

NEWSLETTER



TOP NEWS OF SEMESTER 5

ABOUT THE PROGRESS

Joint activities taking place

Following Semester 4, when the SYSTOUR partnership completed the Holistic Diagnosis and brought forward key findings on mobility, connectivity, and authentic rural experiences, Semester 5 signalled a clear transition from analysis to implementation design.

Building on the Systemic Design approach developed with Politecnico di Torino, partners started to translate the diagnosis outcomes into structured Policy Roadmaps, practical pathways that support regions in moving from understanding current dynamics to defining the next steps for action.

SHARING AND LEARNING

Events in focus

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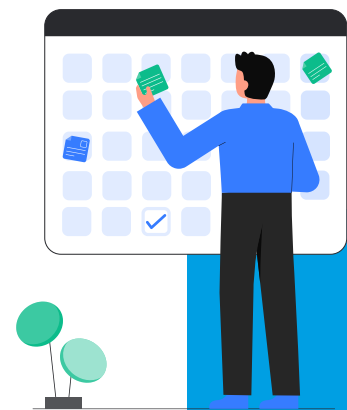
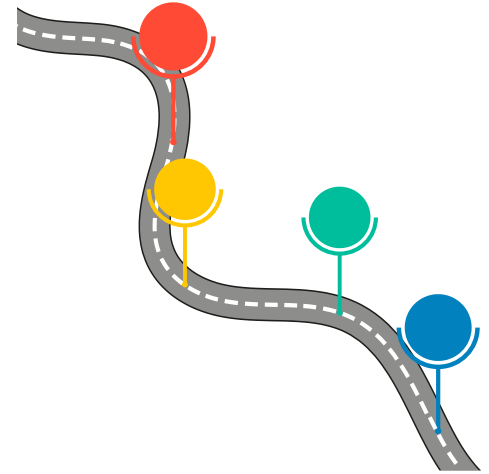
BUILDING POLICY ROADMAPS FOR RURAL TOURISM

The focus shifted to consolidating the Policy Roadmapping methodology and translating the Holistic Diagnosis results into a clear structure for action. Holistic Diagnosis and Complexity Maps continued to serve as a shared language for stakeholder dialogue, helping regions connect qualitative and quantitative evidence with insights gathered through Good Practice field visits. This alignment supported the identification of key leverage points such as cooperation, service visibility, mobility integration and capacity building, so that future roadmap actions can target the most relevant bottlenecks in rural tourism systems.

At this stage, the key milestone has been the completion of a shared methodological framework. It provides a consistent way for regions to move from diagnosis to planning, while the concrete action packages, timelines and indicators will be further developed in the next steps.

Partners also strengthened the foundations for Regional Action Plans and Policy Implementation Strategies. Roadmapping makes systemic approaches visible and actionable, supports multi level governance coordination, sustains stakeholder engagement beyond the project scope, and prepares the ground for defining concrete actions and indicators to measure impact.

To ensure comparability and coherence across the partnership, a common reporting framework has been defined and will be used by all regions, covering holistic diagnosis and complexity mapping, learning from good practices, the definition of challenges and opportunities, and the identification and qualitative assessment of policy gaps, including their timeframe and feasibility within the relevant policy period.



5th INTERREGIONAL PROJECT EVENT IN TURIN SPARKS SMART TOURISM INNOVATION



On 26-27 March 2025, partners gathered in Turin for a dynamic Interregional Workshop focused on smart and sustainable tourism development. The event opened with an inspiring keynote by Marcella Gaspardone from Turismo Torino e Provincia, highlighting Turin's vision as European Capital of Smart Tourism 2025. Over two days, participants explored cutting-edge approaches to data-driven tourism planning. Experts from Alterevo presented Vittorio Veneto's action plan built on integrated funding and evidence-based strategies, while VisitPiemonte showcased how data can guide sustainable destination management. Interactive co-design sessions and a lively Twin Brew World Café encouraged partners to rethink rural tourism experiences and identify practical solutions for innovation and growth.



The workshop concluded with a steering committee meeting and an "Aperi-feedback" session, reinforcing a shared commitment to collaboration, community engagement, and smarter tourism policies.

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The message from Turin was clear: regional cooperation and data-driven planning are powerful tools for building tourism systems that truly support sustainable local development.



HAJDÚ-BIHAR COUNTY BUILDS MOMENTUM FOR AN EXPERIENCE-BASED TOURISM STRATEGY

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Debrecen, 11 June 2025 – The Hajdú-Bihar County Government gathered a wide range of regional stakeholders for a joint expert meeting to shape a bold, experience-driven vision for tourism and rural development in Hajdú-Bihar County.

