

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

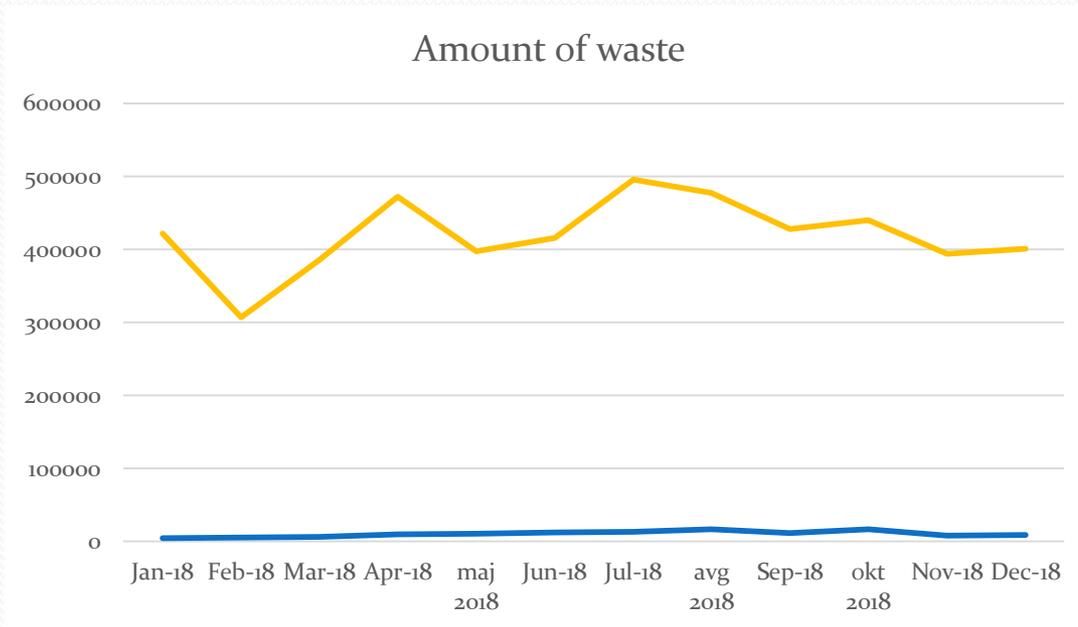
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Location in Slovenia



Tourism Impact Model
Measuring tourism impact

- major tourist attraction
- high amount of daily visitors:
10.000 inhabitants, 3.000 daily visitors
- amount of waste (Jan-Dec 18)



total amount of waste

tourist providers

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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