Stakeholder Seminar on Blue Economy

“Towards a Common Maritime Agenda for the Black Sea”

19 March 2019 in Istanbul

Workshop 3: An attractive Black Sea region: sustainable coastal and maritime tourism

Actions & Outcomes
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<th>Actions</th>
<th>Stakeholders</th>
<th>Black Sea Added Value</th>
<th>Lessons learnt and related projects</th>
<th>Project ideas</th>
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</table>
| **Objective 1: Foster the development of sustainable products and services with low ecosystem impact** | • Institutions  
• NGOs  
• SMEs  
• Private/Public sector | Institutional collaboration within the countries and in the region | • ODYSSEA  
• Western Black Sea Underwater cultural tourist routes  
• ARTREEFS | • Promotion campaign to set up and develop Black Sea Branding to make Black Sea an international destination  
• Collaboration with Lonely Planet and other similar tools (Funds: UNESCO/JPI) |
| | • Institutions  
• NGOs  
• SMEs  
• Private/Public sector | Development of touristic attractiveness with the goal to contribute to sustainability and to create added value locally | ODYSSEA | • Develop Black Sea Guides, yachters guide book, cruiser guide, marinas to be linked with the local cuisine and culture information  
• Promotion via a Black Sea tourist web site (CBC or national funds) |
| | • NGOs, SMEs  
• Private sector (Landowners) | Enhance local tourism and local economy with environmental friendly actions | | • Set up Eco-camp Sites (Network) linked with ecofriendly activities |
### Actions

**Promote:**
- Itineraries on exploring underwater cultural heritage
- The development of the cultural dimension of tourism
- Cruising including small-scale cruising/yachting;
- Pescatourism and nature tourism.

#### Stakeholders

- SMEs, NGOs
- Research institutes
- Private/public sector
- For Bike tour: Eurovelo Association

#### Black Sea Added Value

- Promote alternative tourism and highlight the cultural heritage of the region
- Development of touristic attractiveness with the goal to contribute to sustainability and to create added value locally

#### Lessons learnt and related projects

- **HERAS Project**
- **NIROD project**
- **Cultural Ports from Aegean to the Black Sea (ENPI CBC)**
- **ARTREFFS**

#### Project ideas

- Promote Diving Tourism combining it with sea bed mapping (Funding: H2020, CBC)
- Create/Promote recreational routes (Wine routes, Bike tour, SilkRoad route, Sailing Rally).
- Utilize these routes to create a network of hostels (Fund: CBC)

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### Objective 2: Scale-up local practices in emerging “niches” to the national and regional levels

**Promote alternative ways of tourism, related to nature and promoting local products.**

#### Stakeholders

- SMEs, NGOs
- Farmers’ cooperatives
- Tourism industry
- Private sector

#### Black Sea Sustainable Rural Tourism Program

- Support sustainability actions, water conservation
- Promotion of local products and culture heritage
- Promotion of local products
- Boost local economy

#### Project ideas

- Dedicated projects for sustainable Agrotourism, incl. promotion of local products (e.g. biotech hydroponics, etc.), water conservation and changes/upgrades in farming systems
- Support the development of the brand “Black Sea cuisine”
## Actions

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<td>• Private/Public sector • NGOs</td>
<td>• Highlight cultural heritage • Create awareness on nature protection • Boost local economy</td>
<td>Black Sea Sustainable Rural Tourism Program</td>
<td>Establish a network of Marine Protected Areas with eco-tourism purposes</td>
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### Objective 3: Support the uptake of new technologies (Tourism 4.0) to improve the image of the sea-basin

- **Develop adoption of ICT, social media and other high-end technological innovation to boost new services, marketing approaches and access to niches of visitors globally.**
  - Private sector
  - ICT companies
  - Tourism industry
  - Global promotion of tourism in the Black Sea
  - Utilization of publically available data in the region in order to form better policies touristic strategies regionally
  - ODYSSEA
  - Development of e-platforms to promote tourism through new technologies and use of data

### Objective 4: Foster greater support for cooperation amongst practitioners in the region

- **Improve existing blue skills and know-how to ensure the level of standards in services required by the market for tourism of several types (season based, cultural, adventure/sports).**
  - Private sector
  - Tourism industry
  - Chambers of commerce
  - UNWTO
  - BSEC
  - Upgrade of regional skills with commonly accepted standards and set categorization of services to support and promote “Black Sea” Brand
  - Upgrade of training and education to meet
  - ERASMUS+
  - MENTOR
  - Targeted grants/calls to define commonly accepted standards and to develop training courses with twinning within the region and beyond.
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<td>• Education and training institutions</td>
<td>international tourism sector demand (e.g. language, etc.)</td>
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**Objective 5: Development of Infrastructure**

**Improve existing infrastructure towards more environmental friendly means perspective**

- Private sector
- Tourism industry
- NGOs

- Raise awareness on natural heritage
- Contribution to its protection

**ODYSSEA Blue Flag**

- Launch regular competitions and introduce ‘Beach awards/Blue Flags’ for initiatives/projects improving coastal and marine infrastructure (e.g. Blue Flag, etc.)
- Create a network of Blue Flag beaches along the Black Sea