Bringing together development experts, universities, tourism actors, local producers, and civil society, the session focused on building a data-driven and holistic strategy rooted in real visitor motivations. International cooperation was also highlighted, including insights from the SYSTOUR project and a recent study visit to the Polytechnic University of Turin, where partners explored best practices in data-based tourism planning.

A co-design workshop resulted in concrete proposals, including two new cycling routes (Hajdúszoboszló–Nagyhegyes and Hajdúszoboszló–Hortobágy) targeting families and active travellers, while also identifying key gaps in infrastructure and digital skills.

Participants then worked in thematic groups on nature, gastronomy, and culture. From green routes linking the Hortobágy National Park and local thermal assets, to farm-to-table culinary experiences and interactive heritage workshops, the message was clear: tourism must connect landscapes, flavours, and traditions into one coherent story.



The shared conclusion? The future of Hajdú-Bihar's tourism lies in sustainable, experience-based development grounded in local identity. Further expert meetings are already planned for autumn 2025 to keep the momentum going.



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PROMOTING SUSTAINABLE TOURISM IN CENTRAL OSTROBOTHNIA THROUGH SYSTOUR

The Regional Council of Central Ostrobothnia continues to advance sustainable tourism in collaboration with stakeholders through the Interreg SYSTOUR project. In May 2025, the third regional Sustainable Travel Finland (STF) training session was held in Kannus. Participants gained valuable insights into sustainability communication and certification processes that help verify and communicate companies' responsible practices. The stakeholders have held 3 meetings during early 2025 to advance sustainable certification.

As part of the project, the largest tourism survey ever conducted in the region took place during summer 2025. Both local residents and visitors were invited to assess the region's sustainable tourism appeal and identify areas for improvement. The findings will provide crucial input for updating the regional tourism strategy—one of the main objectives of the project.



SYSTOUR HIGHLIGHTED AT THE MOLISE TOURISM EXCHANGE 2025

Regione Molise presented the SYSTOUR project during the Molise Tourism Exchange 2025 in Molise. The event offered a valuable opportunity to share the project's progress, promote its sustainable tourism model, and introduce the upcoming Pilot Action "Map&Go".

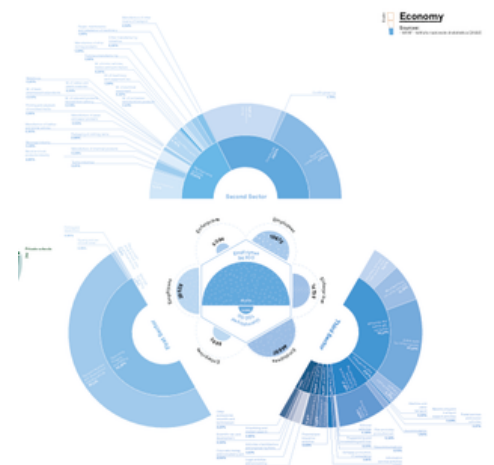
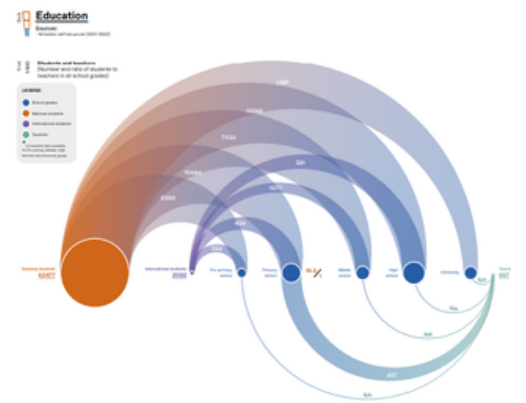
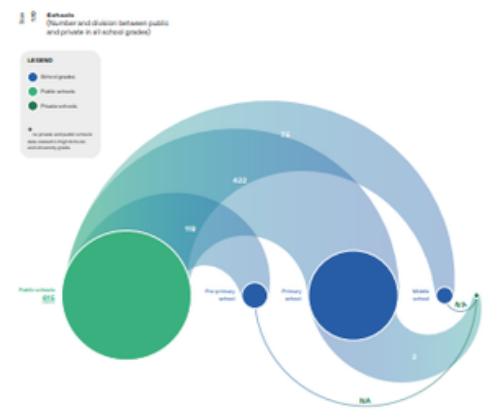
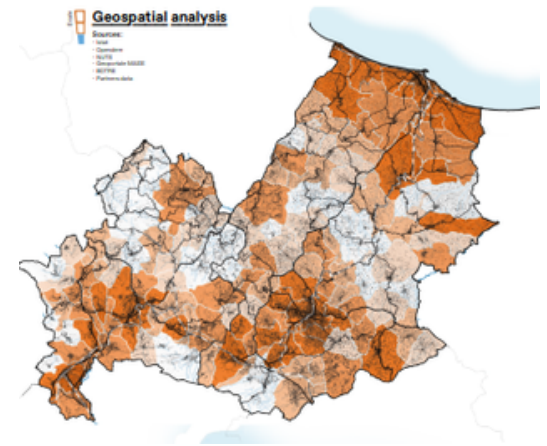
The SYSTOUR approach focuses on sustainable mobility, meaningful digitalisation, and authentic local experiences, while encouraging integrated territorial planning and stronger cooperation between public institutions, tourism operators, and citizens. The initiative positions Molise as a laboratory for innovative tourism strategies in rural areas. During the session, external expert Alessandro Colombo presented key project outputs, including the Complexity Map, which provides an integrated vision of the regional ecosystem by linking education, culture, environment, and tourism. Participatory tools such as the Community Map and the Mapping Party were also showcased, highlighting the importance of citizen involvement in shaping sustainable tourism development.

