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***PROMOTING HERITAGE - AND CULTURE - BASED EXPERIENTIAL TOURISM IN
THE BLACK SEA BASIN***

Project No. BSB 1145

PROCEEDINGS

**From the International Business Conference on Experiential Tourism
Yerevan, Armenia
October 1st, 2021**

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Introduction

The International Business Conference on Experiential Tourism is a targeted event aimed to present research and practice along the new trends in tourism and hospitality in view of the quest for sustainability, regional development and adaptation to the new standards in travel and leisure industry ensuing the recent pandemic and security challenges.

The Conference presents and promotes the needs assessment reports, regional action plans and inventory of business models elaborated within the project PRO EXTOUR: PROMOTING HERITAGE - AND CULTURE - BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN. It brings together researchers, practitioners, authority representatives and students that eager to co-create solutions for tackling the sector-specific challenges and identify new opportunities in the changed business and political environment after 2020.

The key topics of the Conference covered

- ✚ Experiential Tourism globally and in the Black Sea Basin¹
- ✚ Culture and Heritage as Experience-drivers
- ✚ Sustainability Aspects of Experiential Tourism
- ✚ Business Models and Innovations
- ✚ Showcasing good entrepreneurial practices from the Black Sea Basin

The International Conference was organized and hosted by the Yerevan State University at the Academic Council Hall, 1 Alex Manoogian Street in Yerevan, Armenia.

PRO EXTOUR partners - Varna University of Management (Bulgaria), Aristotle University of Thessaloniki (Greece), Georgian Arts and Culture Centre (Georgia) and Culinary Arts and Hospitality Association (Bulgaria) - participated with presentations and dissemination of the conference results.

These proceedings provide a synopsis of the presentations, delivered at the conference. The full texts of the research outputs are published on the web-site of PRO EXTOUR project in all partners' languages.

The working language of the conference was English.

More details are available at <http://ysu.am> and <https://proextour.eu>.

¹ The area of the Black Sea Basin is understood as to the European Neighbourhood Instrument's definition and includes Armenia, Bulgaria (Northeast and Southeast Planning Regions), Georgia, Greece (Central Macedonia, Eastern Macedonia and Thrace), Romania (Southeast Region), Republic of Moldova, Turkey (Regions İstanbul; Tekirdağ, Edirne, Kırklareli; Kocaeli, Sakarya, Düzce, Bolu, Yalova; Zonguldak, Karabük, Bartın; Kastamonu, Çankırı, Sinop; Samsun, Tokat, Çorum, Amasya; Trabzon, Ordu, Giresun, Rize, Artvin, Gümüşhane) and Ukraine (Odesa, Mykolaiv, Kherson, Zaporosh'ye and Donetsk Oblasts, Crimea Republic, Sevastopol).



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Agenda

9:30-10:00	Registration
10:00-10:30	<p>Welcome remarks Prof. Dr. Alexander Markarov, Head, International Cooperation Office, Yerevan State University</p> <p>Presentation of PRO EXTOR project Tzvetalina Genova, Varna University of Management, Project coordinator</p>
PANEL 1 - PROBLEMS	
10:30-12:00	<p>Needs assessment analysis on the prospects for the development of experiential tourism in the Black Sea Basin, Tzvetalina Genova, Varna University of Management</p> <p>Needs assessment analysis on the prospects for the development of experiential tourism in Bulgaria Assoc.Prof. Dr. Preslav Peev, Culinary Arts and Hospitality Association and Institute of Oceanology at the Bulgarian Academy of Science</p> <p>Needs assessment analysis on the prospects for the development of experiential tourism in Armenia Assoc. Prof. Dr. GorAleksanyan, Prof.Dr. Seyran Suvaryan, Yerevan State University</p> <p>Needs and challenges of heritage and cultural-based experiential tourism in Georgia Lela Khartishvili, Maka Dvalishvili, Natia Trapaidze, Nana Kartvelishvili, Tamar Kiknadze, Mariam Kakhniashvili, Georgian Arts and Culture Centre</p> <p>Needs and challenges of heritage and cultural-based experiential tourism in Greece Prof. Dr. Athena Yiannakou, Angelina Apostolou, VasilikiBirou-Athanasiou, Assoc. Prof. Dr. ApostolosPapagiannakis, Aristotle University of Thessaloniki via <u>ZOOM</u></p> <p>Views of SMEs and NGOs</p>
12:00-12:30	Coffee-break

Page | 3

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12:30-14:00	ROUND TABLE DISCUSSION - IN SEARCH OF SOLUTIONS: VIEWS, VISIONS AND ACTIONS
14:00-15:00	Lunch
	PANEL 2 - SOLUTIONS
15:00-17:00	<p>Perspectives and actions for heritage and culture-based experiential tourism² in Greece Prof. Dr. Athena Yiannakou, Angelina Apostolou, Vasiliki Birou-Athanasiou, Assoc. Prof. Dr. Apostolos Papagiannakis, Aristotle University of Thessaloniki via <u>ZOOM</u></p> <p>Vision and aims of heritage and culture-based experiential tourism in Georgia Lela Khartishvili, Maka Dvalishvili, Natia Trapaidze, Nana Kartvelishvili, Tamar Kiknadze, Mariam Kakhniashvili, Georgian Arts and Culture Centre</p> <p>Vision and aims of heritage and cultural-based experiential tourism in Bulgaria Assoc.Prof. Dr. Preslav Peev, Culinary Arts and Hospitality Association and Institute of Oceanology at the Bulgarian Academy of Science</p> <p>Vision and aims of heritage and culture-based experiential tourism in the Black Sea Countries Tzvetalina Genova, Varna University of Management</p> <p>Vision and aims of heritage and cultural-based experiential tourism in Armenia Assoc. Prof. Dr. Gor Aleksanyan, Prof.Dr. Seyran Suvaryan, Yerevan State University</p> <p>Views of SMEs, NGOs and other stakeholders (representatives of UN, other International organizations, Yerevan Municipality and local self-government representatives)</p>
	WRAP UP AND CLOSURE

² The abbreviation HCBET stands for heritage- and culture-based experiential tourism in PRO EXTOUR

Presentations

Presentation of PRO EXTOR project



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Black Sea
CROSS BORDER
COOPERATION

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**Promoting Heritage- and Culture-based
Experiential Tourism in the Black Sea Basin**

Grant Contract BSB1145



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COOPERATION

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TOURISM IN THE BLACK SEA BASIN

Tourism and hospitality are economic **growth and employment drivers** in the Black Sea basin

- ❖ 9% of international tourist flows and 14% of those in Europe come to this region (according to WTO data before the COVID-19 pandemic)
- ❖ the favorable combination of rich natural and cultural resources, skilled labor and competitive prices




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THE QUEST FOR SUSTAINABILITY



However, tourism has been severely affected by the main **common regional challenges** such as **climate change, rapid overexploitation of the resources and increasing workforce shortage.** common problems in the region, such as **climate change, excessive resource depletion and ever-increasing labor shortages.**

The 2020 pandemic challenged hospitality industry all over the world and raised the need for new approaches in the governance and management of all sectors related to it.

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TRAVELLING AND EXPERIENCE

Modern tourists become increasingly demanding not only in terms of quality of services, but also in terms of innovative ways of enjoying destinations and of spending their leisure time.



The new trend is known as **“experiential tourism”** and refers to those forms of travelling in which people focus on experiencing a country, city or particular place *by connecting to its history, people and culture and participate actively in the experience-creation process.*



Technologies and innovations affect experiential travel by far.

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Why PRO EXTOUR?

