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Central Ostrobothnia Regional Council
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Marshal Office of Świętokrzyskie Voivodeship
Poland

Association for Environment and Safety in Aquitaine (APESA)
France

Politecnico di Torino
Italy

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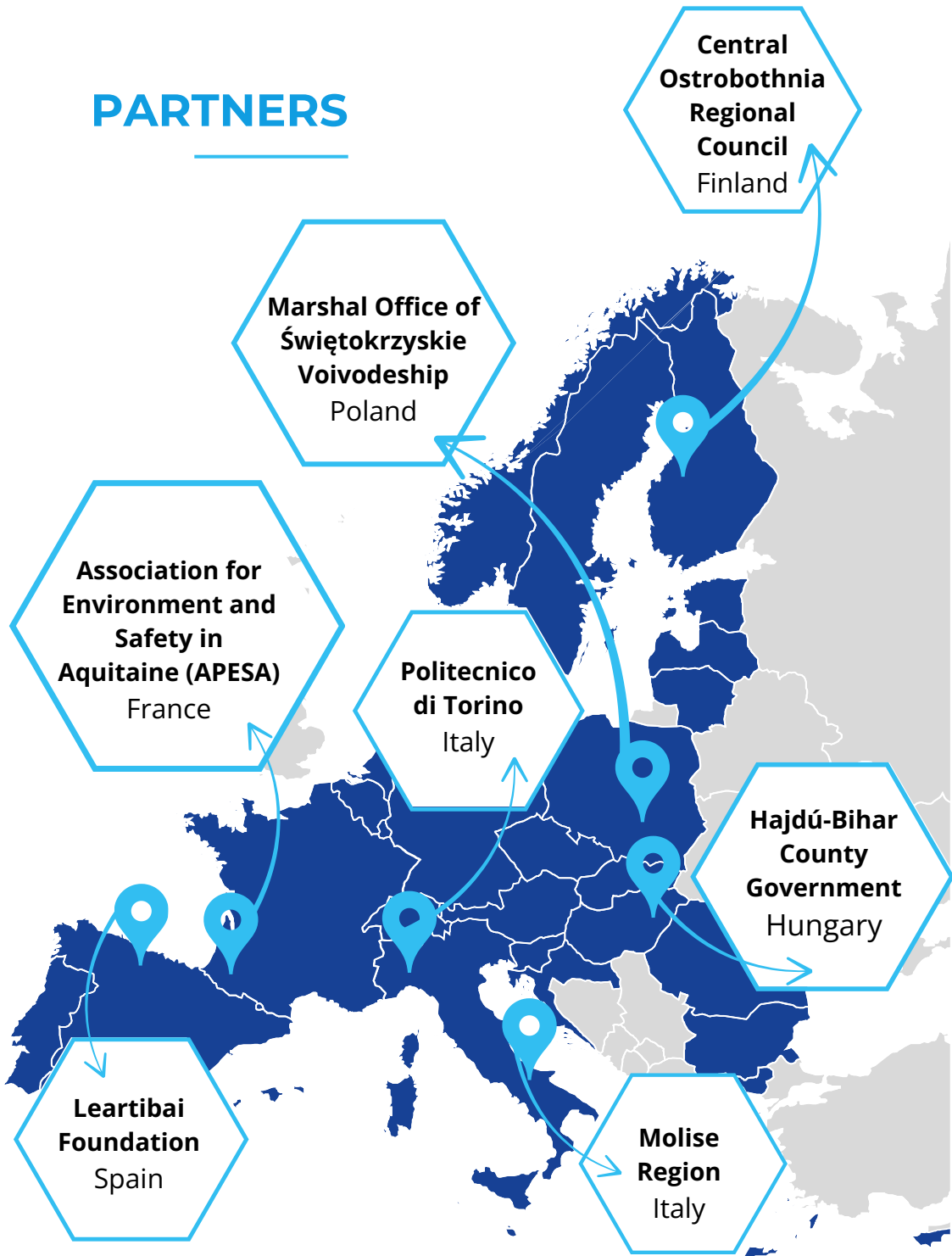## LEARN MORE

Systemic approach for sustainable tourism strategies in rural areas

Interreg Europe

Co-funded by the European Union

SYSTOUR

About SYSTOUR

SYSTOUR's main goal is to move the tourism flow to the less exploited rural areas, building upon the specialties of these territories, looking for a balance in each territory's flows and connecting areas through 3 main aspects: mobility, digital connection and particular experiences.

CITIZENS

€ 1,39 M

March 2023 May 2027

OBJECTIVES

SYSTOUR primarily focuses on tackling the commont regional development challenge, which revolves around the theme of responsible and sustainable tourism. This shared issue holds significant potential in enhancing the allure and overall quality of various locations, not just as tourist destinations but also as places suitable for residence, employment, and investment.

Within the context of the INTERREG EUROPE Programme, this concern is of the utmost importance for European regions. This importance arises from the necessity of implementing policies aimed at diverting tourism activities away from extremely crowded "honeypot" areas that face mounting pressures due to heavy influxes of visitors. This issue is receiving increasing attention from both policymakers and the media in recent years.

SYSTOUR's main goal is to move the tourism flow to the less exploited rural areas, emphasising the particularities of these territories, looking for a balance in each territory's flows and connecting areas through 3 main aspects:

- mobility (transport, public or private initiatives)
- digital connection
- particular experiences (health & leisure, gastronomy, spa offers).

RESULTS

Boosting tourism in rural areas with a holistic perspective, SYSTOUR's main vision is to have sustainable infrastructures providing access to the natural areas with 3 specific aims:

- Increasing economy benefit/business investment
- Revealing green employment opportunities
- Improving the liability in depopulated areas.

For this purpose, SYSTOUR plans to achieve the following outputs and results:

- Development of 6 regional/national holistic diagnoses
- Identification and exchange of 30 good practices (5 per country) in 5 target policy areas
- Implementing 6 interregional exchange of experience activities with participation of 90 stakeholders and partners
- Engagement of 6 regional/national stakeholders' groups through the exchange and strategic thinking process leading to the definition and implementation of 6 Road Maps of policy improvement
- Interregional recommendations based on 6 Policy Briefings as output of the 6 peer review events