



PRESS RELEASE
ON THE 5TH GENERAL ASSEMBLY OF THE TOURAL PROJECT

The 5th General Assembly of the TOURAL Project was held in Tulcea, Romania, on 16–18 September 2026, bringing together the members of the TOURAL Consortium to review the progress of the Project towards its completion. The meeting focused on the final implementation of the Project, including the development and validation of Cultural Sustainable Tourism (UCCST) models, pilot activities, tourism products and business models.

Particular attention was devoted to the TOURAL ICT ecosystem, including the Sustainability Simulator, Predictive Advisor, Augmented Platform, VR Tools, Serious Games, Tourism Data Spaces and Digital PEF Tools. The participants also discussed dissemination, exploitation and sustainability of the Project results, including the Policy Brief and Replication Roadmap, as well as preparations for the European Commission's final review.

The General Assembly also provided an opportunity to highlight the cultural and tourism potential of the Danube Delta, through visits to cultural heritage sites in Tulcea, Sulina and Mila 23. The results and experience of TOURAL provide relevant opportunities for further dissemination and replication of innovative and sustainable tourism solutions in the wider Black Sea region, including through BSEC regional cooperation.