

COMMON MARITIME AGENDA FACTS



Focus on Tourism

The Black Sea: ocean of opportunities for sustainable tourism

The Black Sea region has a permanent population of roughly 17.5 million inhabitants, to which 6–8 million tourists are added each year. The Black Sea Common Maritime Agenda is thus an opportunity for the Black Sea region to 'Build Back Better' to face challenges posed by climate change and the COVID-19 crisis, notably through digitalisation and a smart and sustainable approach.

Tourism, with ever higher expectations from customers in terms of quality, is set to see firsthand benefits from this context and a positive impact on the economic welfare of the region.

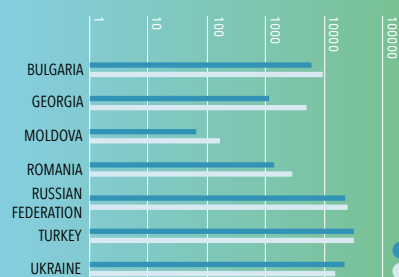
Tourism in the Black Sea: Diversity and fields of development

- **Diving tourism** can stimulate ecosystem understanding and preservation, as well as underwater archaeological heritage promotion.
- **Nautical routes** can bridge land and coastal landmarks, with **water sports** or **landscapes** as discovery paths.
- **Fisheries heritage**, traditions and ship-building can attract travellers looking for experience-tourism and social dimensions.
- **Gastronomy** and the unique flavours of the culinary heritage of a maritime region rich in multicultural influences.

A growing industry facing challenges and accelerating its transitions

Between 2000 and 2018, international arrivals grew an average 6% per year in the Black Sea region, above Europe's 3% growth and the global average of 4% per year*. For CMA countries, an average growth rate of 7% was observed**.

International Tourist Arrivals
a global increase in the Region between 2018 and 2019



COVID-19: a sudden halt to growth, but also a driver of change

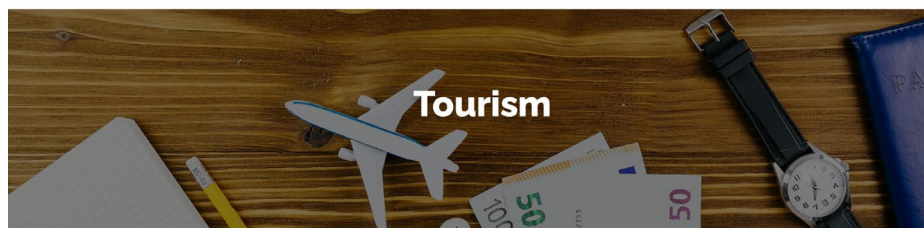
- International cooperation in health and safety measures is **accelerating cooperation** between countries, opening axes of cooperation in promoting quality and information sharing globally.
- The tourism industry experienced a **crash course in providing reliable solutions** in assessing public health risks, adapting tourism operators' processes and approach to transparency.
- The **tourism value chain** and stakeholders network composed of public bodies, private companies and tourists is evolving towards improved efficiency and accountability.

BSEC Tourism

a working group dedicated to the development of sustainable tourism from mountain to coast in the Black Sea Region. Romania is the country coordinator from 1 July 2020 until 30 June 2022.



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<https://ec.europa.eu/newsroom/mare/items/698185>

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*Source UNWTO <http://core.bsec-organization.org/UploadedFiles/OtherFiles/20191217-bsec-unwto-brochure-november-2019-1e23yd5m.pdf>

** 2020 International Tourism Highlights UNWTO



Common Maritime Agenda for the Black Sea

Black Sea Assistance Mechanism

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Focus on Tourism

Youth and Digital: catalysing change for Black Sea tourism

According to the European Commission's Communication on "A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism", coastal areas attract more than one third of all tourism business in Europe and are therefore important for growth and jobs. This is particularly true for young people, as **45% of tourism workers are between 16 and 35 years old**. Alongside the **digitalisation of the wider economy**, this creates an impetus for change illustrated by the two Black Sea projects described below.



Supporting Youth Entrepreneurship in Cultural Tourism for coastal communities in the Black Sea (CulTourE4Youth), run under the coordination of ICBSS, aims to increase the knowledge and entrepreneurial culture of young people and promote sustainable coastal tourism practices, notably in Georgia, Republic of Moldova, Turkey and Ukraine.



 The CulTourE4Youth Project is co-funded by the European Commission under Grant Contract ENI/2020/421-957

[Link to project](#)

Solutions for Tourism in the Black Sea



The Tourism 4.0 for the Black Sea project, which concluded in December 2021, enabled local tourism stakeholders from the public and private sectors to increase their understanding of digitalisation trends, patterns of tourist flows and the impact of visitors, therefore, catalysing strategic, data-driven decisions for more sustainable tourism in the future.



 With the contribution of the European Maritime and Fisheries Fund for the European Union

[Link to project](#)

Investing in cooperation and digital transformation

The conclusions of the projects outline several key barriers to be addressed:

- Developing **interdisciplinary** and **cross-sectoral** knowledge, skills and collaboration;
- Allowing for an **innovative and democratic approach** in the collecting, processing and protection of data, use the tourism ecosystem as a model for innovation in other areas such as smart cities, epidemiological surveillance;
- Encouraging activities and projects that include at the forefront and among performance indicators **cooperation between stakeholders** in the broadest sense (cross-sectoral, in the economy, etc.), focused on respecting the quality of life of the local community.

TO GO FURTHER:

- Explore the CMA website resources and news related with Tourism in the Black sea
- Learn more about tourism in the Black Sea Region with the BSEC Tourism Working Group reports
- Keep up to date with the work of the Balkan and Black Sea Commission of CPMR on Cultural and Creative Industries



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