

## The TOURAL Mission

The **TOURAL Project** aims to promote sustainable development in **rural and remote areas** through the establishment of **niche tourism sectors**:

Underwater Cultural & Nature Heritage Tourism  
Cultural & Creative Tourism  
Cultural Science Tourism  
Silver Tourism

## The TOURAL Living Labs

Living Labs (LLs) are **participatory workshops** through which diverse stakeholders collaborate to develop solutions that reflect the real needs and opportunities of the local communities.

### Methodology

The TOURAL Living Labs process included online and onsite tools to facilitate stakeholders' engagement and knowledge exchange through a **three-step** approach:

- **Defining the problem:** identifying the current needs to support the sustainable development of the four niche tourism sectors in the TOURAL Pilot Sites.
- **Envisioning the future:** picturing the desirable future of the Living Labs participants for their Pilot Sites and describing what it might look like.
- **Backcasting the future:** looking back from the future scenario, identifying and assessing changes, actions and actors for that future to come true.

In total, **257 stakeholders** from **Policy, Industry, Academia and Civil Society** were involved in the entire Living Labs process across the six TOURAL pilot sites.

- **136** stakeholders participated in the onsite LLs
- **204** stakeholders completed the online questionnaire
- **83** stakeholders were involved in both

## The TOURAL Pilot Sites



## The Toural Living Labs Timeline







# Outcomes

## TOURAL Tourism Verticals in Focus

### Underwater Cultural & Nature Heritage Tourism:

-  North Sporades
-  Šimuni-Island of Pag
-  Nessebar
-  Danube Delta-Tulcea
-  Kutsurub

### Silver Tourism:

-  North Sporades
-  Teramo Province
-  Šimuni-Island of Pag
-  Nessebar
-  Danube Delta-Tulcea

### Cultural & Creative Tourism:

-  North Sporades
-  Nessebar
-  Danube Delta-Tulcea
-  Kutsurub

### Cultural Science Tourism:

-  Teramo Province
-  Nessebar
-  Kutsurub

### Most Identified Challenges

- Lack of tourist facilities and infrastructure
- Shortage of skilled workforce to meet the market needs in the niche tourism sectors
- Lack of a well-organised communication strategy for the regions' heritage

### Most Identified Priorities

- Extension of the tourist season / year-round tourism
- Improvement of accessibility and transport connections
- Development of cooperation networks between private & public stakeholders in tourism
- Development of skills relevant to the tourism sector through training

### Most Identified Solutions

- Integration of the local community and traditions into the tourism industry for better promotion of local natural & cultural resources
- Tailor-made tourism packages to attract diverse tourists, such as artists, scientists & silver tourists
- Development of tourist learning experiences through engaging activities with locals and the use of digital tools (e.g. mobile apps)

## Recommendations

The creation of a long-term strategy to support the development of the four niche tourism sectors, particularly during the off-season:

- Studies of the tourism carrying capacity of the Pilot Sites and the use of digital tools to modernise transport connections and provide accessible accommodation for all
- Creation of a common platform for cooperation between all involved tourism stakeholders, managed by a Destination Management Organisation (DMO) | Inclusion of unrepresented stakeholders of the local community in the platform
- Policies to a) train the workforce (upskilling and reskilling); b) provide incentives for highly qualified locals to remain and work in the Pilot Sites | Strategy for Human Resources planning
- Policies to a) raise local community awareness of the regions' natural and cultural resources; b) (re)brand the Pilot Sites as slow-living destinations