PRO EXTOUR is a project that aims to promote **experiential tourism** as a **sustainable development pathway** for tourism business in the BSB by valorising the potential of the **indigenous heritage and culture, innovative solutions and cross-border cooperation.**

RELEVANCE TO THE JOP BSB PROGRAM

Specific O1 “Promote business and entrepreneurship within the Black Sea Basin”
Priority 1.1 “Jointly promote business and entrepreneurship in the tourism and cultural sectors”

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PRO EXTOUR Partnership

- Varna University of Management (BG)
- Aristotle University of Thessaloniki - Special Account for Research Funds (GR)
- Georgian Arts and Culture Centre, Tbilisi (GE)
- Yerevan State University (AR)
- Culinary Arts and Hospitality Association, Dobrich (BG)





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EXPECTED OUTPUTS

1. A **Regional Needs Assessment Report** for the development of experiential tourism,
2. A **Regional Action Plan** for encouraging the heritage and culture-based experiential tourism in the BSB,
3. An **Inventory of Business Models** for experiential tourism,
4. An **International business conference** on experiential tourism,
5. **Pilot Inventories of heritage and culture activities and events**,
6. An **On-line Repository** of resources and tools for experiential tourism,
7. An International Conference on **Digital Technologies for Experiential Tourism**
8. A cross-border network of **Black Sea Hubs on Experiential Tourism**,
9. An International **Fair on Heritage and Culture-based Experiential Tourism** in the BSB.



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PRO EXTOUR RESULTS

1. Elaborated **tools and services** for promoting the value-generation potential of experiential tourism for the BSB
2. Increased **knowledge and awareness** on the new development trends in tourism as well as their implications for the BSB
3. Identified **opportunities for new tourism services and business models** in the BSB
4. Sustained **networking** among education institutions and business for utilization of the development opportunities of experiential economy
5. Applied **innovative solutions** enhancing cross-border opportunities in experiential tourism



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ADDED VALUE

Cross-border cooperation has a high added value. It mobilizes the capacity of various regional organizations and leads to finding **tailor-made solutions** => **economic and social sustainability of tourism and hospitality.**



WHEN: 1.06.2020 -30.11.2022

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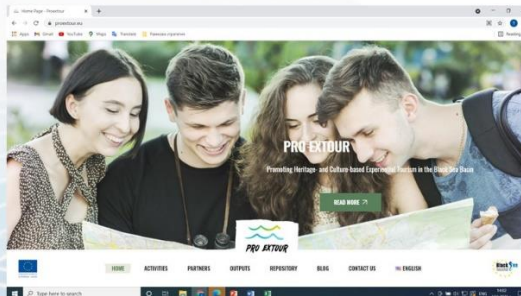


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PRO EXTOUR ON-LINE



<https://proextour.eu/>

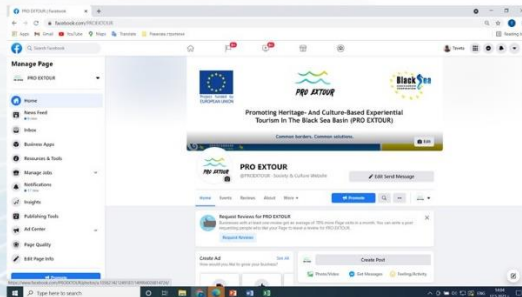


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PRO EXTOUR in the Social Media



<https://www.facebook.com/PROEXTOUR>

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PANEL 1 - PROBLEMS

Needs assessment analysis on the prospects for the development of experiential tourism in the Black Sea Basin



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Potential for the Development of Experiential Tourism within the
Black Sea Basin

The cases of Romania, Moldova, Ukraine and Turkey
Needs Assessment Report

Grant Contract № BSB 1145



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RESEARCH METHODOLOGY

1. Research of existing scientific literature, statistics, strategic documents, normative base, etc.
2. Survey of the perceptions and attitudes of visitor about the offering of tourism experiences - on-line, >80 responses
3. Structured interviews with stakeholder representatives - on-line/over the telephone, >25 replies
 - Public organizations
 - Accommodation establishments
 - Tour guides
 - Tour agencies



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BLACK SEA BASIN as a region

- BLACK SEA BASIN ≠ BLACK SEA ECONOMIC COOPERATION
 - The boundaries of the area are not unilaterally defined
- BSEC = 12 member states: Armenia, Azerbaijan, Bulgaria, Georgia, Republic of Moldova, Romania, Russian Federation, Ukraine, Albania, Greece, Serbia and Turkey
 - GDP per capita is below the world's average - tourism is a strategic sector for most of the countries
 - both established and emerging tourism destinations with varying degrees of infrastructure development,
 - connectivity and brand strength



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TOURISM TRENDS in a NUTSHELL



ROMANIA

- Tourism accounts for 5.2% to 5.97% of the country's GDP (2010-2019)
- Domestic and international travels have been steadily growing
- Historic heritage sites, medieval castles, mountains, seaside resorts and the Danube Delta
- **Challenge: seaside tourism has not been the flagman of Romanian hospitality industry, environmental issues**



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TOURISM TRENDS in a NUTSHELL

REPUBLIC OF MOLDOVA

- Tourism gave 4.4% of the GDP (2019)
- Alas - the least visited country in Europe with undiscovered potential
- Family reunions
- **Challenge: infrastructure, marketing, branding, standards**



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TOURISM TRENDS in a NUTSHELL

UKRAINE

- Tourism accounts for 5.3% of Ukrainian GDP in 2020, volatile growth and fluctuations since 2001
- Marked decrease both in absolute terms and GDP-share after 2014
- Unutilised potential
- **Challenge: infrastructure, security, environment**



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TOURISM TRENDS in a NUTSHELL

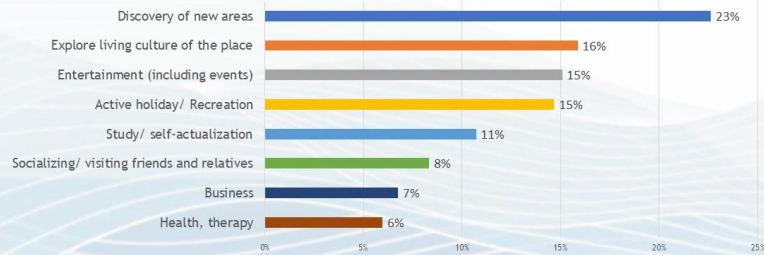
TURKEY

- Tourism gave 3.8% of the GDP and 7.7% of employment 4.4% of the GDP (2020)
- International mass tourism destination
- Domestic tourism reached a record in 2018
- **Challenge: the Black Sea coast is not popular, sustainability**

SURVEY OF THE VISITORS' PERCEPTIONS

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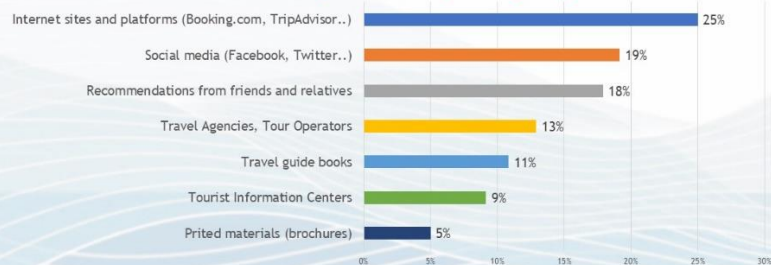
What usually is the purpose of your travels?



SURVEY OF THE VISITORS' PERCEPTIONS

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What resources do you use when planning a trip?



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SURVEY OF THE VISITORS' PERCEPTIONS



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What are the heritage- and culture-based activities that you would like to participate in during your visit?



