Report of the Online Questionnaire on supporting youth entrepreneurship in cultural tourism for coastal communities

by Elpida Besi (ICBSS), Georgia Chantzi (ICBSS), Ezgi Şahin Yücel (METU IMS), Pinar Uygurer (METU IMS)[1]

A. Concept

Building on the notion that cultural tourism with maritime dimension is an up-and coming blue growth generator, the **Project CulTourE4Youth - Supporting youth entrepreneurship in cultural tourism for coastal communities[2]** provides background information and analysis on how youth entrepreneurship is promoted by existing policies and initiatives, and how it can be better supported to address local and regional challenges, such as youth unemployment and brain drain.

As part of the project's activities, a survey was launched in the form of an online questionnaire which aimed to gather direct input about the priorities, opportunities and challenges from all involved stakeholders in the sectors of culture and tourism.

The questionnaire ran online from **1 December 2021 until 31 January 2022**. It reached out to respondents through the official pages and official social media of the project partners International Centre for Black Sea Studies (ICBSS), the CPMR Balkan and Black Sea Commission (BBSC CPMR) and the METU Institute of Marine Sciences (METU IMS), as well as through the Black Sea Virtual Knowledge Centre (BSVKC).

Two editions of the questionnaire were published. The English edition received 52 responses, while the Turkish 16 responses (**total number: 68**). Multiple-choice, checkboxes and short answers were the three types of questions divided in four sections: 1) General information; 2) Youth Entrepreneurship, Cultural Tourism, Coastal Communities; 3) Youth

---

Employment, Diversification; 4) Digitalization; 5) Reference Documents for Sustainable Black Sea.

Furthermore, the respondents were informed that the Project "CulTourE4Youth - Support Youth Entrepreneurship in Cultural Tourism for coastal communities" is co-funded by the European Commission (DISCLAIMER) and that their personal data would be treated in compliance with the EU's new data privacy law (GDPR) (NOTE).

B. Executive Summary

Among the respondents, representation of those who identify with the female gender was the majority, i.e. 63.2% Female, 36.8% Male. The survey was mostly filled by people in the age group 18-30 (55%) which is also the target group of the CulTourE4Youth Project.

In the survey, it is observed that the need for incentives for cultural tourism initiatives was highlighted by the majority. Social media appeared to be the ideal tool for promoting the existing cultural tourism businesses and practices. When asked to provide examples on young entrepreneur(s) and marine and maritime cultural tourism entrepreneurship separately, the respondents provided various examples. However, while many more relevant examples are provided for the former, fewer and less focused examples are provided for the latter, which highlights that specific examples in marine and maritime cultural tourism entrepreneurship are less known by the respondents. It is observed that the participants lacked sufficient knowledge on important initiatives, documents and programmes such as, the UNWTO Silk Road, the Cultural Routes of Council of Europe Programme, the Black Sea Common Maritime Agenda, and the Black Sea Strategic Research and Innovation Agenda, although the respondents stated their interest in learning more about them.

Digitalization within the cultural tourism concept is found to be playing an important role for 79.4% of participants due to its appeal to the youth which gives an important potential that could raise awareness on a broader audience and reduce the negative impact of tourism, (e.g. mobile apps for cultural routes).

C. Results

I. General Information

Table 1. Gender Distribution of Participants

Gender

Male
36,8%

Female
63,2%
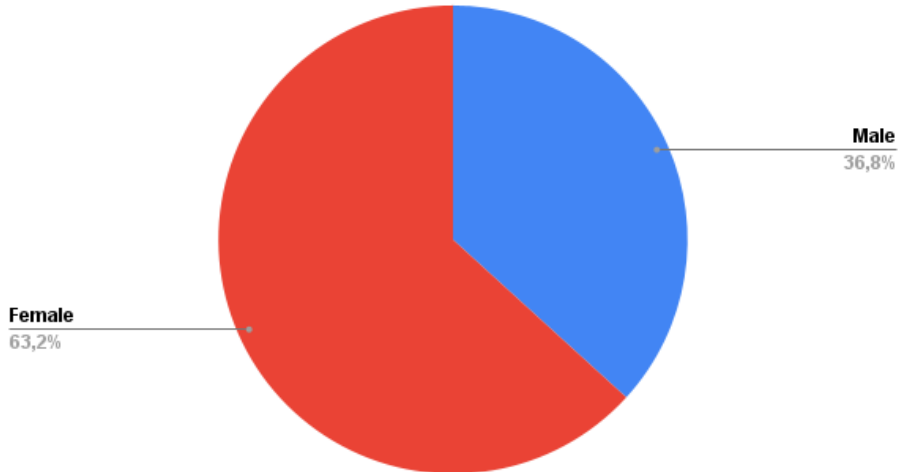
Table 2. Age Distribution of Participants

