at $ 556.96 billion in 2021 and is expected to expand at a compound annual growth rate (GAGR) of 3.8% from 2022 to 2030. Regarding cultural/creative and cultural science tourism, based on market data, at least 40% of all tourists worldwide can be considered cultural tourists. The cultural tourism market share is expected to increase by $3.76 bn from 2020 to 2025, and the market will grow at a CAGR of 16.41%. This is a significant market volume, and a share of it could be attracted by TOURAL UCCST destinations. On the other hand, silver tourism is becoming an attractive global phenomenon, since the number of tourists aged more than 60 years old is projected to exceed 2 billion by 2050. This growing propensity for seniors to travel will continue to rise due to an active generation of seniors benefiting from higher disposable incomes, more advanced medical treatment, greater traveling familiarity, and changing attitudes toward the use of lifetime savings and disposable time.

5.3.2 Barriers for market introduction

TOURAL Exploitable results, being new products/services to be offered to the market in the next 3-4 years, should take into account market barriers, such as:

- **Product differentiation:** already established products have brand identification and customer loyalties. This forces the new products to spend heavily to overcome this. TOURAL results could need to convince customers about their offerings, their differentiation factors, and their competitive advantages. This should be coupled with investing in marketing resources.
- **Dependence on 3rd parties for specific product components:** dependency on 3rd party vendors for specific components, that may result in delays of product delivery in case these components cannot be delivered on time, or they are malfunctioning (e.g. VR tools' related instrumentation).
- **Capital requirements:** these are the financial resources required for infrastructure, machinery, R&D for product evolution to remain competitive over time, marketing and promotion / advertising.
- **Limit pricing:** firms established in the market often set a low price and a high output so that potential entrants cannot make a profit at that price.
- **Access to distribution channels:** this can be a barrier in case distribution channels have been locked up by already established products.
- **Government policy & regulations:** governments can limit or prevent entry to markets with various controls (e.g. licensing requirements, limits to access to raw materials, permits). In their attempt to introduce TOURAL results in the market, partners may face a situation where competitors already offering their products/services in the market have fine-tuned their business according to policies and regulations.
- **Impact of pandemic situations:** for instance, the outbreak of COVID-19 has affected the traditional way of entering a market. The global economic crisis due to COVID-19 has affected the business development activities (especially in tourism), while it has changed the way marketing and exploitation activities are being conducted.

5.4 TOURAL KERs' initial Exploitation Plan

5.4.1 Exploitation Matrix (per partner)

The matrix below outlines the initial intentions of the TOURAL partners with respect to business/commercial and scientific exploitation of the project results:

Partners' exploitation strategy: Detailed exploitation plans per partner to be developed during project. Below are initial activities for commercialization or scientific exploitation.	CERTH	ATL	MoN	BHF	BRTA	GALDD	KIN	NECU	BSEC	ICBSS	MoS / MoA	ZDRN	ITACA	ABR / PoT	AMU / IHU	CPMR	RuT
Commercial Exploitations:																	
Turnover increase	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
New solutions portfolio	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
New services	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Commercial networks	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Enhanced knowledge	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
New collaborations	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
New markets/sales	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Diverse tourism offerings	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x

Diverse tourism packages		x	x		x	x	x	x			x	x	x	x			
Diverse tourism services	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x
Scientific Exploitations:																	
Research funding	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Research portfolio	x	x		x	x	x	x	x	x	x		x	x		x	x	x
Publish scientific results	x	x		x	x	x	x	x	x	x		x	x		x	x	x
Conferences/workshops	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Outreach initiatives	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
EU R&I projects	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Training activities	x			x	x	x	x	x	x	x		x	x		x	x	x
Jobs Created:																	
Experts/Specialists	x	x		x	x	x	x	x	x	x		x	x		x	x	x
Researchers	x														x		
Capacity building	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Table 7: TOURAL Initial Exploitation Matrix

5.4.2 Marketing Strategy

The preparation of a marketing strategy for the TOURAL exploitable results is critical for their successful commercialization, their market visibility, and for customers' acquisition. To this end, setting feasible and realistic business goals is very important: e.g. the reduction of the "time to market"; the development of a "brand" (name, image); the increase of brand/products' awareness; the absorption of a market share for each product/service.

5.4.2.1 *Brand image*

Brand image is the current view of the customers about a brand that goes beyond the "actual" value offered by a product/service (may not even reflect the reality and is based on customer perception). It is more or less the consumers' feeling about the product. Brand image (we refer to the brand of the product/service) is developed over time, forming the consumers' mind of TOURAL's products/services' features and quality. Live demonstrations of the solutions and postings of related material to social media (especially X, Facebook, LinkedIn, YouTube), presentation of the conducted demonstration activities to scientific conferences and scientific papers, will start building an initial image of the brand. Testimonials of satisfied users (during the demos and/or after products/services sales) will reinforce the brand image. Word-of-mouth is very important within the target groups (especially tourists/divers' community, public authorities with UWCH). Also, TOURAL's brand image can be reinforced by other means such as product/service promotion, customer relationship management (CRM) and support, after sale support, etc. Creating a certain image for the TOURAL products/services, also, attracts potential investors to invest in a future profit-making venture, and this will increase the financial value of these products/services. The aim of TOURAL is to build progressively a brand image by associating its solutions-models-services with Effectiveness, User Friendliness/Practicality, Sustainability and Efficiency.

5.4.2.2 *Brand name*

Each of the TOURAL product/services will need a commercial name that will make them recognizable by the market and by the targeted customers. The commercial name of a product/service is one of the main factors that influence a customer to purchase the product/service. Our process of selecting a "brand name" will be based on criteria such as:

- It must be catchy and distinctive.

- Must reflect the main features and benefits of the product/service for the touristic/blue domain.
- Must be easy to pronounce, to identify and easy to memorize it.
- It should not portray wrong messages towards the customer (e.g. different cultures).

5.4.2.3 *Brand's Visual Identity and Brand's Visibility*

Brand's Visual Identity creates the first impression to the potential customers. The project has created different versions of the main TOURAL logo (size, shape) serving varying presentation requirements. These may evolve as the project progresses.

Brand's visibility encourages and motivates the customer to look at the products/services and their features. Some of the ways to increase TOURAL's products/services visibility are:

- **Promotional tools:** the promotional means to be used for the commercialization of TOURAL are:
  - Social Media/Internet (Facebook, Instagram, X, LinkedIn, Website, personal emails). So far, at project level there is a project website and active social media accounts in X/Facebook/Instagram/LinkedIn. All of them could be a good starting point to start building the initial awareness of the new products/services.
  - Scientific conferences/Publications.
  - Trade fairs/Exhibitions; international, national, regional ones.
  - Personal appointments/demonstrations/trial periods.
  - Newsletters.
  - Articles/Ads in Blue Culture/Tourism magazines.
- **Proper marketing mix:** the marketing mix is important as well. The place where TOURAL products/services will be available, the price, and the promotion activities contribute to making a product that the customer is willing to buy. In this respect, initial considerations for sales channels and exploitation means are presented in §5.1.
- **Word of mouth:** when brand visibility increases, the word of mouth also increases and vice versa. People talk about your product, boosting in this way product visibility and sales. In fact, our targeted communities in TOURAL are rather "condensed" and the "word-of-mouth" plays a distinctive role in promoting sustainable multidimensional tourism-related solutions.