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SURVEY OF THE VISITORS' PERCEPTIONS



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TRAVELLING HABITS AND PREFERENCES

- 62% are ready (always and/or sometimes) to sacrifice their comfort in order to gain enriching and meaningful travelling experiences
- 63% of the respondents are ready (always and/or sometimes) to pay a higher price for experiences
- 75% prefer (always and/or sometimes) to experience something new every time they travel
- 67% prefer (always and/or sometimes) to meet the local people and experience some aspects of their everyday life
- 80% prefer (always and/or sometimes) to taste new food, which is typical for the region
- 49% believe that digital technologies (e.g. digital tour) bring value to the experiences



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SURVEY OF THE STAKEHOLDERS' PERCEPTIONS



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Understanding the concept "heritage- and culture-based experiential tourism"

- All understand experiential tourism along the same lines as it is interpreted in academic literature namely as means of immersing into the visited place
- By "culture" the respondents identify almost equally the historical aspects and the contemporary culture - the way how people live now

Opportunities, risks and challenges

- New niche, but
- Insufficient (or no) support for the business and the tourism sector in general
- Inconsistent policies in the field of tourism
- Need for better promotion of the country and its regions as a destination
- Poor infrastructure, corruption, overexploitation

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SURVEY OF THE STAKEHOLDERS' PERCEPTIONS



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HC BET Offers

- Handicraft masterclasses and art workshops
- Tasting of traditional foods and drinks from the region
- Short-term packages on occasion of national and/or religious holidays.
- Regular activities for national celebrations
- Few interest-based tours

Marketing Channels

- Social media, web-sites, platforms
(Internet-based)
- Tour agencies

Sustainability and Innovations

- Sustainability = environment
- **Innovations** = using ICT in order to improve the market presentation of the companies and attractions. Experimentation with virtual and/or augmented reality or digital performances were considered as ad hoc activities



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SURVEY OF THE STAKEHOLDERS' PERCEPTIONS



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The COVID-19 and its effect on the sector

- Strongly **negative** for the majority of the respondents
- Only 16 % mentioned that the pandemic made them introduce changes, new services and direct themselves to the local markets

The role of the government

- Improved **conservation** of the heritage sites
- **Support** for the business
- Improving the national **tourism-related policy**
- Need for better **promotion** of the country and its regions as a destination
- Improving the **infrastructure** (roads in particular) in order to make the rural areas more accessible and attractive for tourists



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SOME GENERAL CONCLUSIONS FROM THE SURVEY

- Very different profiles of the countries and regions in terms of tourism - **difficult to compare and generalise**
- Relatively high value of **domestic tourism** as well as of **cross-border tourism** (Turkey, Ukraine, Romania) before the pandemic - good foundation
- Both visitors and providers are **interested in HCBET**
- Multi-destination routes
- Concerns about **overexploitation**
- Perceptions of **innovations and sustainability** - not integrated
- Perceptions of culture => traditional, historic; **What about CCLs?**
- The state is not everything...

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Needs assessment analysis on the prospects for the development of experiential tourism in Bulgaria



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Needs Assessment Analysis on the Prospects for the Development of Experiential Tourism in Bulgaria

Contract № BSB 1145



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Map of planning regions in Bulgaria (after Anderson et al. 2012)



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Tourism System in Bulgaria and the Black Sea Area

The main factors that attract tourists to Bulgaria are:

- ❖ affordable prices;
- ❖ quality accommodation;
- ❖ high service quality;
- ❖ climate and nature;
- ❖ the perceived safety, security and cleanness, and
- ❖ the sightseeing opportunities.









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The total income from the hospitality sector amounts to BGN 1.5 bln (0.75 bln €). The average stay per visitor is 3.5 days and the average income per tourist is BGN 186 (93€).

An average night-stay costs BGN 56 (28€) which situates Bulgaria within the less expensive destinations in Europe (according to Eurostat, 2019).

Tourists in Bulgaria spend mostly for accommodation services, food and beverages. The third biggest consumption item is transportation. The cultural services rank 4th with BGN 471.56 mln.



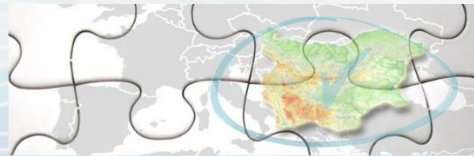
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Investments in Tourism

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The tourism and hospitality sector provides favourable conditions for investments. The statistics reveals that the sector has attracted capital investment of BGN 1 294 mln. (645 mln. €) in 2016. In 2017 the investments have increased by 5.8%. The predictions are that in the next ten years, the investments in tourism will rise by 1.5% annually to reach BGN 1,586.8 mln. in 2027 (WTTC, 2017).



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The both BSB planning regions in Bulgaria (North-east and South-east planning regions) rely heavily on tourism and hospitality, mainly because of their proximity to the Black sea coast. The service sector represents a share of 66.8% and 54.1% respectively of the total Gross Added Value in the regions.

More than 71% of the hotel beds in Bulgaria are situated either in North-Eastern or in South-Eastern planning region. This area has attracted 57% of the international visitors and accounts for 72% of the tourism income in 2019.



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Region	Accommodations	Beds	Overnight stays	Visitors	Tourism receipts (in BGN)
North-Eastern	735	103 763	7 888 370	1 784 731	465 919 010
Varna	468	71 550	5 526 625	1 231 463	326 422 781
Dobrich	180	29 788	2 223 237	476 364	133 884 857
Targovishte	17	683	45 740	23 961	2 115 612
Shoumen	70	1 742	92 768	52 943	3 495 760
South-Eastern	1 140	141 229	10 565 610	2 089 330	576 950 103
Bourgas	994	134 411	10 080 396	1 874 375	554 375 806
Sliven	66	2 181	88 011	53 627	3 676 979
Stara Zagora	58	3 912	356 454	140 622	17 180 905
Yambol	22	725	40 749	20 706	1 716 413
Bulgaria (total)	3 664	341 506	27 154 791	8 187 634	1 521 865 800

Source: National Statistics Institute, 2020

Table 1. Overview on the tourism industry in North-east and South-east planning regions.



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Tourism in Pandemic Situation

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Source: UNWTO, 2021



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Tourism in Pandemic Situation

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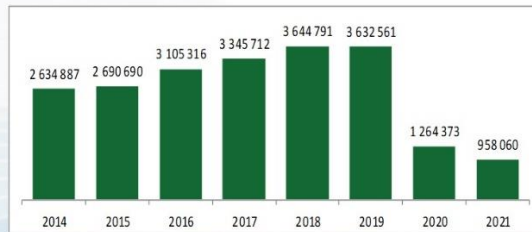


Table 2. Tourist visits of foreigners in Bulgaria in the period January - June, 2021 (Source: National Statistics Institute).

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Tourism Management in Bulgaria

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On national level, the travel, tourism and hospitality industry in Bulgaria is governed by the Ministry of Tourism with the National Tourist Council as a consultative body.

On local level, tourism policy is implemented by the county municipalities. A number of professional, regional, citizen and non-government organizations are also involved in the decision making process such as Bulgarian Tourism Chamber, regional tourist chambers, Bulgarian Hotel Association, Bulgarian Association for Alternative Tourism, etc.

The most important legislative document concerning tourism and hospitality is the Tourism Act.



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Tourism Management in Bulgaria

The sustainable tourism development, including the experiential tourism offering, has been outline as a priority in the work of the Ministry of Tourism and as a result the National Strategy for Sustainable Tourism Development for 2014-2030 has been prepared and proposed for a public debate. The Ministry of Tourism has designed and developed eight tourists' routes for culture and heritage tourism, three of which are situated in the BSB eligible regions.



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Resources for development of heritage and culture-based experiential tourism in the Bulgarian Black Sea Regions

- ❖ *Cultural resources and heritage sites*
- ❖ *Intangible cultural and heritage resources*
- ❖ *Bulgarian cuisine*
- ❖ *Events, festival and exhibitions*

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Tourism in Bulgaria - a Need for Change (instead of conclusion)



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- Bulgaria is mainly a "mass" destination of sea recreational tourism
- More than 71% of the hotel beds are situated on the shore
- The resource potential of the country is not used optimally. Many of the available resources are not valorised and are not adequately cared for
- The average income from a tourist is low. Bulgaria is the cheapest country for tourism in Europe. The country's image is of a low-budget destination
- Strong seasonality (peaks July / August), which leads to uneven workload on the touristic base and labor force, low and volatile incomes and unattractiveness of tourism professions

Needs assessment analysis on the prospects for the development of experiential tourism in Armenia



PRO EXTOUR. Promoting heritage- and Culture-Based Experiential Tourism in the Black Sea Basin

REGIONAL NEEDS ASSESSMENT: ARMENIA

Needs assessment analysis on the prospects for the development of experiential tourism in Armenia

October 1, 2021



1. [General overview of the Republic of Armenia \(RA\)](#)
2. [The economic profile of the RA](#)
3. [General overview of the RA tourism sector](#)



- [International tourism in the RA](#)
- [Domestic tourism in the RA](#)
- [RA key tourism resources, products, competitive advantages](#)
- [RA tourism sector management](#)
- [RA tourism industry](#)
- [The key issues of the RA tourism sector](#)