Age

51-60 years old
7,4%

41-50 years old
11,8%

61 years or older
10,3%

31-40 years old
14,7%

18-30 years old
55,9%

Table 3. Country Distribution of Participants

Country

- Romania
- Hellenic Republic
- Republic of Turkey
- Georgia
- Kingdom of the Netherlands
- Republic of Slovenia
- Republic of Kosovo
- Ukraine
- Republic of Italy
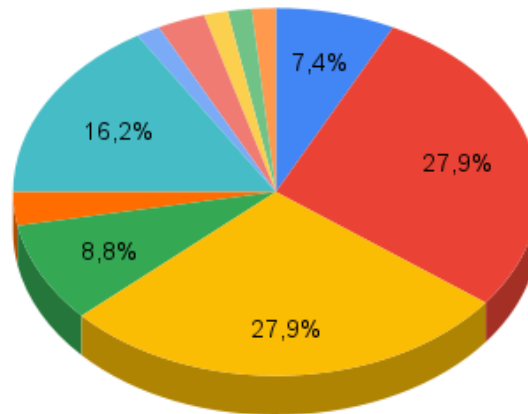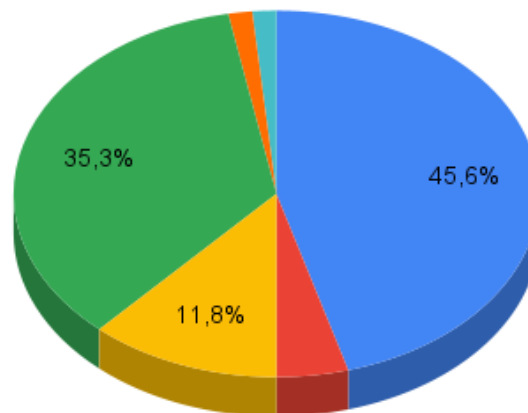- Hungary
- Republic of Azerbaijan

7,4%
27,9%
16,2%
8,8%
27,9%

Table 4. Current Employment Status of Participants

Your current employment status

- Paid Employee
- Unemployed and searching for work
- Self-employed
- Student
- Retired
- Unemployed, not currently searching for work

35,3%
45,6%
11,8%

Co-funded by the European Union

Table 5. Profession of Participants

Profession

Profession	%
None	1,5%
Training Institutions	2,9%
Design student	1,5%
Consulting	4,4%
Entrepreneurs	10,3%
Governmental	14,7%
Industry	5,9%
Non-Governmental	11,8%
Receptionist	1,5%
Cooking art	1,5%
Academia	27,9%
Tourism	1,5%
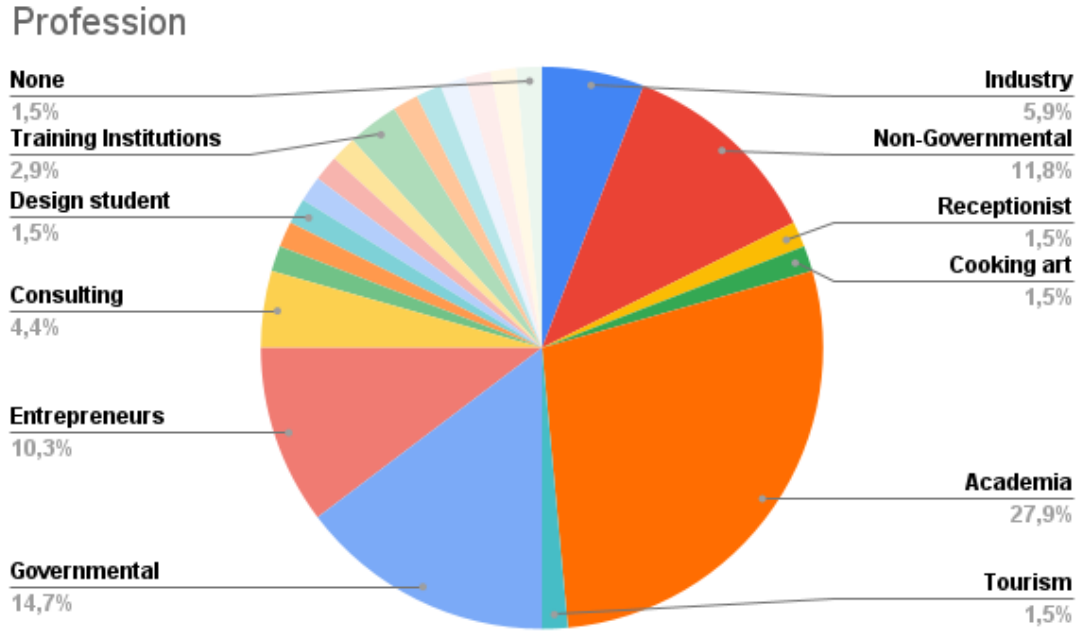
Table 6.

Do you consider yourself an entrepreneur?

Answer	%
Yes	42,6%
No	57,4%

II.   Youth Entrepreneurship, Cultural Tourism, Coastal Communities

Table 7. Q: Which field(s) are you interested in?

Table 7.

