

## Concept Note

**The T4BS High-Level Forum - Tourism, Digitalisation and Sustainable development for the Black Sea. A European pathway towards:**

- **A resilient and competitive tourism ecosystem**
- **Sustainable tourism destinations and services**
- **Digitalisation of tourism**

The Forum presents opportunities and challenges of co-creating a vision of a sustainable, digital transition towards a resilient tourism ecosystem, with respect to the EU Green Deal and the Digital Decade.

A key success factor is digitalisation. Digitalisation is a driver for resilient, sustainable tourism in Europe. The Forum will primarily focus on data and how data can be leveraged towards this goal.

Together, we will address some key challenges:

- Lack of data-sharing among players to support data-enabled solutions.
- Low level of digitalisation of tourism destinations.
- Insufficient knowledge base of the tourism ecosystem (monitoring, identification of data sources, data leveraging).

The Forum is promoted as part of the **Tourism 4.0 for Black Sea (T4BS) project funded by the EC through the European Maritime and Fishery Fund (EMFF)**. The project strives to enable local tourism stakeholders from the public and private sectors to increase their understanding of current digitalisation trends, patterns of tourist flows, and impact of visitors, as well as predict the tourist impact of strategic, data-driven decisions. The aim is to foster more sustainable tourism in the future.

The Forum will present the main project results and look to address the identified challenges and bottlenecks preventing the full uptake of new technologies and business models for a sustainable maritime space.

A wide range of high-level policymakers, businesses, researchers and civil society organisations will discuss challenges and opportunities, as a way to identify pathways to promote the Tourism 4.0 concept in the Black Sea -and beyond.

## The Agenda

High-Level Forum - Tourism, Digitalisation and Sustainable development for the Black Sea

Venue: Slovenian Digital Center, Ljubljana, Slovenia  
Šmartinska cesta 152, Hala 1, 1000 Ljubljana, Slovenia

Hybrid event | 18/11/2021 | 9:00 – 13:00 CET

Host: Tourism 4.0 for the Black Sea – Lead Partner: Arctur, Slovenia

Join Zoom Meeting: will be provided 3 days before the event

8:30 - 9:00	Registration and welcome coffee
9:00 - 9:10	Welcome and introduction to the Forum <i>Tomi Ilijaš, CEO, Arctur</i>
9:10 - 9:30	High-level opening speeches: <i>Carl Hartzell, Head of the Delegation of the European Union in Georgia, Georgia</i> <i>Valentina Superti, Director, DG GROW</i> <i>Ksenija Flegar, Acting Director for Tourism, Ministry of Economic Development and Technology, Slovenia</i> <i>Rositsa Stoeva, Executive Manager in the BSEC PERMIS</i> <i>Laszlo Borbely, State Counsellor to the Prime Minister, Government of Romania</i> <i>George Tziallas, Regional Director for Europe and Africa for the WTTC</i> <i>Peter Janech, Deputy Director of the Regional Department for Europe, UN WTO</i>
9:30 - 10:30	Presentation of the project Tourism 4.0 for the Black Sea and its results <i>Urška Starc-Peceny, CIO, Arctur</i> <i>Samo Eržen, Research Engineer, Arctur</i> <i>Hrvoje Ratkajec, R&amp;D Project Manager, Arctur</i> Presentation of CINEA <i>Agnieszka Kempny, Project manager, CINEA</i>
10:30 - 10:50	Coffee Break
10:50 - 12:50	Challenges and opportunities for the tourism sector in the Black Sea (panel discussion) Invited panellists: <i>Tomi Ilijaš, CEO, Arctur</i> <i>Patrizia Busolini, Policy officer, DG MARE</i> <i>Suzana Zagorc, Secretary of Tourism Directorate, Ministry of Economic Development and Technology, Slovenia</i> <i>Rositsa Stoeva, Secretary General, BSEC</i>

	<p><i>Stavros Kalognomos, Executive Secretary, Balkan and Black Sea Commission, CPMR</i>  <i>Laszlo Borbely, State Secretary, Department for Sustainable Development, Romania</i>  <i>George Tziallas, Regional Director for Europe and Africa for the WTTC</i></p> <p>Moderators:  <i>Urška Starc-Peceny, CIO, Arctur</i>  <i>Mamuka Berdzenishvili, Executive Director, Tourism Institute, Georgia</i></p>
12:50 - 13:00	T4BS Declaration & Forum Closing
13:00	Lunch

BSEC – Black Sea Economic Cooperation

CINEA – European Climate, Infrastructure and Environment Executive Agency

CPMR – Conference of peripheral maritime regions

DG MARE – EU Directorate-General for Maritime Affairs and Fisheries

DG GROW – EU Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

UN WTO – United Nations World Tourism Organization

WTTC – World Travel & Tourism Council

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