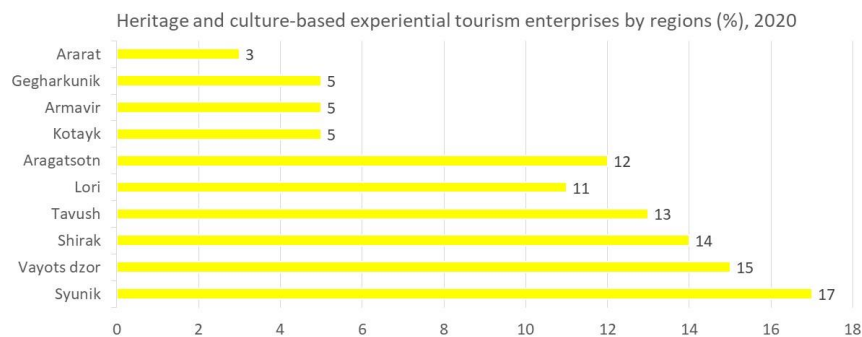
4. [Heritage and Culture-based Experiential Tourism \(HCBET\) in the RA](#)
 - [Historical overview](#)
 - [Current situation](#)
 - [Preservation of cultural heritage in the RA](#)
 - [Need analysis of the RA HCBET](#)

5. [Sustainability and Innovation in the RA's HCBET](#)
6. [Main conclusions](#)

[References](#)



Current Situation

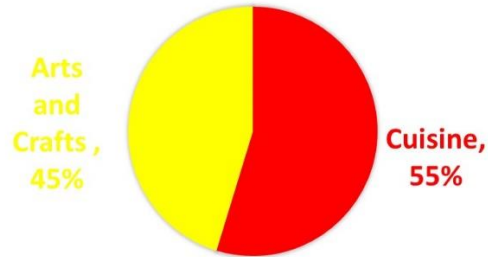


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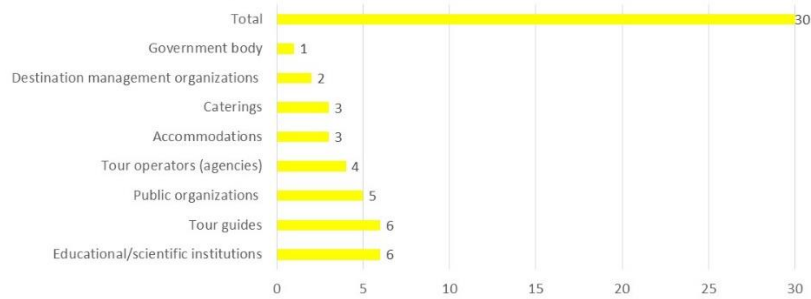
Current Situation

Key types of intangible cultural elements of the RA in experiential tourism (%)



Needs Analysis

Number of completed questionnaires (items) by groups of tourism beneficiaries



Entrepreneurship in Experiential Tourism in the RA

- ✓ **Accommodations** hotels, guesthouses ,
- ✓ **Food service enterprises** restaurants,
- ✓ **Individual** (as individual entrepreneurs)
- ✓ **Thematic festivals** (wine, tolma, barbeque, gata etc.)





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Needs Categories



- *Perception of HCBET in the RA*
- *The future of development and opportunities of HCBET in the RA*
- *Risks and problems hindering the development of HCBET in the RA*
- *The priority needs of the enterprises involved in the HCBET activities*
- *Marketing communications of enterprises involved in HCBET activities in the RA*
- *The impact of COVID-19 on the RA HCBET*
- *The role of the RA government in the development of HCBET according to the stakeholders*
- *Business models of HCBET in the RA*



Main Conclusions



- 1) HCBET is already developing in the RA, mainly due to the investment programs of international organizations.
- 2) HCBET has developed mainly in the regions, especially in rural communities of the RA.
- 3) HCBET is based on the use of the intangible cultural heritage of Armenian cuisine, arts and crafts.
- 4) HCBET does not yet have a widespread perception or interpretation in the RA.
- 5) The RA does not have a HCBET development policy, expressed in the form of concept, strategy and development programs.
- 6) Public-private-educational/scientific cooperation is almost non-existent for HCBET in the RA.



Main Conclusions



- 7) The development of HCBET is hampered by the problems of service in enterprises, sometimes by low qualification of human resources, imperfection of legal regulations (within the framework of standardization-licensing), low or no cooperation between enterprises, lack of inclusion of these tourism offers in tour packages developed by tour operators.
- 8) Lack of educational programs on HCBET in the RA universities.
- 9) There is a need for specialized training for people involved in HCBET.
- 10) There is a need to improve marketing strategies for companies operating in HCBET.
- 11) There is a need for guidelines for COVID-19 pandemic for HCBET companies.

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Needs and challenges of heritage and cultural-based experiential tourism in Greece

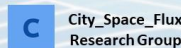


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Perspectives and actions for heritage and cultural-based experiential tourism in Greece

Athena Yiannakou, Angelina Apostolou, Vasiliki Birou-Athanasiou,
Apostolos Papagiannakis

Aristotle University of Thessaloniki
School of Spatial Planning and Development



Regional Action Plan (RAP): the main goal

- Serves as a foundational document that identifies practices and processes to advance heritage and culture-based experiential tourism services on the two Greek Black Sea Basin Regions, Central Macedonia and Eastern Macedonia and Thrace.
- Focuses on a set of recommendations to be implemented by the main private and public sector stakeholders in tourism in order to promote opportunities provided by experience tourism
- Structured into 4 Strategic Priorities
- Each Strategic Priority embodies specific Objectives which are specified into Actions of strategic nature



RAP: STRATEGIC PRIORITIES

Four Strategic Priorities (S):

- S.1. Enhancement and utilization of cultural resources
- S.2. Development of high quality and innovative experiential tourism product
- S.3. Building capacity and support the transition to experiential tourism SMEs
- S.4. Promotion of public and private partnerships for the development of experiential tourism



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RAP: OBJECTIVES

S.1. Enhancement and utilization of cultural resources
S1.01. Identification of the resources in the BSB-GR regions
S1.02. Improving the visibility and the attractiveness of the resources
S1.03. Sustainable use of resources

S.2. Development of high quality and innovative experiential tourism product
S2.01. Restructuring of the BSB – GR region’s tourism model
S2.02. Enhance the quality of experiential product in the tourism sector
S2.03. Integrating marketing and branding practices to experiential product

S.3. Building capacity and support the transition to experiential tourism SMEs
S3.01. Enhance the quality of experiential tourism enterprises
S3.02. Foster innovation presence of SMEs and reinforce their sustainability

S.4. Promotion of public and private partnerships for the development of experiential tourism
S4.01. Managing experiential tourism through a Destination Management Organization (DMO)
S4.02. Promote branding and brand identity of destinations
S4.03. Networking and cooperation of local stakeholders
S4.04. Cross-border cooperation for the promotion of experiential tourism



RAP: ACTIONS

Example-i
S3.02. Foster innovation presence of SMEs and reinforce their sustainability

Actions	Possible outcomes
<ul style="list-style-type: none"> Modernization of the Tourism Enterprises Register Digitization of procedures for the service of tourist enterprises & investors Embrace new technology and new media in experiential activities of SMEs Establish and develop green and innovative certification and/or awards programs for tourism businesses Advice toolkits on how tourism businesses can improve their environmental performance 	<ul style="list-style-type: none"> Developing innovation in the tourism industry Improve the sustainability and environmental performance of tourism enterprises

Example-ii
S4.03. Networking and cooperation of local stakeholders

Actions	Possible Outcomes
<ul style="list-style-type: none"> Establishment and operation of local tourism networks (clusters) Encourage new “players” and competencies to be engaged in innovation projects. Creation of a joint branding for the promotion of specific thematic routes (eg. Wine routes, Cherry routes, Gastronomy routes, etc) 	<ul style="list-style-type: none"> Create a local ecosystem in the field of experiential tourism Improve the innovativeness of the local ecosystem Improve the visibility of the destinations.