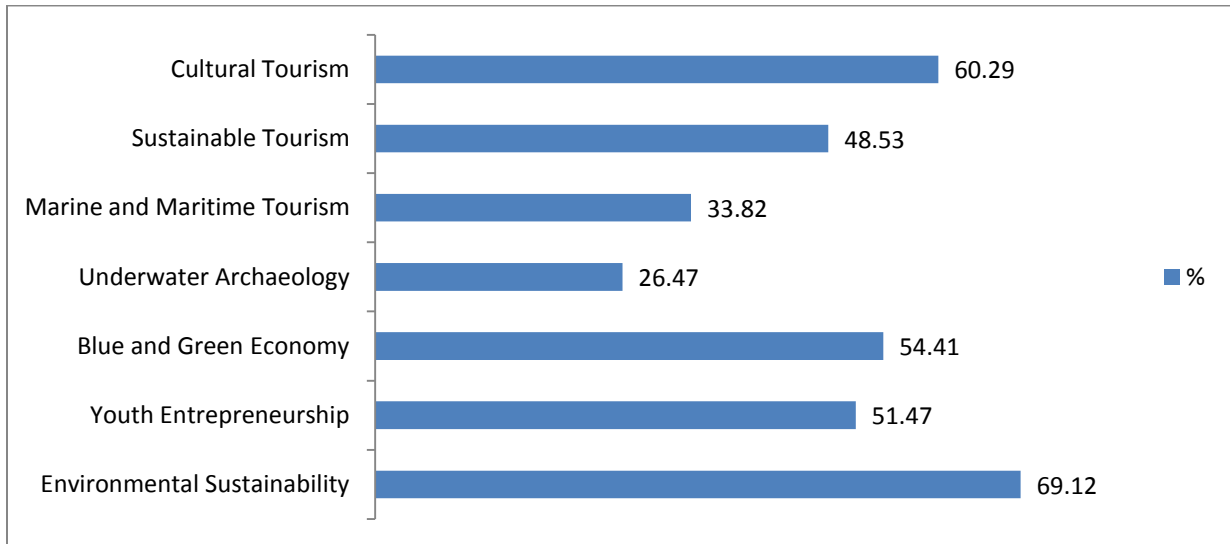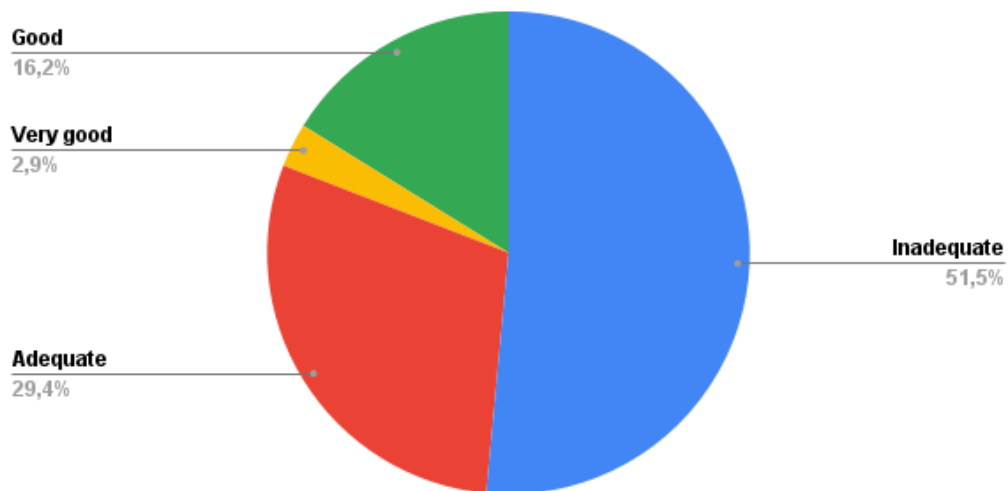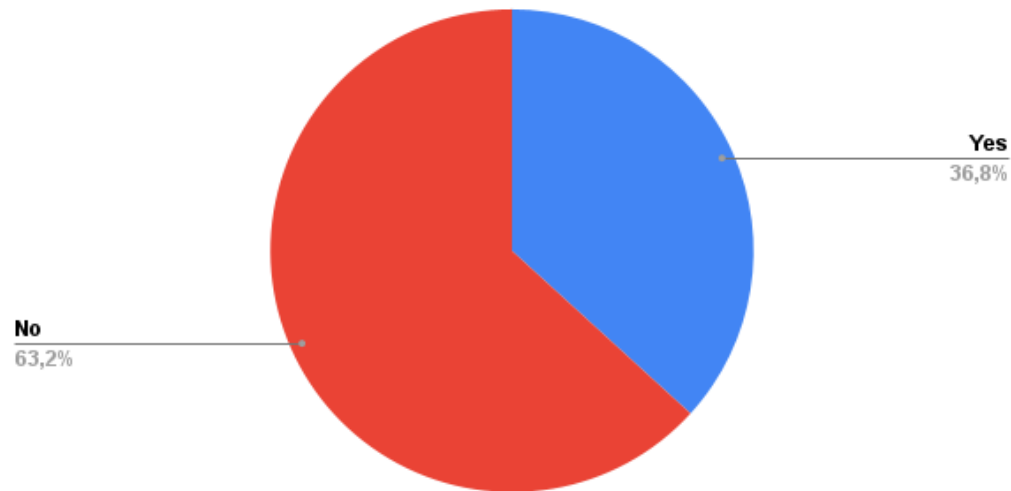How do you define the current situation of youth entrepreneurship in your region?

