

# NEWSLETTER



## TOP NEWS OF SEMESTER 1

### ABOUT THE PROJECT

Joint vision of partners

Based upon the common vision of the partnership bringing together 7 European partners, SYSTOUR boosts tourism in rural areas as a regional development issue with a holistic perspective to design sustainable tourism flows.

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Towards the 1st interregional event taking place in Debrecen, Hungary in June 2023, a series of local events laid the groundwork for the development of the partnership's stakeholder teams.

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### FIRST MEETINGS TO JOIN FORCES

Events in focus

# STAKEHOLDER GROUPS LAUNCHED

Throughout the months of April and May, **Leartibai Foundation held three Stakeholders Group Meetings** with the different stakeholders including the municipalities of Lea Artibai Region, the Tourism Industry of Lea Artibai Region and the Regions of Bizkaia.

On June 5th, 2023, **operators in the tourism industry of Central Ostrobothnia gathered** to discuss the development of tourism in the region. Representatives of Central Ostrobothnia Regional Council, Central Ostrobothnia Tourism Association, Keskipohjalaiset Kylät Ry, Kaustinen Folk Music Institute, development companies and tourism entrepreneurs participated in the discussion.

## EXPERTS MEET

Following the identification of key regional and local actors, SYSTOUR partners organized their first stakeholder events in order to efficiently investigate local potentials and improve their regional policies learning from other European organisations.

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In Hajdú-Bihar County, Hungary, participants at the **Stakeholder Meeting held on 6 June 2023** included local authorities, experts in spatial and urban development, university experts and researchers, representatives of the tourism sector and business development institutions, NGOs and the Hajdú-Bihar County Directorate of the National Chamber of Agriculture.

On the 12th of June 2023, the **Marshal Office of Świętokrzyskie Region organized the first Regional Stakeholders' Group Meeting** bringing together 13 representatives of Polish organizations working in the field of tourism.

In France, the **first Stakeholder Meeting** was organised jointly by APESA and the Region Nouvelle-Aquitaine with regional institutional partners of the tourist sector on 17 June 2023.



# 1<sup>st</sup> INTERREGIONAL PROJECT EVENT IN DEBRECEN

The first thematic partner event took place in Debrecen on 22-23 June 2023. The first day of the event led the partnership to the *Derecske Adventure Garden*, showcasing the first Good Practice identified in Hajdú-Bihar County, highlighting responsible tourism. The site visit was followed by an exciting and fruitful discussion involving partners and local stakeholders, exploring the current tourism trends and challenges, as well as the success of the largest Spa Complex in Europe, *Hungarospa Hajdúszoboszló*.

The afternoon session provided the opportunity for Hajdú-Bihar County Government (PP2) to introduce the "Meet County Tastes" initiative promoting local gastronomy and "*Hike in Hajdú-Bihar*" programme focusing on slow and active tourism.

The event strongly inspired participants for SYSTOUR collaboration's growth and prosperity.

Moderated by the Lead Partner, a full session was dedicated to the activities related to the "Peer review of Good practices with partners". Day two introduced Good Practice 2 titled "Linking natural assets and traditions in Hortobágy". The afternoon session was built upon a project group meeting and a Steering Committee Meeting where the special approach of Holistic Diagnosis was introduced.



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# HOLISTIC APPROACH TO MOVE TOURISM FLOWS TO RURAL AREAS

Running from March 2023 to May 2027, the project'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. SYSTOUR involves, in addition to the *Politecnico di Torino* as Lead Partner, 6 other public and private partners and over 90 stakeholders from 6 European countries (Italy, Spain, France, Hungary, Poland and Finland).

## CONTACT US

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 [SYSTOUR](https://www.systour.eu)



Starting with the realisation of 6 Holistic Diagnoses of the different regions involved, the foundations will be laid for the definition of a positive impact on the communities' quality of life, leading to a responsible and sustainable development of territories.



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