# Nurturing Rural Strengths, Unleashing Tourism's Potential.

## A Multi-Dimensional, Participatory, and Integrated Approach for Sustainable Tourism Growth in EU Rural and Remote Areas.

Toural

**The TOURAL project (Horizon Europe 2023) aims to support the touristic development and untapped potential of six pilot regions in Greece, Italy, Croatia, Bulgaria, Romania and Ukraine, focusing on 5 tourism niche sectors: underwater tourism, cultural & nature heritage tourism, cultural & creative tourism, cultural science tourism and silver tourism (UCCST), fostering culture heritage preservation and dissemination in the rural regions.**

**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 to maximizing the benefits of niche tourism development across pilot sites. Following the guidelines set out in the EU Rural Action Plan and the EU Blue Tourism Strategy, the TOURAL project focuses on sustainable, resilient tourism that protects culture heritage, ecosystems, fosters innovation, and supports coastal communities, fostering policy making and cross-border cooperation.**

Six Living Labs were held in the TOURAL pilot regions, aiming to identify and co-design solutions to reflect the real needs and opportunities of local communities with the active involvement of public authorities and local stakeholders. The Living Labs info and many more collected data are used to design a UCCST model for every pilot region. Based on the UCCST, a business model is being created with specific tourist products and offers for every pilot region. Several digital tools are being developed to expand the TOURAL project output, e.g., tourism flows impact simulation tool; predictive Advisor tool for balancing tourism flows and areas capacity; "MedDriveInThePast" web platform; VR Tools for an enhanced tourist experience; the TOURAL Embryonic Tourism Data Spaces.

www.toural-project.eu

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