



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, Albania, France, Türkiye and Ukraine.



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