RAP: MAIN STAKEHOLDERS

	Public	Private
National level	<ul style="list-style-type: none"> National Organization for Tourism (EOT) Ministry of Tourism Ministry of Culture Hellenic folklore research Centre, Academy of Athens 	<ul style="list-style-type: none"> Hellenic Hoteliers Federation Hellenic Chamber of Hotels / Research Institute for Tourism Greek Tourism Confederation (SETE) NGOs active in the field of conservation of cultural heritage and preservation of the environment Association Agrotourism of Greece Association of Tourist and Travel Agencies of Greece Society for Macedonian Studies
Regional level	<ul style="list-style-type: none"> Region of Central Macedonia, Tourism Directorate Region of Eastern Macedonia and Thrace, Tourism Directorate Folklife & Ethnological Museum of Macedonia – Thrace Local Ephorates of Antiquities Tourism Offices of the Regional Districts 	
Local level	<ul style="list-style-type: none"> Local Municipalities Local Ephorates of Antiquities, of Byzantine antiquities and of Contemporary and Modern Monuments Local Archaeological and other local thematic museums (incl. city museums, ethnographic, folklife museums, etc.) Protected areas Management Bodies Tourism Offices of the local authorities Local centres for culture Local universities and other education providers Local tourist offices 	<ul style="list-style-type: none"> Local cultural associations Private enterprises active in the field of tourism related to: <ul style="list-style-type: none"> Accommodation Experience Bike tours Thematic tours and tour operators in general Restaurants / gastronomy Local NGOs, active in the field of conservation of cultural heritage and preservation of the environment Local business support organizations Local festivals organizing authorities



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Best practices: thematic areas



Thematic Areas	Private sector	Public sector
Preservation, protection and promotion of antiquities		●
Traditional accommodation	●	
Acquaintance with the vineyard and the winery	●	
Experiential tours-walks	●	
Alternative experiences	●	●



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Best practices: activities/service



Activities/services	Private sector	Public sector
Exhibitions		●
Conferences/seminars/educational programs		●
Cultural events	●	●
Communication activities		●
Workshops/lessons	●	●
Action/Role-playing games	●	●
Thematic walks/activities	●	
Gastronomy/food or wine tasting events		●
Theatrical and musical performances	●	
Adventure/sports activities	●	



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Best practices: marketing approach



Marketing approach	Private sector	Public sector
Website	●	●
Social media	●	●
Word of mouth	●	
Newsletters	●	
Online platforms	●	
Radio & TV spots	●	
Inflight magazines	●	
Collaboration with international travel agencies	●	
Info tours	●	
Travel fairs, exhibitions, conferences	●	●
Vimeo/ YouTube		●
Tourism organizations	●	

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PANEL 2 - SOLUTIONS

Perspectives and actions for heritage and culture-based experiential tourism³ in Greece



Needs and challenges of heritage and cultural-based experiential tourism in Greece

Athena Yiannakou, Angelina Apostolou, Vasiliki Birou-Athanasiou, Apostolos Papagiannakis

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ARISTOTLE UNIVERSITY OF THESSALONIKI

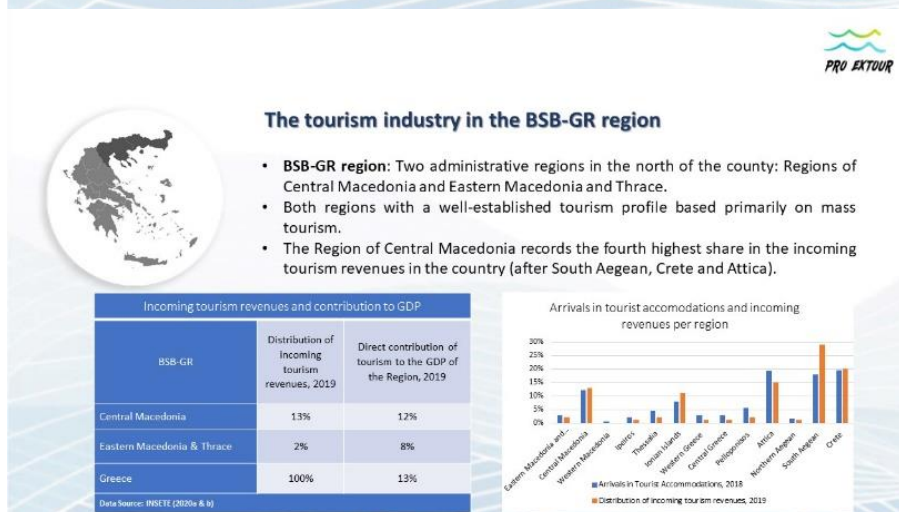
City_Space_Flux Research Group



Setting the background

The research (as part of the EU (Black Sea Cross-Border Cooperation) Project PRO EXTOUR)

- assess the main problems/needs/potential for the development of heritage-and culture-based experiential tourism
- including a special reference on sustainability and innovation
- “sun-sea-antiquities” tourism product
 - seasonal and geographical concentrations
- growing importance of the experiential product/travel
 - multi-dimensional leisure experiences
 - customers as co-creators




The tourism industry in the BSB-GR region

- **BSB-GR region:** Two administrative regions in the north of the country: Regions of Central Macedonia and Eastern Macedonia and Thrace.
- Both regions with a well-established tourism profile based primarily on mass tourism.
- The Region of Central Macedonia records the fourth highest share in the incoming tourism revenues in the country (after South Aegean, Crete and Attica).

Incoming tourism revenues and contribution to GDP		
BSB-GR	Distribution of Incoming tourism revenues, 2019	Direct contribution of tourism to the GDP of the Region, 2019
Central Macedonia	13%	12%
Eastern Macedonia & Thrace	2%	8%
Greece	100%	13%

Arrivals in tourist accommodations and incoming revenues per region



■ Arrivals in Tourist Accommodations, 2018
■ Distribution of incoming tourism revenues, 2019

³ The abbreviation HCBET stands for heritage- and culture-based experiential tourism in PRO EXTOUR



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The cultural sectors in the BSB-GR region

- A rich and diverse stock of tangible and intangible heritage related to the regions' long history and human presence in their territory from the pre-historic era to the modern years.
 - wealth of natural resources
 - multiple archeological sites and historical monuments of high heritage value
- Population with vivid and diverse cultural background
- Important cities rich in history and culture
- Wealth of customs and rituals



Methodology of the field research

Profile of the field research

- Qualitative survey: in-depth interviews with the use of an interview guide (common for all the participating countries in the PRO-EXTOUR project)
- Conducted in the period October 2020 to January 2021 (entirely a lockdown period due to the Covid-19 pandemic).
- An initial list of almost 100 potentially relevant interviewees was constructed representing all the categories of stakeholders
- Due to the restrictive measures as a result of the Covid-19 pandemic all the interviews took place over phone or skype.
- A total of 26 in-depth interviews were conducted.
 - 11 governmental bodies and public organizations
 - 15 private companies

Government bodies
Public Organizations
Destination management organizations
Accommodation
Experience (explicitly)
Bike tours
Tourist office
Thematic Tours
Restaurants / gastronomy

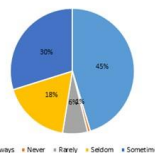


Methodology of the field research

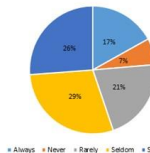
Profile of the consumers' survey

- Quantitative survey: The questionnaire on consumers attitudes was moved online and remained open for reply from the 22nd of December 2020 to 11th of January 2021.
- A total number of 554 questionnaires were completed (117 in the english version and 437 in the greek version)
- Over two-thirds of people surveyed were women (about 70%).
- Most of the participants aged between 19 - 35 years (about 60%).

