

BLACK SEA STORIES

Presented by the Black Sea Assistance Mechanism

Developing Ecotourism Net in the Black Sea region

ENI CBC BLACK SEA
BASIN 2014-2020
PROGRAMME
BSB79: DEVELOPING
ECOTOURISM NET IN
THE BLACK SEA
REGION
(ECOTOUR-NET)

Over the past two years the ECOTOUR-NET project has been working to develop and diversify ecotourism activities that sustain the natural and cultural resources of 5 regions in the Black Sea Basin, always bearing in mind the “protection and use” balance.

In order to leverage the region's potential for ecotourism and achieve concrete objectives such as increasing the number of overnight stays by foreign visitors, ECOTOUR-NET undertook a wide range of actions. This includes the creation of activity routes (hiking and cycling), recreational locations, and tour packages. In addition, the project set about developing multiple online and physical promotional materials for use by the local tourism sector, including a web portal, a mobile application, brochures, posters, guides and maps, and a promotional film. Skills development training was also delivered to local guides, tourism facility staff, and rural women's groups, while contributing to the organisation of traditional festivals and the promotion of local products.

In all these efforts to strengthen cross-border business opportunities, ECOTOUR-NET has contributed to a strategic transformation that will build a baseline for a diversified, year-round sustainable tourism and culture sector that improves the welfare of the 5 regions' inhabitants by creating employment opportunities and raising incomes.

KEY INFO

Total budget:
€ 795 118

EU funding:
€ 731 508

Duration:
April 2019 -
April 2021

COUNTRIES & PARTNERS INVOLVED



Sile District Governorship (Turkey)



Municipality of Xanthi (Greece)



Municipality of Byala (Bulgaria)



Foundation Caucasus Environment (Georgia)



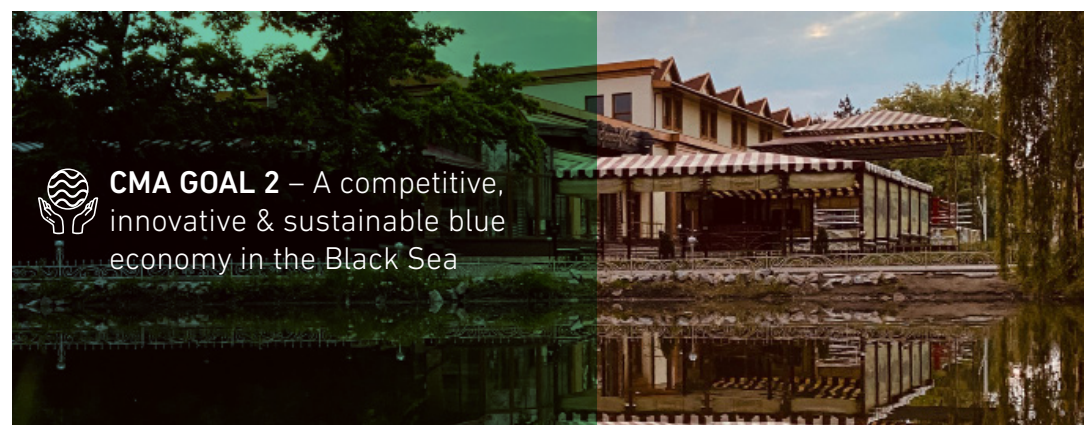
Regional Development Agency of Zaporizhzhya region (Ukraine)

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Reference: EASME/EMFF/2020/3.1.2

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ECOTOUR-NET Success Story – Focus on Şile

To give you a better idea of the kind of tangible impacts ECOTOUR-NET has had in each of the 5 beneficiary regions, here we take a look at the outcomes of the project on the ground in the Turkish city of Şile, whose District Governorship was the lead partner of the project.

What has ECOTOUR-NET delivered in Şile District?

Some Facts & Figures:

- 2 walking routes (each with 2 information boards & 35 direction signs)
- 2 cycling routes (each with 2 information boards & 45 direction signs)
- 10 photo benches at scenic locations (each with its own information board & photobank)
- 2 birdwatching towers
- 12 product sales stands for local entrepreneurs
- 6 information boards, 36 tables, & 144 chairs for 6 recreation areas
- 38 people received skills development training (20 hours for local guides, 10 hours for tourism facility staff, & 10 hours for rural women's groups)

What's coming up?

Ongoing work and next steps:

- A local outdoor guide & foldable map
- A web portal and mobile app – www.ecotournet.net
- A film and panoramic photos to promote the region
- A workshop to launch tour packages
- Continued support to local officials and citizens in Şile

What does this mean for Şile?

Long-term benefits for the region:

- Extending Şile's tourism season from 3 months to all year-round
- An actively promoted region that attracts greater numbers of tourists
- Economic development, new employment opportunities and higher wages due to a more vibrant tourism sector
- Reviving ecotourism in the wider Istanbul metropolitan area's largest forest area

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