- Good 16,2%
- Very good 2,9%
- Adequate 29,4%
- Inadequate 51,5%

CulTour**e** 4 Youth
Supporting Youth Entrepreneurship in Cultural Tourism for
coastal communities in the Black Sea Region

Table 8.

Do you think that your region is a good case study for advanced youth entrepreneurship?

Yes
36,8%

No
63,2%

If the previous answer is "yes", please explain why and how:

Wider Black Sea and Mediterranean region:

- **Successful youth entrepreneurs** who are able to overcome great difficulties (such as, the economic crisis) and have innovative and inspirational ideas.
- Wide range and good quality of **universities, training programs and institutions**, which motivate and encourage them to use their abilities and to come up with ideas.
- Increase in the number of **funding projects**
- Increase in the number of **successful start-ups**
- Appropriate **infrastructures**, such as ports (e.g. the port of Piraeus)
- Important **geographical locations** (e.g. Piraeus, Mersin)

Q: Can you give an example of young entrepreneur(s) who has/have made a difference? (Please provide a link if this/these entrepreneur(s)/project(s) has/have a website).

1) **Malinca** (Republic of Slovenia): Online shop for Organic food and Natural cosmetics, as well as blog with recipes and advices for healthy living. https://www.malinca.eu/

2) **Clio Muse** (Hellenic Republic): A storytelling app that invites you to discover fascinating destinations in Greece, Italy, Spain, Turkey & the Netherlands through fun and original stories created by accredited experts. https://cliomusetours.com/

3) **Kekalove Adaptive Fashion** (Republic of Azerbaijan): A fashion brand for wheelchair users. https://www.kekalove.com/

4) **TENE** (Georgia): It is the 1st Georgian USB cable and also the world's 1st GREEN USB cable. It signifiers that proceeds from its sales will be directed to cleaning our nature from polyethylene wastes and recycling these wastes. Later the received materials will be used in production of the same cable. https://www.facebook.com/TeneUSB

5) **Cultural Awareness Foundation** (Republic of Turkey): It was founded in 2003 by a group of 148, including academics, business people, artists, archeologists, architects and art historians whose common aspiration was to bolster cultural awareness in Turkey. https://kulturbilinci.org/en-us/about-us

6) **5 Terre Diving** (Republic of Italy): It is the only diving center located within the Protected Marine Area, a well-known point of reference for both experienced and less experienced divers, in Riomaggiore (SP). https://www.5terrediving.it/

7) **Startup Greece** (Hellenic Republic): A non-profit movement that links and supports local startup communities. The mission is to give startup founders access to education and opportunities, enabling them to develop companies with socio-economic impact. https://youtube.com/c/StartupGreece

8) **egg – enter• grow• go** (Hellenic Republic): A business accelerator that provides consultation to start-ups. https://www.theegg.gr/

9) **Mersin Sailing Academy** (Republic of Turkey): Oytun Çalışlar https://www.facebook.com/pg/mersinyelkenakademisi/posts/

10) **Makromusic** (Republic of Turkey): Ataberk Özaydın/Social media of music https://makromusic.com/

11) **Yemek Sepeti** (Republic of Turkey): Nevzat Aydın https://www.yemeksepeti.com/

12) **Culture Routes Society** (Republic of Turkey): Turkey's Culture Routes Society was established in July 2012 in order to protect Turkey's existing culture routes, to

promote the establishment of new routes, and to set best-practice standards for their development https://cultureroutesinturkey.com/about-society/

13) **MTSO** (Republic of Turkey): Mersin Chamber of Commerce & Industry http://www.mtso.org.tr/en/vision-mission

14) **Booksa Bar** (Georgia): A hub at Gem Fest where participants can find activities to enrich their festival experience. Youth Association DRONI brings to Anaklia the fresh air of EVS volunteers from all over Europe. https://www.facebook.com/booksabar/

15) **Street Music Day** (Georgia): Music festival https://www.facebook.com/QuchisMusikisDge

16) **Mikaila Ulmer** (United States of America): An American teen entrepreneur who started a lemonade business in Austin, Texas. https://www.meandthebees.com/pages/about-us

17) **NEVERSEA** (Romania): Summer festival https://neversea.com/ https://www.facebook.com/GeorgianaRusuONG/ https://www.facebook.com/ongmarenostrum

18) **La Popsi** (Republic of Slovenia): Fruit frozen desserts, prepared from fresh fruit and without artificial colors and preservatives. https://www.lapopsi.com

19) **Legebitra** (Republic of Slovenia): A civil society organization for LGBT communities and people living with HIV. https://legebitra.si/en/

20) **Sharjah Entrepreneurship Festival** (United Arab Emirates): Young entrepreneurs https://www.khaleejtimes.com/start-ups/young-founders-hail-sharjahs-supportive-ecosystem

21) **Facebook/Mark Zuckerberg, eBay**: https://www.facebook.com/, https://www.ebay.com/

According to the answers of participants, 63% of them do not consider their region is a good case study for advanced youth entrepreneurship. Nonetheless, they follow developments in this field. Based on examples they shared, the developments in the fields of: youth entrepreneurship, environmental sustainability, (cultural-sustainable-marine) tourism and, blue and green economy can be observed.