The event gathered 28 participants from institutions, tourism businesses, cultural associations, and academia. Discussions confirmed a shared commitment to collaboration and long-term strategies to strengthen Molise's positioning as a responsible and experiential tourism destination.

Feedback collected during the meeting confirmed a growing local interest in community-based tourism models and digital mapping activities, reinforcing Molise's role as an emerging hub for innovative and sustainable rural tourism strategies.



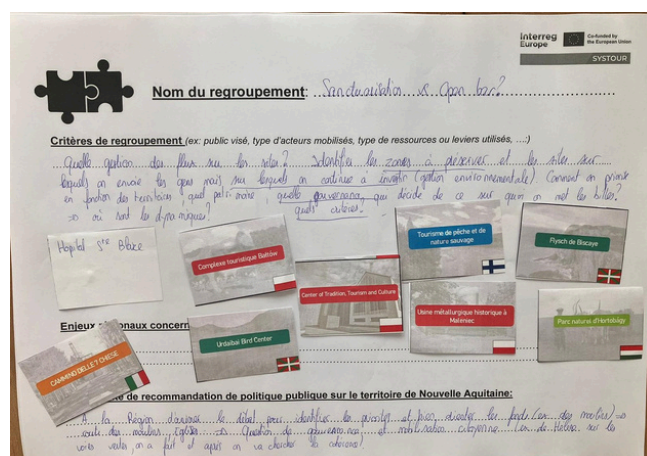
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FROM FIELD VISITS TO ACTION: STAKEHOLDERS SHAPE THE NEXT STEPS IN NOUVELLE-AQUITAINE

Field visits have now turned into concrete action. A recent stakeholder workshop brought together partners to transform on-the-ground insights into policy perspectives for Nouvelle-Aquitaine.

In just 2.5 hours, participants moved from inspiration to structuring real proposals. Through concise Good Practice summary sheets, interactive GP cards, and a hands-on A3 thematic template, discussions quickly evolved into clear thematic priorities linked to regional challenges. The dynamic format encouraged active debate, practical thinking, and collective ownership of the results.



The outcome: clusters of good practices directly connected to opportunities for improving regional public policy — particularly in the field of sustainable tourism.

What's next? In September, the results will be presented to representatives in charge of the regional roadmap for sustainable tourism. This second workshop, organised with the Région Nouvelle-Aquitaine, will focus on turning these shared insights into a concrete action plan.

A clear message emerged from the session: collaboration is the key to building smarter, more sustainable regional strategies.



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POLISH STAKEHOLDERS ADVANCE HOLISTIC TOURISM DIAGNOSIS

On 19 August 2025, the sixth Polish Stakeholders' Group Meeting of the SYSTOUR project took place at the Mistrz i Małgorzata Inn, bringing together regional partners to review progress and shape next steps. The session opened with insights from the recent interregional workshop in Turin, followed by a presentation of the ongoing Holistic Diagnosis of the Świętokrzyskie Voivodeship. Participants examined fresh data on tourism, demographics, and the regional economy, sparking a lively discussion on how to boost competitiveness and attract more visitors from Poland and abroad.



The meeting concluded with practical inspiration from Andrzej Borowiecki, who shared hands-on examples of strengthening rural tourism entrepreneurship through local hospitality initiatives.

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The key takeaway: data, dialogue, and local initiative are driving a stronger, more resilient tourism vision for the region.

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