Toural

TOURAL Living Labs Infographic

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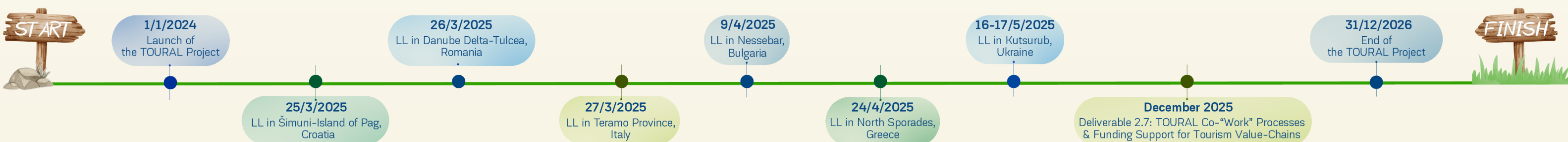
In total, **257 stakeholders** from **Policy, Industry, Academia and Civil Society** were involved in the entire Living Labs process across the six TOURAL pilot sites.

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

The TOURAL Pilot Sites

Adriatic-Ionian Macro-region

Šimuni-Island of Pag

Teramo Province

North Sporades

Black Sea Basin

Nessebar

Danube Delta-Tulcea

Kutsurub

The Toural Living Labs Timeline

START

1/1/2024
Launch of the TOURAL Project

25/3/2025
LL in Šimuni-Island of Pag, Croatia

26/3/2025
LL in Danube Delta-Tulcea, Romania

27/3/2025
LL in Teramo Province, Italy

9/4/2025
LL in Nessebar, Bulgaria

24/4/2025
LL in North Sporades, Greece

16-17/5/2025
LL in Kutsurub, Ukraine

December 2025
Deliverable 2.7: TOURAL Co-"Work" Processes & Funding Support for Tourism Value-Chains

31/12/2026
End of the TOURAL Project

FINISH

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Outcomes

TOURAL Tourism Verticals in Focus

Underwater Cultural & Nature Heritage Tourism:
- 🇬🇷 North Sporades
- 🇭🇷 Simuni-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

Organised and implemented by the following TOURAL Partners

ICBSS — INTERNATIONAL CENTER FOR BLACK SEA STUDIES / BLACK SEA ECONOMIC COOPERATION · Balkan Heritage · БРГА · НЕСЕБЪР · ZADRA NOVA Agencija za razvoj Zadarske županije · Δήμος Αλοννήσου · ΔΗΜΟΣ ΣΚΟΠΕΛΟΥ MUNICIPALITY OF SKOPELOS · ITACA Il Territorio Al Centro dell'Attenzione · PROVINCIA DI TERAMO · REGIONE ABRUZZO · GAL DELTA DUNĂRII · "KINBURN" · National Ecological Centre of Ukraine