Table 9. Q: Who are the potential stakeholders of youth entrepreneurship operating in the area of cultural tourism?
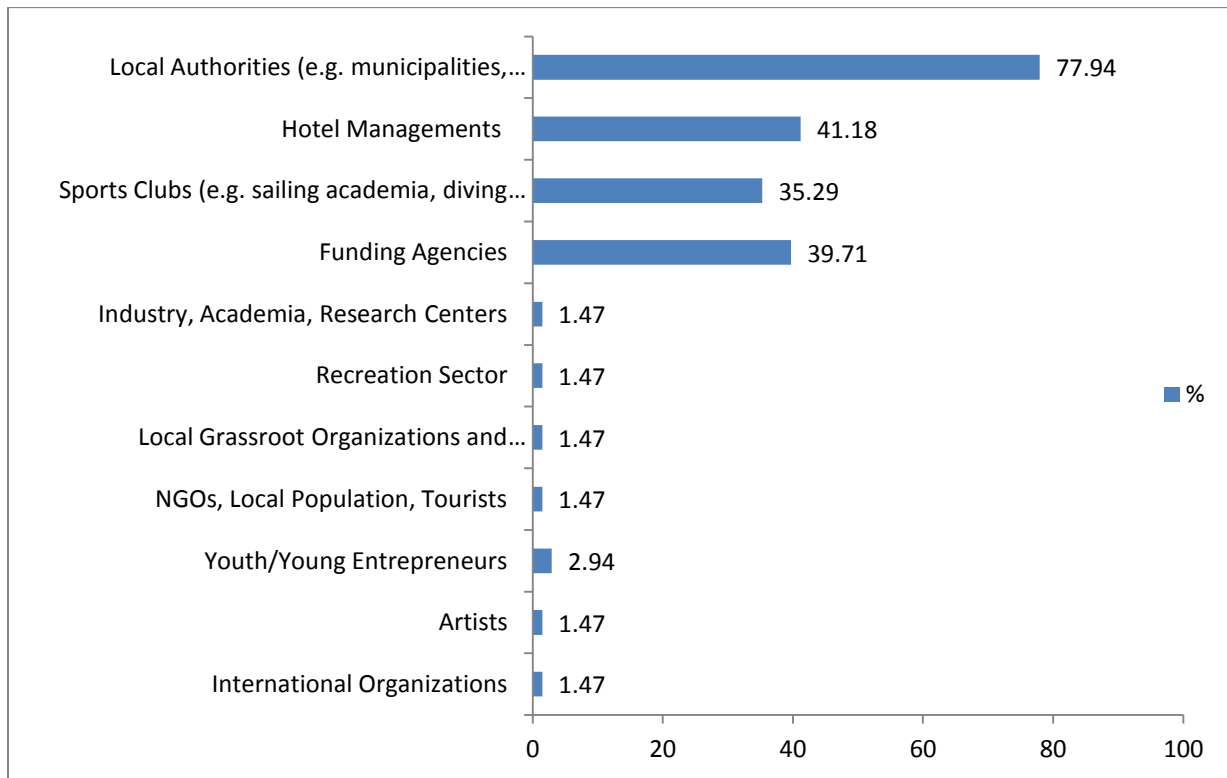
Table 10.

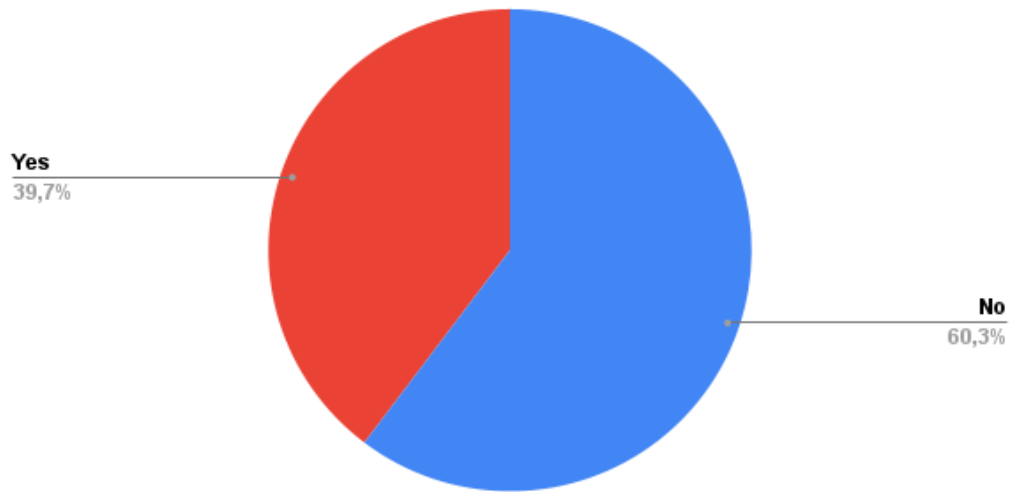Do you think that cultural tourism is supported well in your region?

