

NEWSLETTER



TOP NEWS OF SEMESTER 6

ABOUT THE PROGRESS

Joint activities taking place

After Semester 5 strengthened the bridge between diagnosis and planning through the consolidation of the Policy Roadmapping methodology, Semester 6 brings the SYSTOUR partnership closer to implementation on the ground.

Across the regions, partners are now putting this shared framework into practice through stakeholder workshops, regional action planning, Map&Go pilot activities and digital mapping initiatives designed to make rural tourism more visible, accessible, coordinated and sustainable.

SHARING AND LEARNING

Events in focus

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LEA-ARTIBAI BUILDS MOMENTUM TOWARDS SUSTAINABLE TOURISM

This semester, the Lea-Artibai region has taken important steps in shaping a more sustainable and coordinated future for tourism as part of the SYSTOUR project.

Working closely with all 12 municipalities and local stakeholders, the team organised two key regional events that brought together public representatives to discuss the area's tourism future. Through interactive workshops and collaborative discussions, participants identified two major priorities: strengthening Lea-Artibai as a unified tourism destination and promoting a more sustainable tourism model that benefits both visitors and local communities.

These discussions led to the definition of five strategic objectives and the development of a tourism revitalisation plan built around six key pillars, including governance, sustainability, local businesses, tourism resources, communication, and preparing for future tourism trends. To turn these ideas into action, a roadmap for 2026 has also been prepared.

Lea-Artibai further enriched this work by participating in the Basquetour Conference at Expovacaciones 2026, bringing valuable European perspectives on tourism governance, data-driven decision-making, and balancing the needs of residents and visitors into the regional strategy.



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With strong collaboration, clear priorities, and a shared vision, Lea-Artibai is laying the foundations for a resilient and sustainable tourism destination that reflects the ambitions of the SYSTOUR project.



MAP&GO PILOT ACTION TRAINING BRINGS PARTNERS TOGETHER IN TURIN

4

On 5–6 November 2025, SYSTOUR partners gathered at the historic Castello del Valentino in Turin, Italy, for the Map&Go Pilot Action on-site training.

The event brought together participants from Molise (Italy), Nouvelle-Aquitaine (France), and Central Ostrobothnia (Finland) for two days of hands-on learning and collaboration, led by the team from Politecnico di Torino.

The training focused on collaborative mapping and sustainable tourism innovation, equipping participants with the skills to organise Mapping Parties and contribute to the growth of the OpenStreetMap community. By combining expertise in Systemic Design, Geomatics, and Economic Evaluation, the Map&Go pilot showcased the value of an interdisciplinary approach to developing smarter, more sustainable tourism systems.

Beyond the technical sessions, the training provided an excellent opportunity for partners to exchange knowledge, strengthen cooperation across regions, and build a shared vision for the future of sustainable tourism in Europe. The enthusiasm and active participation of everyone involved made the event an important milestone in advancing the SYSTOUR project.



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HAJDÚ-BIHAR EXPLORES NEW PATHS FOR SUSTAINABLE TOURISM

5

In December 2025, Hajdú-Bihar County Government hosted a joint Knowledge Day, bringing together experts and stakeholders from the SYSTOUR project and other European initiatives to explore the future of sustainable tourism and rural development.

The event focused on identifying innovative approaches to tourism development, with discussions covering nature-based experiences, local gastronomy, wellness tourism, digital solutions, and the active involvement of young people. Participants also explored how stronger cooperation across sectors can create more attractive and resilient tourism destinations.

The discussions also highlighted key tourism trends and directions that Hajdú-Bihar County's future tourism development should take into account. These included sustainability and responsible tourism, slow travel, staycation and microcation experiences, transformational, self-development and health-focused travel, noctourism, as well as cultural sensitivity and the protection of local values.

The workshop provided a valuable opportunity to exchange knowledge, connect ideas from different European projects, and strengthen a shared vision for sustainable tourism development in Hajdú-Bihar.



The ideas and recommendations gathered during the event will directly support the development of the Hajdú-Bihar Tourism Development Strategy 2026–2035, helping to build a more sustainable, experience-based tourism destination for both residents and visitors.



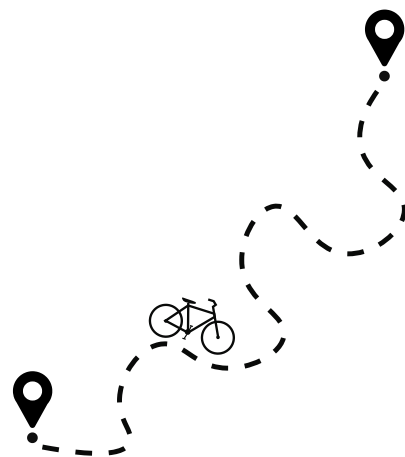
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MOLISE BRINGS SUSTAINABLE TOURISM TO LIFE THROUGH THE MAP&GO PILOT

This year, Molise Region successfully hosted two Map&Go Pilot Action events as part of the SYSTOUR project, demonstrating how community participation and digital tools can support sustainable tourism in rural areas.

In February, a Mapping Party in the Matese area brought together local stakeholders and volunteers to map trails, picnic areas, and points of interest using OpenStreetMap. By enriching open geographic data, participants helped improve the visibility, accessibility, and promotion of the region while supporting future sustainable tourism initiatives.

Building on this work, a Study Visit in May welcomed SYSTOUR partners from across Europe to discover the results of the mapping activities firsthand. Through meetings with local stakeholders and visits to natural, cultural, and gastronomic sites, participants explored innovative approaches to enhancing visitor experiences and promoting Molise's unique rural heritage.



