



Stakeholder Seminar on Blue Economy

“Towards a Common Maritime Agenda for the Black Sea”

19 March 2019 in Istanbul

Workshop 3: An attractive Black Sea region: sustainable coastal and maritime tourism

Actions & Outcomes



Actions	Stakeholders	Black Sea Added Value	Lessons learnt and related projects	Project ideas
Objective 1: Foster the development of sustainable products and services with low ecosystem impact				
Promote <u>all kinds of tourism - leisure and business, as well as synergies between inland, coastal and maritime tourism, between sun-related, leisure and sport-related tourism and cultural tourism.</u>	<ul style="list-style-type: none"> Institutions NGOs SMEs Private/Public sector 	Institutional collaboration within the countries and in the region	<ul style="list-style-type: none"> ODYSSEA Western Black Sea Underwater cultural tourist routes ARTREEFS 	<ul style="list-style-type: none"> Promotion campaign to set up and develop Black Sea Branding to make Black Sea an international destination Collaboration with Lonely Planet and other similar tools (Funds: UNESCO/JPI)
	<ul style="list-style-type: none"> Institutions NGOs SMEs Private/Public sector 	Development of touristic attractiveness with the goal to contribute to sustainability and to create added value locally	ODYSSEA	<ul style="list-style-type: none"> Develop Black Sea Guides, yachters guide book, cruiser guide, marinas to be linked with the local cuisine and culture information Promotion via a Black Sea tourist web site (CBC or national funds)
	<ul style="list-style-type: none"> NGOs, SMEs Private sector (Landowners) 	Enhance local tourism and local economy with environmental friendly actions		Set up Eco-camp Sites (Network) linked with ecofriendly activities

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Promote: <ul style="list-style-type: none"> ✓ Itineraries on exploring underwater cultural heritage ✓ The development of the cultural dimension of tourism ✓ Cruising including small-scale cruising/yachting; ✓ Pescatourism and nature tourism. 	<ul style="list-style-type: none"> • SMEs, NGOs • Research institutes • Private/public sector 	Promote alternative tourism and highlight the cultural heritage of the region	<ul style="list-style-type: none"> • HERAS Project • NIRD project 	Promote Diving Tourism combining it with sea bed mapping (Funding: H2020 , CBC)
	<ul style="list-style-type: none"> • SMEs, NGOs • Private/Public sector • For Bike tour: Eurovelo Association 	Development of touristic attractiveness with the goal to contribute to sustainability and to create added value locally	<ul style="list-style-type: none"> • Cultural Ports from Aegean to the Black Sea (ENPI CBC) • ARTREEFS 	<ul style="list-style-type: none"> • Create/Promote recreational routes (Wine routes, Bike tour, SilkRoad route, Sailing Rally). • Utilize these routes to create a network of hostels (Fund: CBC)
Objective 2: Scale-up local practices in emerging “niches” to the national and regional levels				
Promote alternative ways of tourism, related to nature and promoting local products.	<ul style="list-style-type: none"> • SMEs, NGOs • Farmers’ cooperatives 	<ul style="list-style-type: none"> • Support sustainability actions, water conservation • Promotion of local products and culture heritage 	Black Sea Sustainable Rural Tourism Program	Dedicated projects for sustainable Agrotourism, incl. promotion of local products (e.g. biotech hydroponics, etc.), water conservation and changes/upgrades in farming systems
	<ul style="list-style-type: none"> • Tourism industry • Private sector 	<ul style="list-style-type: none"> • Promotion of local products • Boost local economy 	Black Sea Sustainable Rural Tourism Program	Support the development of the brand “Black Sea cuisine”

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		<ul style="list-style-type: none"> Promote Black Sea region brand 		
	<ul style="list-style-type: none"> Private/Public sector NGOs 	<ul style="list-style-type: none"> Highlight cultural heritage Create awareness on nature protection Boost local economy 	Black Sea Sustainable Rural Tourism Program	Establish a network of Marine Protected Areas with eco-tourism purposes
Objective 3: Support the uptake of new technologies (Tourism 4.0) to improve the image of the sea-basin				
Develop adoption of ICT, social media and other high-end technological innovation to boost new services, marketing approaches and access to niches of visitors globally.	<ul style="list-style-type: none"> Private sector ICT companies Tourism industry 	<ul style="list-style-type: none"> Global promotion of tourism in the Black Sea Utilization of publically available data in the region in order to form better policies touristic strategies regionally 	ODYSSEA	Development of e-platforms to promote tourism through new technologies and use of data
Objective 4: Foster greater support for cooperation amongst practitioners in the region				
Improve existing blue skills and know-how to ensure the level of standards in services required by the market for tourism of several types (season based, cultural, adventure/sports).	<ul style="list-style-type: none"> Private sector Tourism industry Chambers of commerce UNWTO BSEC 	<ul style="list-style-type: none"> Upgrade of regional skills with commonly accepted standards and set categorization of services to support and promote “Black Sea” Brand Upgrade of training and education to meet 	<ul style="list-style-type: none"> ERASMUS+ MENTOR 	Targeted grants/calls to define commonly accepted standards and to develop training courses with twining within the region and beyond.

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	<ul style="list-style-type: none"> Education and training institutions 	international tourism sector demand (e.g. language, etc.)		
Objective 5: Development of Infrastructure				
Improve existing infrastructure towards more environmental friendly means perspective	<ul style="list-style-type: none"> Private sector Tourism industry NGOs 	<ul style="list-style-type: none"> Raise awareness on natural heritage Contribution to its protection 	ODYSSEA Blue Flag	<ul style="list-style-type: none"> Launch regular competitions and introduce 'Beach awards/Blue Flags' for initiatives/projects improving coastal and marine infrastructure (e.g. Blue Flag, etc.) Create a network of Blue Flag beaches along the Black Sea



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FOR BLUE GROWTH
IN THE BLACK SEA