Yes
39,7%

No
60,3%

Table 11 Q: How do you think that cultural tourism should be supported better?
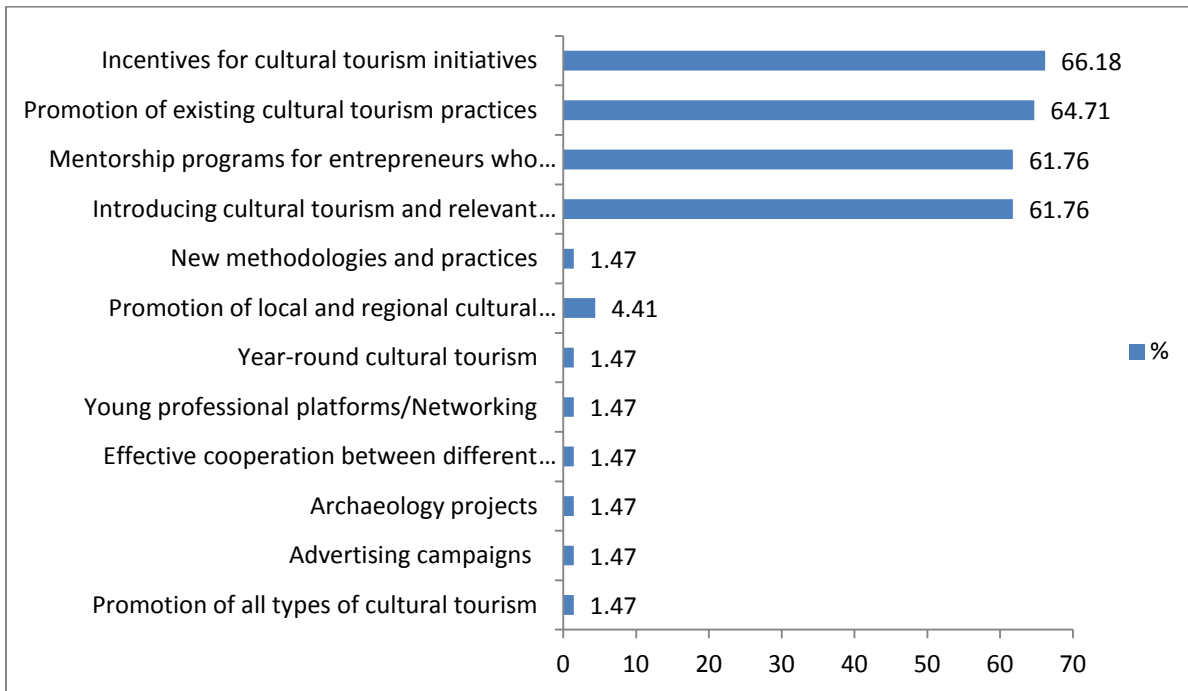
Category	%
Incentives for cultural tourism initiatives	66.18
Promotion of existing cultural tourism practices	64.71
Mentorship programs for entrepreneurs who…	61.76
Introducing cultural tourism and relevant…	61.76
New methodologies and practices	1.47
Promotion of local and regional cultural…	4.41
Year-round cultural tourism	1.47
Young professional platforms/Networking	1.47
Effective cooperation between different…	1.47
Archaeology projects	1.47
Advertising campaigns	1.47
Promotion of all types of cultural tourism	1.47

