

# NEWSLETTER



## TOP NEWS OF SEMESTER 3

### ABOUT THE PROGRESS

Joint activities taking place

Several local, regional and interregional events took place in Semester 3 to support partner institutions in finding the appropriate solution for challenges clearly defined in the regional holistic diagnosis outcomes.

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Learning from each other, experiencing solutions taking place in partner countries while meeting the enthusiastic locals are the core benefits of the exchange of experiences. Within the frames of the SYSTOUR project, more and more good and applicable practices are getting shared.

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### SHARING AND LEARNING

Events in focus



# HOLISTIC DIAGNOSIS IN FOCUS

Following the joint efforts of data providing regions and experts of Politecnico di Torino, the **Holistic Diagnosis** of each region have been completed to support the policy improvement efforts of partner institutions. The results of the activities have been discussed and shared.

The analysing activities were strongly supported by the regular local events where the members of the regional stakeholder groups were informed about the project progress and good practices introduced also were further discussed and evaluated.

In **March 2024**, the **Region Nouvelle-Aquitaine** and **ADEME Nouvelle-Aquitaine** co-organised a special event to inform, inspire and bring into action no less than 200 actors of the tourism sector. The event was hosted by the Tourisme Lab, one of the Region's best practices that will be introduced to all partners during the field visit of the Region Nouvelle-Aquitaine in November 2024.

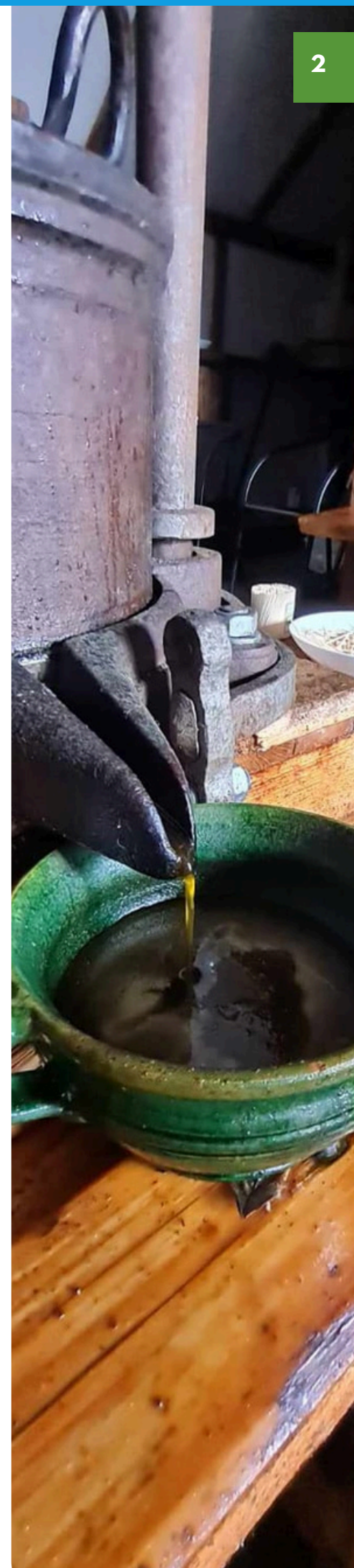


On **27 March 2024** the town councils and tourism companies of **Lea Artibai** met with the responsible of the **Region of Bizkaia** to discuss the Tourism Revitalisation Plan for the region, which is the policy instrument of Systour, and also to learn about the good practices presented during the study visit carried out in February by the project partners.

The **Marshal Office of Swietokrzyskie Region** organized its 3rd RSG event on **29 March 2024** in Olejarnia Zagłoba - a small, family-owned factory of vegetable cooking oils, located in the picturesque and charming Ponidzie region.

**Hajdú-Bihar County Government** invited its stakeholders to take part in the 3rd RSG event on **25 June 2024** to exchange ideas on how to integrate the SYSTOUR practices into the upcoming tourism development strategy.

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# 4<sup>th</sup> INTERREGIONAL PROJECT EVENT IN ŚWIĘTOKRZYSKIE REGION

The field visit in Świętokrzyskie Voivodship (Poland), organized by the Marshal's Office of the Świętokrzyskie Region on 14-15 May 2024 introduced several places on the [Sandomierski Apple Trail](#), including The Historic Mill in Trzykosy, the Chamber of Horticultural Tradition in Obrazów, and the Świętokrzyski Garden of Inspiration in Andruszkowice. The trail runs through charming towns and villages, rich fruit orchards, and picturesque landscapes of loess gorges, river valleys, and fields of colorful fields. Orchard farms, agritourism farms, wine farms, fishing farms, and apiaries that cultivate long-standing family traditions, as well as other entities such as restaurants, training, and recreation centers, processing plants, and producer groups, invite you to join the trail.

Participants visited the [Bałtów Tourist Complex](#) and the Świętokrzyska Cultural Center "Harmonia" as well which is a unique interactive exhibition.

**What offer should be prepared to attract tourists? How to revitalize tourism in rural areas? These questions were in the focus of the Polish event.**

The second day started with a visit to the [Historic Metallurgical Plant in Maleniec](#), one of the best-preserved Polish monuments of old industry, offering former production halls and a complete technological line for the production of farm tools made of sheet iron.

The final part of the study visit included the [Kielce Village Museum in Tokarnia](#).



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# STUDY VISIT IN FINLAND

The **Regional Council of Central Ostrobothnia** hosted a study visit in Kokkola between **9-10 July 2024**.

The **maritime history** plays an important role in tourism in Kokkola city and in the coastal region. Together with Marjo Rahikka (Kokkola city tour guides) participants learned about the Kokkola rural park, the old wooden city **Neristan** and the Museum block and took a cruise to **Tankar**, the lighthouse island. The beautiful archipelago of Tankar and the authentic surroundings provided a perfect milieu to discuss the development and the possibilities of coastal tourism.

The second day of the study visit provided information about the **Finnish Folk Music Institute**, and gave an insight into intangible cultural heritage and its possibilities in tourism. The Kaustinen Fiddle Playing and Related Practises has been UNESCO listed since 2021 and the folk music tradition lives strongly in Central Ostrobothnia. As part of this good practice, the partners also had a chance to visit the Kaustinen Folk Music Festival and to even take part in folk dance workshop.



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Partners visited the **Salamanjärvi National Park**, where a **KPEdu** outdoor guide student shared her presentation on well-being tourism and the promotion of nature and fishing tourism in a sustainable way. The details of a fishing and rural tourism project have been explained.

The beautiful surroundings of **Koirasalmi** offered a chance to take a guided hike around lake **Pieni Koirajärvi** and to try traditional Finnish activities. The study trip was followed by a workshop organised by Politecnico di Torino to share the **complexity maps** to highlight and discuss the strengths, possibilities and similarities of SYSTOUR partner regions.





# 1ST ONLINE LEARNING EVENT

On **14 October 2024** SYSTOUR project organised its 1st **Online Learning Event** focusing on the topic of **"Sustainability, mobility, and digitalisation in tourism"**.

During the event, insightful discussions happened and information was received about the latest trends and best practices shaping the future of tourism within European context.

## CONTACT US

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**SYSTOUR**



Finnish, Basque and Polish good practices were presented within the topic.

The recording of the event is available on **SYSTOUR's Youtube channel:**

<https://www.youtube.com/watch?v=EpIBxPB3C7g>



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## SYSTOUR

**Systemic approach  
for sustainable tourism  
strategies in rural areas**

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**14 October 2024 | SYSTOUR Learning Event - Sustainability, mobility, and digitalisation in tourism**