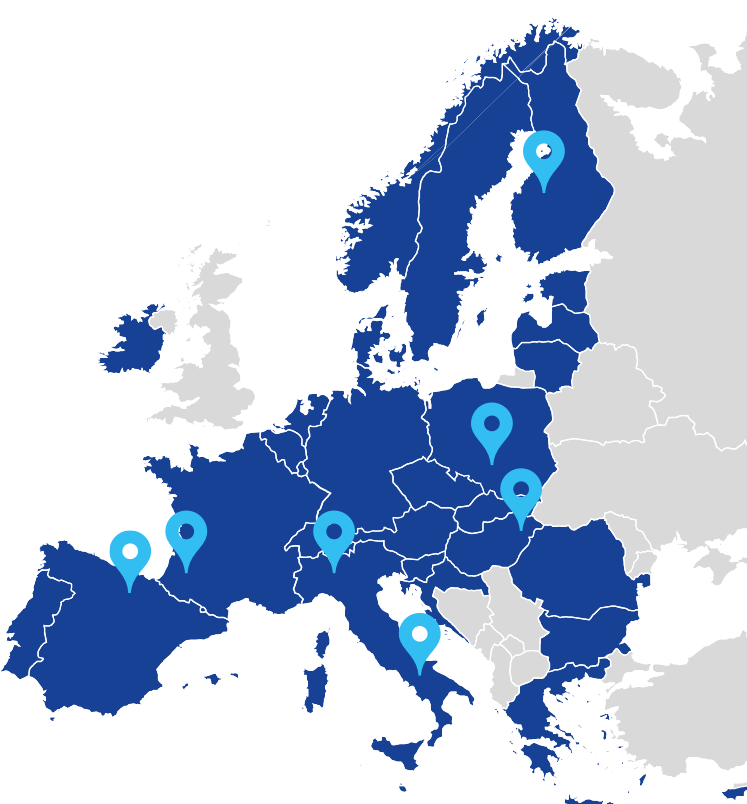


PARTNERS

- Politecnico di Torino, Italy
- Hajdú-Bihar County Government, Hungary
- Molise Region, Italy
- Leartibai Foundation, Spain
- Association for Environment and Safety in Aquitaine (APESA), France
- Marshal Office of Świętokrzyskie Region, Poland
- Central Ostrobothnia Regional Council, Finland



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SYSTOUR

Systemic approach
for sustainable
tourism strategies
in rural areas



OBJECTIVES

SYSTOUR's main goal is to move the tourism flow to the less exploited rural areas, emphasising the particularities of these territories, combining sustainability, economic and social development of rural tourism activities, 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).

The project aims to provide innovative tools for tourism action helping regions explore how territorial governance approaches and economic development could deliver mutually beneficial impacts for rural territories, coastal areas, wetlands, and seas through

- the analysis of ESIF data
- formulation of holistic diagnosis
- improvement of 6 regional policy instruments.

RESULTS

Boosting tourism in rural areas with a holistic perspective, SYSTOUR's main vision is to

- Increase economy benefit/business investment
- Reveal green employment opportunities
- Improve the liability in depopulated areas.

SYSTOUR plans to achieve the following outputs and results:

- 6 regional/national holistic diagnoses
- Exchange of 30 good practices in 5 target policy areas
- Strong stakeholder engagement
- Definition and implementation of 6 Road Maps of policy improvement
- 6 peer review events
- Interregional recommendations based on 6 Policy Briefings

