Tourism 4.0 for the Black Sea

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Online Workshop
Black Sea projects on coastal and maritime tourism, maritime transports, fishery and aquaculture, digitalization
Gaps and opportunities
Friday, 2 October 2020
Location in Slovenia

- major tourist attraction
- high amount of daily visitors:
  10,000 inhabitants, 3,000 daily visitors
- amount of waste (Jan-Dec 18)

Tourism Impact Model
Measuring tourism impact

Amount of waste

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total amount of waste

for the Black Sea
About the Project

Overview

- Project is co-funded by the European Commission
- Consortium of 6 partner organizations from Slovenia, Greece, Romania, Ukraine and Georgia
- Duration: 2019 – 2021

General objective and aims

- Demonstrate to regional stakeholders the benefits of Big Data Analytics
- Foster the commercialization of HPDA tools in tourism
- Test a set of concrete (Blue) Tourism 4.0 (HPDA) services in the Black Sea region
- Stimulate (policy) dialogue on Tourism 4.0 potentials with regional and EU stakeholders
Key Results and Next Steps

- Main results related to the thematic of the session

  *With innovative co-creation and technology bring into tourism data-driven strategic thinking.*

- Opportunities for future cooperation in the Black Sea, especially in the post-covid19 era

  *Providing competent and quick response of local governments with the use of big data.*

- Local perspective - Georgia
Thank you for your attention.

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