Table 12. Q: How do you think that existing cultural tourism businesses and practices should be promoted better?
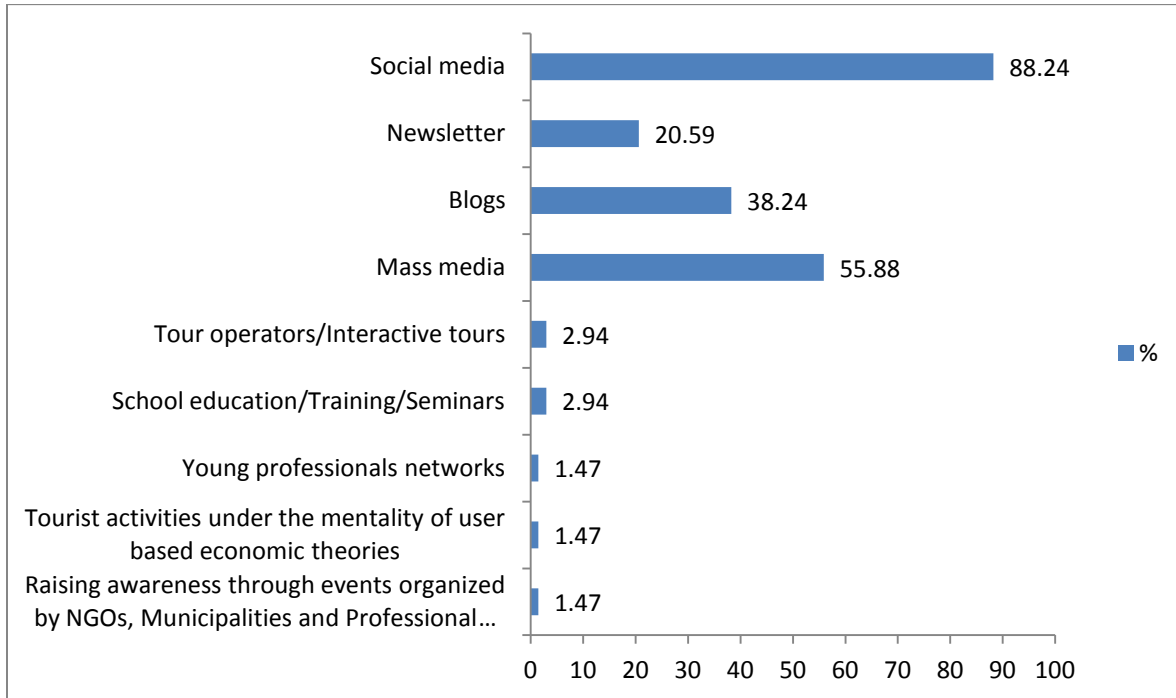
Category	%
Social media	88.24
Newsletter	20.59
Blogs	38.24
Mass media	55.88
Tour operators/Interactive tours	2.94
School education/Training/Seminars	2.94
Young professionals networks	1.47
Tourist activities under the mentality of user based economic theories	1.47
Raising awareness through events organized by NGOs, Municipalities and Professional…	1.47

Table 13.

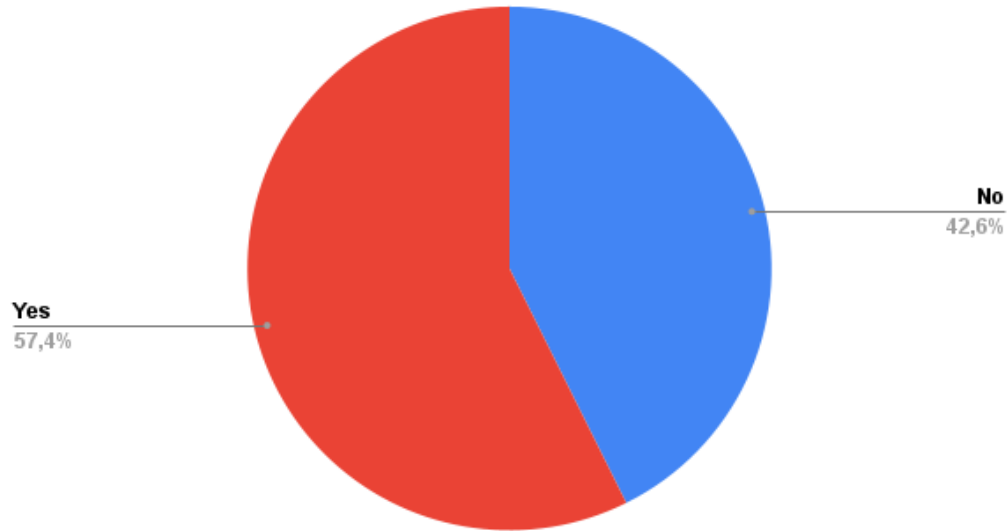### Do you live in a coastal community?

No
42,6%

Yes
57,4%

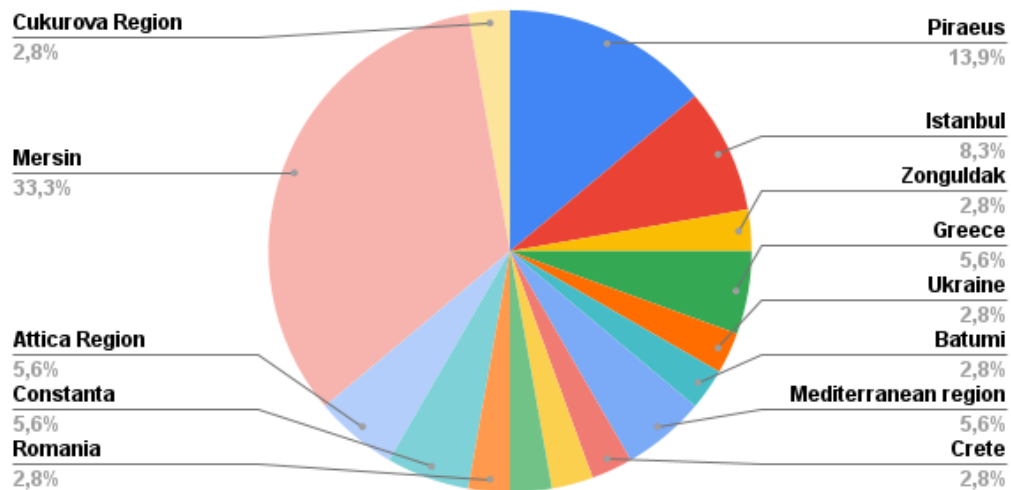## Table 14.

