

BLACK SEA STORIES

Presented by the Black Sea Assistance Mechanism

The avant garde of sustainable, inclusive tourism through Data Analytics

Tourism 4.0 for the Black Sea

European Maritime and Fisheries Fund (EMFF)

KEY INFO

Total budget:
€ 720,332.56

Funders:
European Union

Duration:
November 2019 -
December 2021

 t4bs.eu

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The Black Sea tourism sector has experienced steady growth (pandemic notwithstanding). But as in every burgeoning travel destination, environmental and social impacts may offset some of tourism's economic and cultural benefits.

That's why one innovative project has brought its methodology to the Black Sea to assist local stakeholders in making sure that tourism works for local communities and is aligned with the United Nations Sustainable Development Goals. This initiative, Tourism 4.0 for the Black Sea, puts the interests of local inhabitants front and centre and brings a novel, data-driven approach to the advancement of a competitive, innovative and sustainable blue economy for the Black Sea (CMA Goal 2).

Tourism 4.0 has been testing their Tourism Impact Model (TIM) with their consortium partners and in several Black Sea locations since the project kicked off in November 2019. TIM uses data to measure tourism's real impact on the environment, economy and local culture, giving decision-makers, businesses, and local communities a holistic view of the sector that enables strategic planning. But it boasts another novel parameter – collaboration! Here, TIM measures the extent to which local actors communicate and collaborate within the tourism ecosystem. Moreover, the Tourism 4.0 team has already conducted a number of workshops in Black Sea countries (Georgia, Romania and Ukraine), putting this tool into the hands of local stakeholders so that they can make the most of its findings.

Now that this first of its kind project for the Black Sea is coming to a conclusion, its achievements and the lessons learned will surely be central to the further development of digitalisation as a tool to enable a greener and more innovative Black Sea tourism sector.

COUNTRIES & PARTNERS INVOLVED

 Arctur (Slovenia)

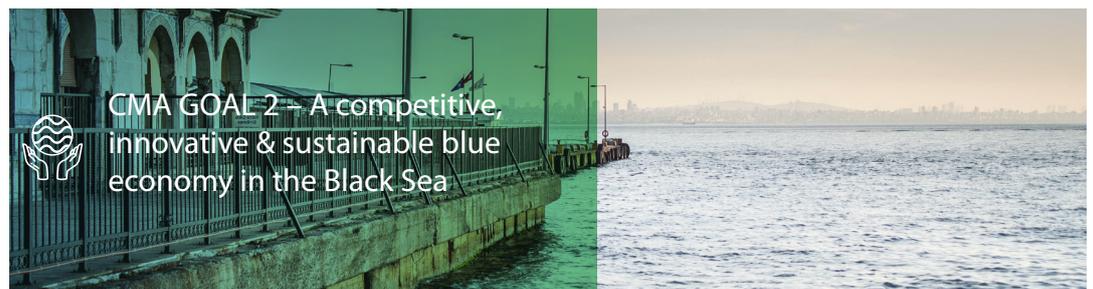
 HCL Management (Greece)

 Sano Touring Experience (Romania)

 NGO Agricola (Ukraine)

 Tourism Insitute (Georgia)

 Ovidius University of Constanta (Romania)



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Reference: EASME/EMFF/2020/3.1.2

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