



A WORLD OF HISTORY
A WORLD OF OPPORTUNITIES

BALKANS & BLACK SEA COOPERATION FORUM

STABILITY | GROWTH | COOPERATION

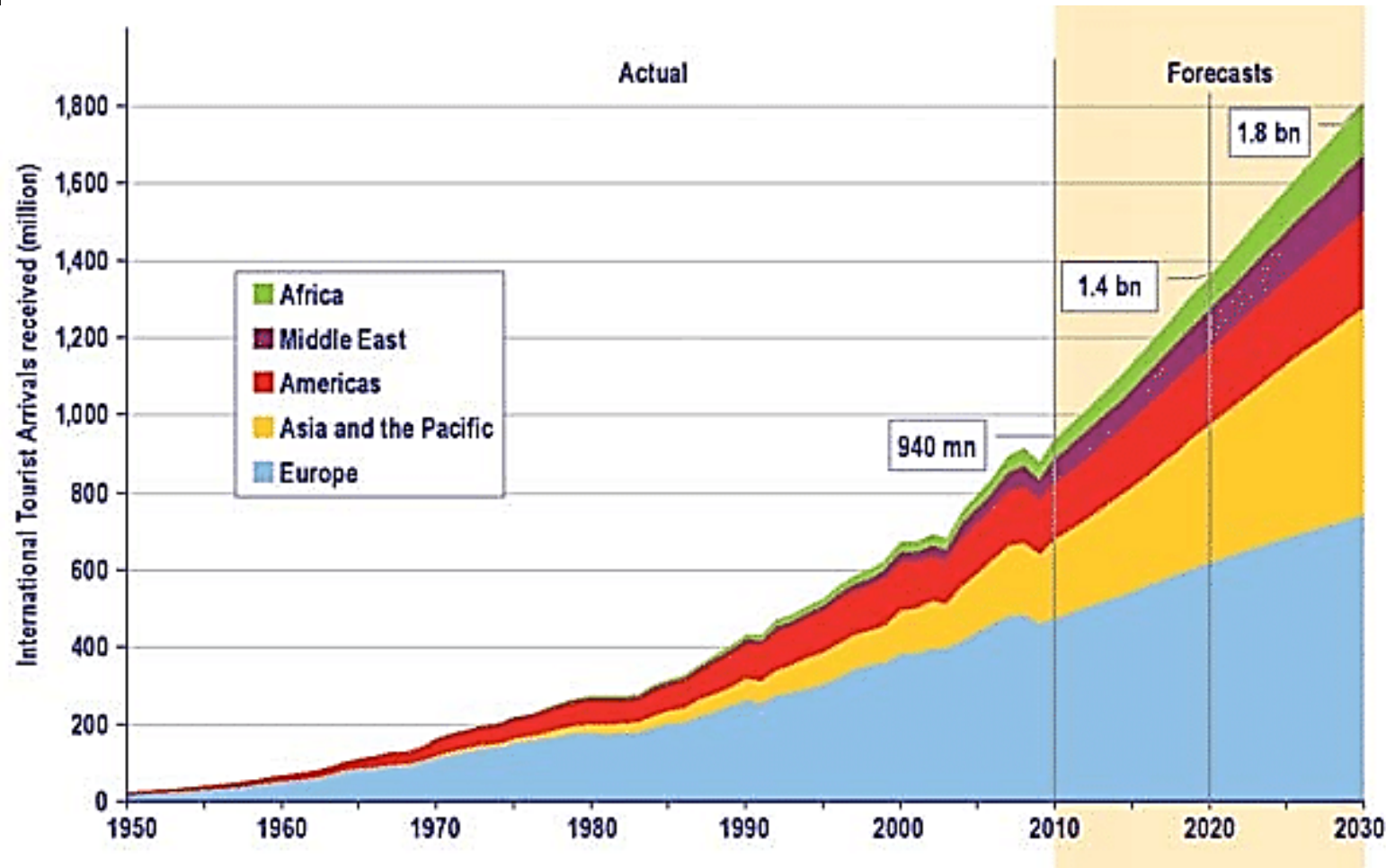
www.balkansblackseaforum.org

Interconnecting the destinations of the Balkans @ Black Sea region

10th International Black Sea Symposium

Athens, Greece March 6th 2019

WTO 1950-2030 barometer



5% global GDP

30% world exports/services

235m jobs worldwide

1,3\$ trillion spends/tourism

1,04b INTL tourists in 2012

1,80b INTL tourists in 2030

Mass vs Sustainable Tourism

Mass tourism	Sustainable tourism
Large groups	Singles, families, friends
Traditional	Recent trends
Fixed program	Spontaneous decisions
Focus on sights	Focus on experiences
Little or no background research	Careful preparation & research
Desire for souvenirs	Desire for memories/knowledge
Loud social activities	Quiet & low impact
Budget travelers	High income voyagers
Visiting cities	Exploring rural areas
No interaction with locals	Connecting with locals

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



Search engine optimization (specificity in everything)
Intelligent booking systems
Geolocation features
Climate or weather forecasting
Trip reviews
Explore the destination
Customized services
Streamlining of transactions
Automation in booking, invoicing and billing
Ease of payment



BBSF2017 declaration masterplan

Interconnectivity of destinations
in the Balkans & Black Sea region



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



BBSF2017 declaration masterplan

Interconnectivity of destinations in the Balkans & Black Sea region



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



GEOROUTES
ECO TOURISM & CULTURAL EXPEDITIONS



AEGEANROUTES
ECO TOURISM & CULTURAL EXPEDITIONS

Our Greece Globally Yours
discoveries across the cultural heritage of
Greece

our story in action

3 mins video

play



Under the Auspices



Geo Routes Cultural Institute (nonprofit & nongovernmental organization)

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