I AM INTERESTED IN VISITING HERITAGE AND CULTURAL SITES

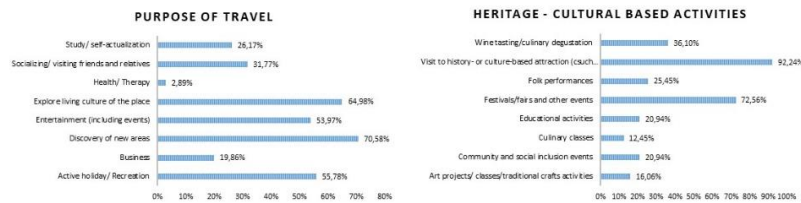


I LIKE TO TAKE PART IN A TRADITIONAL EVENT



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Methodology of the field research Main findings



Specifics of the experiential tourism products & services

- Experiential tourism is confronted as a 'general term' that encompasses culture, gastronomy, rural & adventurous experiences.
- **Culture:** alternative guided tours, themed walks & routes (gamification, acting performances)
- **Gastronomy:** wine trails, wine & food tasting, local cooking lessons, wine production process
- **Rural & adventurous experiences (in rural & remote areas):** hiking, rafting, mountain biking, essential oils distillery, visits in farms and olive groves, agriculture & beekeeping process
- Anthropocentric approach (customer - and local community based oriented)
- Active participation
- True connection with local community
- Small groups



Specifics of the experiential tourism products & services



PROBLEMS

- Lack of long-term strategic framework & planning
- Functional problems in cultural infrastructures
- Insufficient transportation system
- Lack of clear content definition
- Lack of cooperation in national, regional & local level

NEEDS

- Constant feedback & adaptation to unforeseen or urgent conditions
- Strengthening the existing infrastructures
- Modernization of legislation
- Cooperation at all levels



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Specifics of the tourism enterprises

- Few and newly established businesses → experiential oriented
- Existing mass tourism enterprises → enrichment of the offered tourism product with experiential activities
- Fully designed tourism product (alternative tours, agricultural and wine activities)
- Rural and remote areas → agricultural activities (survival in the competitive international context)
- Strategically designed scenario
- Sustainability aspects:
 - Interdisciplinary approach
 - Small workforce, deep knowledge
 - Constant training and education
 - Active digital marketing presence
 - COVID-19 → encouragement of new alternative development efforts (Ministry of Tourism)



Specifics of the tourism enterprises

PROBLEMS



- Lack of strategic planning
- Anachronistic tourism legislation
- Lack of necessary tourism infrastructures
- Lack of local trained staff
- Lack of cooperation in national, regional & local level
- Different philosophy between stakeholders



Sustainability – Innovation of the experiential industry

SUSTAINABILITY

- Accommodations → environmentally friendly policies & strategies
- Rural and agricultural experiences → sustainable/ balanced development & promotion of local agricultural, social & economic resources
- Experiential tourism activities → alleviating pressure on “mass tourism” sites; motivating heritage conservation & reducing intraregional inequalities by providing socio-economic, cultural & environmental benefits to disadvantaged localities



INNOVATION

- “A unique mix of resources, emphasizing in the unknown, attractive distinctiveness of the BSB-GR region”
- “A different road than the one followed by competitors”
- New technologies



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PRO EXTOUR

Opportunities & Challenges

- Period of uncertainty
- New normality
- Reconstruction of tourism structure
- Digital technologies
- Cross – border cooperation
- Need to review of the legislative framework to facilitate the development of experiential tourism

“The economic and social conditions of the pandemic create the need of an alternative form of tourism, the need of offering “the experiences”. You cannot survive otherwise. Sustainable development is essential, otherwise you become a commodity. In order to have returning visitors, it is necessary to adapt to the new form of tourism. Experiential tourism could be the new trend for any place.”

DIGITAL TECHNOLOGIES

- 01. New virtual tools
- 02. “Social robot”
- 03. Digital tours
- 04. Tours in sign language

COVID-19 PANDEMIC

- 01. New criteria for selecting a destination
- 02. High quality products
- 03. Local community

OPPORTUNITIES

CULTURE

- 01. Rich historical background & multicultural heritage
- 02. Cross-border cooperation
- 03. Alternative forms of tourism (pilgrimage, dark tourism etc)
- 04. Literature and music



**Thank you for your
attention!**

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Vision and aims of heritage and culture-based experiential tourism in Georgia



*Heritage and Culture- Based Experiential Tourism
Regional Action Plan*





L. Khartishvili, Tourism Consultant, GACC
Yerevan State University
01 October 2021

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Methodology







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Main Findings of Action Plan



1. Authentic, competitive HCBET touristic products and services are developed on the basis of the country's diverse and rich living culture
 - 1.1 Creation of high quality, HCBET tour product where local resources and elements of living culture are integrated;
 - 1.2 Creation and management of touristic infrastructure tailored to cultural values.
2. The country's heritage and living culture are preserved in the long run marketing and communication meet the target market requirements and represent the country on the international creative and experiential tourism market
 - 2.1 Increasing opportunities locally and in the region for the purpose of making innovative and profitable offers;
 - 2.2 Increase awareness of heritage and cultural resources.

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Main Findings of Action Plan



3. HCBET touristic products and services are developed on the basis of the country's diverse and rich living culture
 - 3.1 Avoidance of loss of cultural resources ;
 - 3.2 Development and implementation of effective target organizational and marketing measures.
4. HCBET management corresponds to multi-sectoral and co-participatory development approaches, where the engagement of local community and cooperation at various levels are envisaged
 - 4.1 Enhancement of network cooperation at the local, national and international level;
 - 4.2 Enhancement of self-government co-participatory practice - community-based activities;
 - 4.3 Coordination of Advisory Council/Platform.

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HCBET Vision, 4 directions, 9 strategic goals and 24 strategic actions



By 2030 Georgia will be a competitive destination of **Heritage and Culture-Based Experiential Tourism in the Black Sea Region**, based on its rich living culture and **high-quality services**. The country creates conditions for **participation in practice** which **gains authentic experiences** by tourists for increasing local communities social and economic benefits. At the same time, it ensures **preservation of cultural heritage**, **raises appreciation and awareness from local population as well as tourists** and increases **tourism revenues** in the country.

- 1 HCBET Product development
- 2 Reservation and Protection of Heritage and Culture
- 3 Access to the Market and Communication
- 4 Governance and Collaboration

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Vision and aims of heritage and culture-based experiential tourism in Bulgaria



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Vision and Aims of Heritage and Cultural-based Experiential Tourism in Bulgaria

Contract № BSB 1145




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Thematic Areas

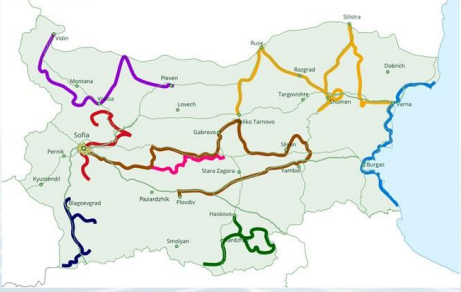
- Historical sites
- Culinary festivals
- Rural tourism
- Folk festivals
- Traditional arts and crafts
- City festivals
- Natural protected areas



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Source: Ministry of Culture, 2021

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Western Black Sea Underwater Cultural Touristic Routes



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The new “Western Black Sea Underwater Cultural Touristic Route” product includes four tourist routes, which can be combined according to the travel deal of tour operators and the tourists requirements:

- 1) Wrecks and Artificial Reefs.
- 2) Ancient Underwater Trade Routes (underwater archaeological sites and artifacts).
- 3) Natural Heritage Route.
- 4) Underwater Archaeological Artifacts Inland Route. History and Archaeological Museums Along the Western Black Sea



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Route of Wrecks and Artificial Reefs



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As a result of the prospecting campaigns, so far there have been formed eight underwater routes to the wrecks on the Romanian and the Bulgarian seaside. The route of shipwrecks and artificial reefs consists of five routes in Romania and three routes in Bulgaria.



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Description of the routes

The sites that are included for visit by divers are situated at accessible depths and do not represent sites that are protected by the UNESCO Convention on the protection of the underwater cultural heritage (UNESCO Convention 2001). This is done solely for the purpose of protecting cultural monuments from harmful tourists. The wrecks are iron ships, the visit of which does not pose a threat to the health and life of the divers:

- Route 1: Port Tomis - SC213 - Arkadia - Port Tomis - 26.7 nm (nautical miles)(Romania)
- Route 2: Port Tomis - Sadu, You Xiu - Paris - Port Tomis - 7.2 nm (Romania)
- Route 3: Port Tomis - Moskva - Sophie - Port Tomis - 28.7 nm (Romania)
- Route 4: Port Tomis - Medy - Tuzla Wreck - Port Tomis - 28.5 nm (Romania)
- Route 5: Port Tomis - Maria Bacolitsa - M Class - Port Tomis - 37.6 nm (Romania)
- Route 6: Tyulenovo - wreck Stefan Karadza - 0.550 nm (Bulgaria)
- Route 7: Sozopol - Mopang - Pioner - 8 nm (Bulgaria)
- Route 8: Sozopol - Rodina - Pioner - 12.5 nm (Bulgaria)



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“Old Submerged Roads” Route (underwater archaeological sites and artifacts)

In Antiquity, especially after the Hellenic colonization, the harbour system along the West Black Sea coast expanded. The Western Black Sea offered a favourable environment for human settlements and trade relations between the native Thracian population and the ancient traders at sea. The underwater archaeological information about submerged prehistoric settlements and submerged parts of ancient cities of the Western Black Sea have been included in the *Old Submerged Roads*.



