Interconnecting the destinations of the Balkans @ Black Sea region
10th International Black Sea Symposium
Athens, Greece March 6th 2019
WTO 1950-2030 barometer

- 30% world exports/services
- 235m jobs worldwide
- 5% global GDP
- 1,3$ trillion spends/tourism
- 1,04b INTL tourists in 2012
- 1,80b INTL tourists in 2030
<table>
<thead>
<tr>
<th>Mass tourism</th>
<th>Sustainable tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large groups</td>
<td>Singles, families, friends</td>
</tr>
<tr>
<td>Traditional</td>
<td>Recent trends</td>
</tr>
<tr>
<td>Fixed program</td>
<td>Spontaneous decisions</td>
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<tr>
<td>Focus on sights</td>
<td>Focus on experiences</td>
</tr>
<tr>
<td>Little or no background research</td>
<td>Careful preparation &amp; research</td>
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<tr>
<td>Desire for souvenirs</td>
<td>Desire for memories/knowledge</td>
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<tr>
<td>Loud social activities</td>
<td>Quiet &amp; low impact</td>
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<tr>
<td>Budget travelers</td>
<td>High income voyagers</td>
</tr>
<tr>
<td>Visiting cities</td>
<td>Exploring rural areas</td>
</tr>
<tr>
<td>No interaction with locals</td>
<td>Connecting with locals</td>
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Explore, Experience & Be Part of the ‘other’ side of Greece

Geo Routes Cultural Institute is a nonprofit & nongovernmental organization which the experiential and intercultural journeys & events held under the auspices of the UNESCO aimed at highlighting the ‘other side’ of Greece, promoting its cultural heritage, facilitating to the intercultural dialogue and contributing to the development of the local societies.

Mainland Greece

The Greek islands
Geo Routes international events

..international economic conference and pivotal hub for leading business- & policy makers committed to improving stability, growth and cooperation across Eurasia & Southeastern Europe.

www.balkansblackseaforum.org

..international conference focusing integrating partnerships and advancing knowledge for the digitization & digital transformation of the agrifood value chain in Greece and beyond.

www.agribusinessforum.org
BBSF2017 declaration
Interconnectivity of destinations in the Balkans & Black Sea region

“Cultural Tourism, a key to Sustainable Development”
destination ecosystems
disruption & reengineering
agility & competitiveness

- Actively promoting cultural tourism, as a key to sustainable development for the benefit of all peoples in the Balkans and Black Sea region.
- Strengthening the protection of cultural heritage & environmental resources, streamline & facilitate its promotion and stimulate intercultural dialogue, prosperity, peace & stability, through an increased support to cultural production, education, research and science.
- Delivering a Master Plan for connecting destinations in the Balkans and Black Sea region and providing a framework about expanding, creating growth & increasing employment.
- Enhancing interaction between governments, regions, entrepreneurs, academia, NGO’s and last but not least, young people, provided incentives for exchanges, common projects and initiatives.

Serres, Greece, May 26th 2017: BSEC, UNWTO, UNESCO, BSTDB, EBF, CPMR
Travelling in a digital world
# IoT-based smart destinations

<table>
<thead>
<tr>
<th>Feature</th>
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<tbody>
<tr>
<td>Search engine optimization (specificity in everything)</td>
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<tr>
<td>Intelligent booking systems</td>
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<tr>
<td>Geolocation features</td>
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<tr>
<td>Climate or weather forecasting</td>
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<tr>
<td>Trip reviews</td>
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<tr>
<td>Explore the destination</td>
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<tr>
<td>Customized services</td>
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<tr>
<td>Streamlining of transactions</td>
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<tr>
<td>Automation in booking, invoicing and billing</td>
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<td>Ease of payment</td>
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About: Introducing experiential routes across BBS region with targeted content (gastronomy, trekking trails, local life etc) to be available on the net 24/7/365

For who? For mid & long-haul travelers interested in combining multiple destinations and enjoying similar experiences

How to? Through an one stop-shop App for BBS cultural heritage destinations, including all services travelers might need upon visiting said destinations

Beneficiaries: a) States (direct/indirect income), b) Service Providers (local businesses), c) local societies, d) Young generation (reducing unemployment)

Counterparts: BSEC, BBS Ministries of Tourism, Geo Routes Institute, UNESCO
Direct effects: promotes off the beaten track places, prolongs seasonality, stimulates local societies, reduces youth unemployment, increases hospitality, revives sights & places, advances new technologies, enhances bi/multilateral relations/cooperation

Indirect effects: facilitates intercultural dialogue, elaborates capacity building, links theory to practice, advances entrepreneurship, preserves cultural heritage, lifts-up skills development

Reducing unemployment: postgraduate students or unemployed people of higher-education (below 29 y.o.) will be visitor’s local guides. Based on their individual profiles and visitors reviews they will be attracting new travelers to take them around local destinations
our story in action
3 mins video
Under the Auspices

Hellenic National Commission
for UNESCO

United Nations
Educational, Scientific and
Cultural Organization