Together, these two events highlighted the value of collaboration, open data, and local engagement in creating more accessible, connected, and sustainable tourism destinations.



[CHECK OUT THE EVENT'S VIDEO ON OUR YOUTUBE CHANNEL](#)



STAKEHOLDERS' GROUP MEETINGS IN POLAND, FRANCE AND FINLAND

Digital Innovation Brings Świętokrzyskie's Heritage to Life

In February 2026, the 7th SYSTOUR Stakeholder Group Meeting brought together experts, institutions, and cultural organisations at the Świętokrzyski National Park Directorate to explore how digital innovation can enhance sustainable tourism.

Participants discovered the AGROAktywni mobile app, designed to make regional attractions more accessible and promote authentic local experiences. They also experienced the "Forge of Imagination" virtual reality application, which brings the region's industrial heritage to life through immersive storytelling.

The meeting encouraged collaboration and knowledge exchange among stakeholders, highlighting how digital tools can help preserve cultural heritage while creating engaging visitor experiences and supporting the future development of tourism in the Świętokrzyskie region.



Central Ostrobothnia Launches Collaborative Mapping for Sustainable Tourism

In February 2026, stakeholders from across Central Ostrobothnia came together online to kick off the region's SYSTOUR pilot activities and explore how digital mapping can support sustainable tourism.

The meeting introduced the potential of OpenStreetMap and open spatial data to improve the visibility of local nature sites, tourism services, and outdoor routes. Participants highlighted that keeping this information accurate and up to date requires close collaboration between municipalities, businesses, and regional organisations.

The event marked the beginning of a collaborative journey, laying the foundations for upcoming mapping activities and co-design workshops that will help make Central Ostrobothnia's tourism offer more accessible, connected, and visible to visitors.

STAKEHOLDERS' GROUP MEETINGS IN POLAND, FRANCE AND FINLAND

Nouvelle-Aquitaine Advances Sustainable Tourism Planning

On 27 November in Bordeaux, APESA brought together regional authorities, tourism professionals, and local stakeholders for a SYSTOUR workshop focused on shaping the future of sustainable tourism in Nouvelle-Aquitaine.

Building on months of collaboration and analysis, participants worked together to develop an action plan supporting the revision of the Region's tourism policy framework. Discussions highlighted key priorities, including stronger environmental and biodiversity criteria, improved sustainable mobility, greater collaboration between stakeholders, and tourism projects with a stronger local focus.



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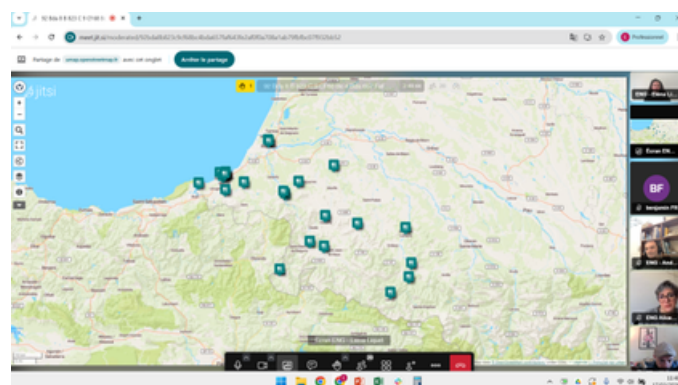


The workshop marked an important step towards a more integrated and sustainability-driven approach to tourism, helping ensure that future policies deliver lasting benefits for both local communities and the environment.

NOUVELLE-AQUITAINE PILOTS INNOVATIVE MAPPING FOR SUSTAINABLE TOURISM

The SYSTOUR pilot action in Nouvelle-Aquitaine builds on the region's strong experience in collaborative mapping, particularly in the Southern Landes, where the tourism office Seignanx.com has developed a successful "cartoguide" based on OpenStreetMap data. Supported by the Region Nouvelle-Aquitaine, this initiative has shown how community-driven mapping can become a powerful tool to promote local tourism for both residents and visitors.

Within the pilot, two key activities were carried out in 2026. A virtual mapathon on 17 March focused on mapping local producers linked to the Tokikoa label in the Basque Country, strengthening the visibility of short supply chains and local gastronomy.



This was followed by an on-site Mapping Party on 15 April in Oloron-Sainte-Marie, dedicated to sustainable mobility in the Béarn Mountains, bringing together local authorities, tourism offices, associations, and OpenStreetMap contributors.



The workshop marked an important step towards a more integrated and sustainability-driven approach to tourism, helping ensure that future policies deliver lasting benefits for both local communities and the environment.



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CENTRAL OSTROBOTHNIA STRENGTHENS SUSTAINABLE TOURISM THROUGH OPENSTREETMAP MAPPING

In May 2026, Central Ostrobothnia hosted a Map&Go pilot activity in Kokkola, bringing together the Regional Council of Central Ostrobothnia, local stakeholders, and Italian project partners to explore how open spatial data can support tourism development.

The programme combined field mapping and a mapathon. Participants collected real-world data in Kokkola city centre and the Villa Elba area, mapping routes, points of interest, signage, and other key features.

This hands-on experience was followed by a collaborative session to upload, refine, and integrate the data into OpenStreetMap, ensuring it is openly available for future digital use.



The activity highlighted the value of collaborative mapping in improving the visibility, accessibility, and quality of tourism information, while also strengthening local skills and awareness around open data.

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