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Description of the route

The route of “old submerged roads” includes eight sites, as two of them are in Romania and six in Bulgaria. The sites are ancient trade centers that were one of the most significant in the ancient history of the Western Black Sea coast.



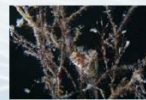
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The Natural Underwater Heritage Route

The route of underwater natural heritage makes direct link between cultural heritage and marine protected areas (MPAs) in Bulgaria and Romania. All of selected tourist sites that are included in the proposed routes are located next to the shore and the transport access is facilitated to the maximum extent.



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Description of the route

The route includes the marine protected areas (MPAs) from the southern part of the Romanian littoral and MPAs from the Bulgarian coast, aiming to show their high ecotouristic potential. Being hotspots of biodiversity and representatives for the spectacular underwater landscapes, which shelter European and national important habitats and species, the conservation and protection goals accomplishment are of primary importance.



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The route of artifacts exposed in museums

This route focuses at the tourists who do not have a diving training but are keen to get acquainted with the achievements and the artefacts of underwater archaeology in both countries. It includes nine museums as four of them are in Romania and five in Bulgaria. These are museums where are exhibited a various of artifacts which have been found during the underwater archaeological explorations in last sixty years.



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Description of the route

This route focuses at the tourists who do not have a diving training but are keen to get acquainted with the achievements and the artefacts of underwater archaeology in both countries. It includes nine museums as four of them are in Romania and five in Bulgaria. These are museums where are exhibited a various of artifacts which have been found during the underwater archaeological explorations in the last sixty years.





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SWOT analysis of the heritage- and culture- based experiential tourism in the country



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STRENGTHS

- A wealth of heritage and culture-based tourism resources
- HCBET sites are of an international importance, including several unique ones protected by UNESCO
- Membership in EU
- Access to a number of financial stimuli and institutional support for HCBET development, including governmental grants, EU projects and other international resources.
- High price competitiveness
- steady economic growth
- Transport infrastructure is relatively well-developed and functional.
- Well-developed tourism infra- and super-structure
- A growing number of local providers of hospitality services
- Supporting sectors are well established
- High level of technical provisions and IT development
- Education in tourism



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SWOT analysis of the heritage- and culture- based experiential tourism in the country



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WEAKNESSES

- The offering is mainly focused on mass, coastal, leisure tourism
- Lack of working mechanism for the valorisation of the heritage and cultural-based resources, especially the intangible ones
- The national marketing and branding strategy of the country needs urgent revision
- Short season
- Lodging establishments are mainly concentrated around the seacoast
- Camping and caravan sites are in decline. T
- Lack of strategic planning in the area of HCBET
- Low level of monitoring, supervision, and control over the tourism sector.
- Territorial planning is still in its initial stage.
- Lack of synergy between various stakeholders
- Tourist information centres exist only in the major cities but their functions are limited
- Resources and attractions are often poorly managed.
- Lack of reliable centralized National tourism register

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SWOT analysis of the heritage- and culture-based experiential tourism in the country



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OPPORTUNITIES

- Changing of the tourism paradigm on a global level: from consumption-focused to experienced-driven; from ego-centric to social benefitting; from comfort and fun seeking to meaningful and enriching experiences.
- Re-direction of tourist flows, including the growth of domestic tourism or increased demand on behalf of the neighbouring and near-by markets.
- Alleviation of visa requirements
- The country may enhance its participation in various international organization in HCBET
- The sustainability agenda calls for green forms of tourism will be given a priority
- More investment
- Global pandemic calls for new forms of consumption of tourism products
- Cross-border cooperation with neighbouring countries for common tourism products and combined marketing efforts



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SWOT analysis of the heritage- and culture-based experiential tourism in the country



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THREATS

- Global Covid-19 pandemic
- Global climate change
- Strong competitors especially concerning our neighbouring countries
- Tourism markets become increasingly dynamic and difficult to predict and adapt
- Changes in consumers' attitudes, perceptions, purchasing behaviour and preference
- Dependence of the tourism industry on other sectors such as food and agriculture, transportation, culture, economic, foreign affairs, education and others
- Global migration of population

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Outlining Policy Options



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Potential for future development

- The key directions for future development are the establishment of new cooperation, the start-up approach in many initiatives, the addition of new services (e.g. in the form of agricultural tours), the initiation of new experiences (e.g. cooking), strengthening of the cooperation with the central government and the local authorities.
- The geographical location and the natural resources of Bulgaria predispose for the provision of quality services in the field of experiential and adventure tourism. Raising the awareness of the tour operators and of the individual tourists about the experience-based offers will help to use this type of services or to participate more actively in festival events.



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CONCLUSIONS



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The analysis confirms that HCBET in Bulgaria has huge potential for future development and should be considered as a priority in the policy-making on local, regional and national level. A roadmap of actions or a strategic policy framework towards more sustainable, niche tourist offering has to be elaborated by the relevant institutions in collaboration with the tourism providers and the local communities.



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CONCLUSIONS



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Joint efforts of all stakeholders are needed to:

- improve the country's image on the global tourism market and successfully position Bulgaria as an attractive and recognizable HCBT destination;
- diversify of the offering by the inclusion of special interest tourism products in the national portfolio;
- preserve, protect and enhance the cultural heritage, including valorisation of the tourism resources;
- enhance the quality of the services, thus leading to increased competitiveness;
- obtain governmental stimuli for HCBT development;
- provide for intense usage of Hi Tech and web-based solutions such as virtual tours, digitalization of the products; more intense use of on-line platforms and social media for promotion and distribution.

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Vision and aims of heritage and culture-based experiential tourism in the Black Sea Countries



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Potential for the Development of Experiential Tourism within the
Black Sea Basin

The cases of Romania, Moldova, Ukraine and Turkey
Regional Action Plans

Grant Contract № BSB 1145



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NATIONAL TOURISM STRATEGIES AND HCBET

ROMANIA

- **National Tourism Development Strategy of Romania** which aims to turn the country into a well-known premier, year-round tourism destination by 2030
- **Priorities**
 - Improve the connectivity and quality of tourist infrastructure,
 - Support the private sector innovation,
 - **Enhance the quality of visitor experiences and services at destinations,**
 - Strengthen tourism policy-making capacity, increase digitalisation and better align marketing mechanisms and campaigns.



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REPUBLIC OF MOLDOVA

- **Tourism Development Strategy for 2020:** boosting tourism in the Republic of Moldova through the development of domestic and inward tourism
- **Objectives**
 - Improving tourism legislation in compliance with tourism
 - Market requirements, linked to european standards,
 - Exploiting national tourism potential and
 - Promoting the image of the republic as a tourist destination,
 - **Developing regional tourism,**
 - Increasing the level of training of specialized staff and the quality of tourism services,
 - Modernizing the technology of the tourism industry by use of information technology.

