



# COMMON MARITIME AGENDA REGIONAL STAKEHOLDERS CONFERENCE

Parallel session 1  
*Coastal and maritime tourism*



## What is the approach proposed for the panel sessions?

This panel will discuss some **potential project ideas**, to identify elements that can be retained in order to develop future blue economy flagship projects.

It also aims to **renew the engagement with regional stakeholders** to support the implementation of the CMA and its goals/priorities.

Building on previous project pipelines, the session discusses elements that can be retained in order to **develop future flagship projects** through the support of the Black Sea Assistance Mechanism (BSAM).



## How will it work in practice?

The **moderator will initially present the ideas** for an general understanding of those.

These **ideas will be then commented by key speakers (in two slots) and then voted (online) by all participants**, so as to reflect on the most valuable ideas presented.

The **questions to structure the discussion** on the ideas presented are as follows:

- *Could you elaborate and discuss the areas for project development presented?*
- *What are the main opportunities/aspects to consider with regards to digitalisation?*
- *What pre-requisites can ensure water quality, fight against pollution / marine litter?*
- *What relevant actions can address capacity/skills and research pre-conditions?*



## List of projects to be discussed – First ‘Batch’ (20 minutes)

N°1	<b>Eco-tourism within the Black Sea Marine Protected Areas</b>	Project to promote the establishment of ecological and natural heritage routes among the Black Sea Marine Protected Areas considering integrated coastal zone management.
N°2	<b>Micro cruising / yacht routes</b>	Piloting actions towards the set-up of micro-cruising and yachting routes – also possibly linked to the green-routes above and sustainable offers related to maritime cultural heritage
N°3	<b>Blue Flag in Black Sea: destinations campaign and sensibilisation</b>	Media/web campaign to support the Blue Flag label in local destinations (e.g. municipalities) in the Black Sea and increase the actual application of the initiative by Local Authorities across the region
N°4	<b>“Matchmaking” platform for blue tourism</b>	Dedicated “matchmaking” platform (at regional level? In each country?) with a strong focus on generation of concrete project/partnerships, by bringing together operators in the small-scale cruising sector (and related activities through its value chain)



## List of projects to be discussed – Second ‘Batch’ (20 minutes)

N°5	<b>Networks of hubs to boost ‘Big Data’ for sustainable tourism</b>	Support to a network of local/national hubs across BS countries to foster the uptake of big data in promoting and monitoring sustainable tourism (both for visitor advices and destinations support)
N°6	<b>Diversification of tourism offers in the region</b>	Promote new services and products, towards the deseasonalisation of coastal and maritime touristic offer, support of youth tourism, combined with culture and natural heritage tourism, as well as cultural virtual diving heritage
N°7	<b>Foster greater digitalisation in regional tourism</b>	Support greater uptake of digital technologies and services, including through greater available and organised data at local level to adapt strategies to effective needs of coastal and maritime areas. Also foster potentials for boosting alternative tourism experiences through interactive maps and big data (to plan trips, etc)
N°8	<b>Boosting a participatory process in tourism development</b>	Support participatory processes through public and private stakeholders to co-design a shared sustainable planning. Foster inclusivity, valorisation and engagement locally.