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UKRAINE

- **Strategy of Tourism and Resorts 2017-2026**
- Objectives
 - Safety of tourists
 - Regulatory framework
 - Development of tourism infrastructure
 - Human resources development
 - Marketing policy of tourism and resorts improving tourism legislation in compliance with tourism



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TURKEY

- **National Development Plan 2019-2023 and the New Economy Programme 2019-2021 for tourism in Turkey**
- Objectives
 - Diversification and innovation of tourism activities in accordance with changing consumer trends and technology,
 - Extending the tourism season
 - Improving the service quality,
 - Using tourism as a tool for regional development and
 - **Alleviating the burden from the visited popular destinations,**
 - Improving the environmental performance of the sector
- Ministry of Culture - thematic annual focuses



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SWOT analysis of the heritage- and culture-based experiential tourism in the BSB region

Strengths

- The Black Sea is a major **holiday destination** as a whole
- Varied **natural resources** (food quality and traditions)
- Many and diverse **historical and archaeological sites and artefacts**, vast, and diverse **cultural resources**
- Many **ethnic groups** and a diverse intangible cultural heritage
- **Underwater** archaeological heritage
- Existing **cultural routes**
- Good **price-quality** ratio
- Transport connectivity, internet connectivity*
- **Strategic** geological situation

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Weaknesses

- Planning for tourism is done on a national level - **incoherence**
- The emphasis is on **seaside leisure** tourism or **mass tourism** in general
- Unfavourable image of a **cheap/ low-quality** tourism destination - negative post-communist connotations
- **Security and safety issues** due to political conflicts
- **Inefficient** infrastructure and transport **connectivity** in the cross-border areas
- **Environmental** issues
- Perception of tourism as a non-technological and non-innovative sector
- Insufficiency of skilled labour
- Seasonality
- Dichotomy - **BIG/SMALL; RURAL/URBAN**



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Opportunities

- Existence of many **cross-border cooperation initiatives** and programs
- Increasing share of **domestic and regional travels** even before the COVID19 pandemic
- Increasing interest in **sustainable and healthy life-styles** - rediscovering the past
- Rise of the **“eat locally”/“clean food”** quest among the travellers
- **Technological advancement and penetration of technologies** in all economic sectors - support the restoration and preservation of heritage sites
- The rise of the **social economy**
- The new generations are seeking **purposeful travels** - including a volunteering, generation solidarity actions, community engagements, reunions, participation in re-enactments
- The quest for **urban culture** - e.g. “European Capitals of Culture”
- The **rise of the CCI**s - innovation-boosters



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Threats

- **Limited international mobility** as a consequence of COVID19 pandemic
- Post-pandemic **economic crises**
- **Climate change and extreme weather conditions** and disasters across the borders in the BSB - floods, draughts, water-shortage, etc.
- **Environmental pollution and conflict** with the **industries** that thrive on the BSB - shipping and chemistry
- **Political and economic instability**, including the presence of regional conflicts and tensions
- **Brain-drain** and labour force migration
- **Commercialisation** of authenticity
- Inclination towards of the **“large-scale”** approach



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ACTION PLAN

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- Coordinated actions at regional (supra-national), national and local level - coherent time-spans (BSEC)
- **Interdisciplinary in policy-making, public investment and regulation/standardisation** - tourism, culture and environmental planning should go together
- **Interpretation of heritage and culture as referring to both the past and the present, rural and urban**
- **Linking tourism and the cultural and creative industries (CCIs) in policy-making**
- Promotion of BSB region as a **common destination for HCBET**
- Stimuli for **technological advancement and smart utilisation of technologies** - for preservation and maintenance of the heritages sites, for improving the environmental performance, sustainable mobility, safety standards and so on
- Joint promotion of **cross-border thematic routes** - on a regular level
- Targeted on-line presentation and promotion - in **different European languages**



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SOME APPROACHES FROM THE EUROPEAN CITIES OF CULTURE

Plovdiv, 2019 #together

4 thematic platforms - FUSE, TRANSFORM, REVIVE, RELAX

<http://plovdiv2019.eu/en>



STEM+CULTURE+HERITAGE



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SOME APPROACHES FROM THE EUROPEAN CITIES OF CULTURE

Timisoara, 2023

Lighten Up Your City!

<http://www.timisoara2021.ro/>



STEM+CULTURE+HERITAGE

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Vision and aims of heritage and cultural-based experiential tourism in Armenia



PRO EXTOUR.
*Promoting heritage- and Culture-Based Experiential
Tourism in the Black Sea Basin*

Vision and aims of Heritage and Cultural-based experiential
tourism in Armenia

October 1, 2021



Vision



To raise the level of internationalization and publicization of the intangible cultural heritage of the RA and to create a cultural-based international tourism image for the RA



Aims:



- to promote the usage of intangible cultural heritage of the RA on the base of principles of sustainable tourism,
- to increase the number of self-employed in the sphere of tourism of the RA,
- to promote spatial balanced development of RA tourism,
- to promote the formation and development of tourism culture in the RA.

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Action Plan



No	Strategic action	Aim(s) of strategic action	Possible outcome(s) of strategic action	Possible responsible stakeholder(s) /resources of strategic action
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Key strategic importance for the development of HCBET in the RA should be aimed at:

- ✓ Development and clarification of HCBET state policy,
- ✓ Organizing activities to promote cooperation between HCBET stakeholders,
- ✓ Sustainable use and preservation of Armenian cultural values included in the HCBET
- ✓ Regional and international cooperation and implementation of investment programs within the framework of HCBET,
- ✓ The development of the relevant professional qualities of the stakeholders involved in the HCBET,
- ✓ Establishment of a systematized educational and scientific basis for the HCBET.

Strategic action	Aim(s) of strategic action
Develop a state policy for the development of HCBET	<ul style="list-style-type: none"> • Clarify the state policy for the development of HCBET • Ensure clarity of state approach for HCBET stakeholders
Addition of Articles on HCBET in the New Draft Law of the RA on Tourism and Tourism Activities	<ul style="list-style-type: none"> • Increase the level of legal regulation of HCBET and develop a legal basis
Development/implementation of national standards and licenses for enterprises engaged in HCBET	<ul style="list-style-type: none"> • Improve the quality of HCBET offers and services • Ensure sustainable use and preservation of intangible cultural heritage
Development and implementation of HCBET educational programs in RA HIEs	<ul style="list-style-type: none"> • Enhance systematic learning of existing knowledge about HCBET • Create educational and scientific bases for the development of HCBET
Development of an Experimental Tourism Risk Management Guide for Enterprises Involved in HCBET	<ul style="list-style-type: none"> • Increase the level of safety of HCBET • Contribute to the long-term operation of HCBET enterprises • To promote the stability of the activities of HCBET enterprises in force majeure conditions

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Creation of regional HCBET proposals and projects in the bordering regions of Armenia and Georgia	<ul style="list-style-type: none"> • Increase the level of interregional cooperation in the field of tourism • Create interregional HCBET packages
Internationalization of HCBET offers with the help of the Armenian Diaspora	<ul style="list-style-type: none"> • Increase the level of awareness of HCBET offers outside of the RA • To diversify the cooperation between the RA and the Armenian Diaspora • Regularly link Armenians living outside the RA to their cultural roots
Creating HCBET offers based on Christian cultural values	<ul style="list-style-type: none"> • Increase the role of the RA in the Christian world • Increase the involvement of Christian intangible cultural values in the tourism offers of the RA
Adaptation of HCBET offers and services also to the needs of domestic tourists	<ul style="list-style-type: none"> • Promote the development of domestic tourism • Contribute to reducing the dependence of HCBET on inbound tourism flows
Organizing a "walking" festival of HCBET	<ul style="list-style-type: none"> • Contribute to the diversification of Armenian tourism products • Promote cooperation between HCBET enterprises
Establishment of the "Armenian Experiential Tourism Association"	<ul style="list-style-type: none"> • Increase the level of cooperation between companies engaged in HCBET • Increase the level of internationalization of HCBET enterprises

Organization of "Innovative Experiential Tourism" annual seminar/ workshop	<ul style="list-style-type: none"> • Increase the level of cooperation between stakeholders engaged in HCBET (state, private, international, educational, scientific, public) • Identify the problems and perspectives of HCBET development
Creation and development of experiences based on Armenian national-traditional games, songs and music	<ul style="list-style-type: none"> • Increase the level of complex involvement of the intangible cultural heritage of the RA in HCBET
Preparation of programs on Armenian HCBET offerings in foreign languages on TV or other communication channels with a shared economy approach	<ul style="list-style-type: none"> • Improve the international tourism image of the RA • Increase the internationalization of RA HCBET offers
Organizing the "Best Experiential Tourism Offer" annual award ceremony	<ul style="list-style-type: none"> • Promote the development of HCBET in the RA • Motivate those involved in HCBET



Thank you!

Have you imagined your own experience?! 😊

Share it, please. 😊

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PRO EXTOUR Partnership

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