If the previous answer is yes, please specify the region of the Black Sea basin where you live in.

| Cukurova Region | 2,8% |
Mersin	33,3%
Attica Region	5,6%
Constanta	5,6%
Romania	2,8%
Piraeus	13,9%
Istanbul	8,3%
Zonguldak	2,8%
Greece	5,6%
Ukraine	2,8%
Batumi	2,8%
Mediterranean region	5,6%
Crete	2,8%

Table 15.

What is your opinion about Marine and Maritime (especially Underwater) Cultural Heritage?

- 🔵 I don't know a lot, but I would like to learn more.
- 🔴 I am not interested in it.
- 🟡 I have knowledge of it and I promote/want to promote it through my work.
- 🟢 I don't know what we are talking about.

25,0%   7,4%   64,7%
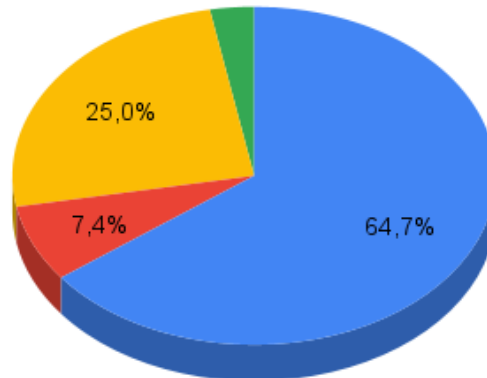
Q: Can you give a marine and maritime cultural tourism entrepreneurship example from your region? (Please provide a link if has a website/social media).

1) **Limen project** (Hellenic Republic): Cultural Ports from Aegean to the Black Sea. The aim of the project is to contribute to the development of cultural tourism in the wider region of the Black Sea. Using the experience of the institution of "European Capital of Culture", the project aims to establish a new institution, the "Cultural Port of the Black Sea''. http://www.limenproject.net/

2) **S.MAR.T.I.C.** (Republic of Italy-French Republic): Cooperation area (Tuscany, Liguria, France, Corsica and Sardinia, in the coastal provinces and departments) in order to establish a Cultural and Touristic Identity quality label. http://interreg-maritime.eu/it/web/s.mar.t.i.c.

3) **Asociația Ivan Patzaichin – Mila 23** (Romania): It aims to develop sustainable solutions and to promote local development projects and eco-tourism, endorsing programs that support the Danube Delta and other natural areas. https://rowmania.ro/

4) **Vestigii subacvatice** (Romania): Diving tourism https://www.facebook.com/Vestigii-subacvatice-109910858051012

5) **STRUNJAN Landscape Park** (Republic of Slovenia): The Strunjan Park is a cultural landscape, which is unique due to its location by the sea. https://www.naravniparkislovenije.si/en/nature-parks/strunjan-landscape-park

6) **Caretta Tourism** (Republic of Turkey): (Cultural/Yacht/Cruise) tours https://www.caretta-turizm.com/

7) **Boğsak Archaeological Survey** (Republic of Turkey): The Boğsak Archaeological Survey incorporates landscape and maritime archaeology, architectural surveys, ethnography, anthropology, and archaeometric and geoarchaeological analyses to evaluate antique settlements in the Taşucu Gulf. https://kudar.ku.edu.tr/research-bogsak-2/#tid_6218cf1bda6bd

8) **Mersin Diving Center** (Republic of Turkey): Diving tourism https://www.mersindalismerkezi.com/

9) **Mersin Sailing Academy** (Republic of Turkey): Oytun Çalışlar https://www.facebook.com/pg/mersinyelkenakademisi/posts/

10) **Underwater museums** (Hellenic Republic): Launch in the following months.

11) **Scientific-experience tourism** and **adventure tours** (Georgia)

12) **Diving parks** (Crete-Hellenic Republic)

13) **Mersin Naval Museum** (Republic of Turkey)

As a result , we observe the following: a) Compared to the earlier question which asks respondents to provide examples on young entrepreneurs, fewer examples are provided in the area of marine and maritime cultural tourism which may point out that specific examples in this area are less known by the respondents b) Linked with the previous point, it can also be observed that the concept of entrepreneurship is less clear based on the examples provided which mostly consists of establishments/institutions and not many examples that do fall under the category of entrepreneurship in the area of marine and maritime cultural tourism are provided. c) Concepts which promote the sustainability of local communities and the cooperation between neighboring countries, and d) Many projects concerning diving tourism-underwater archaeology.

Table 16. Q: Choose which of the following cultural sector(s) is/are most interesting to you.

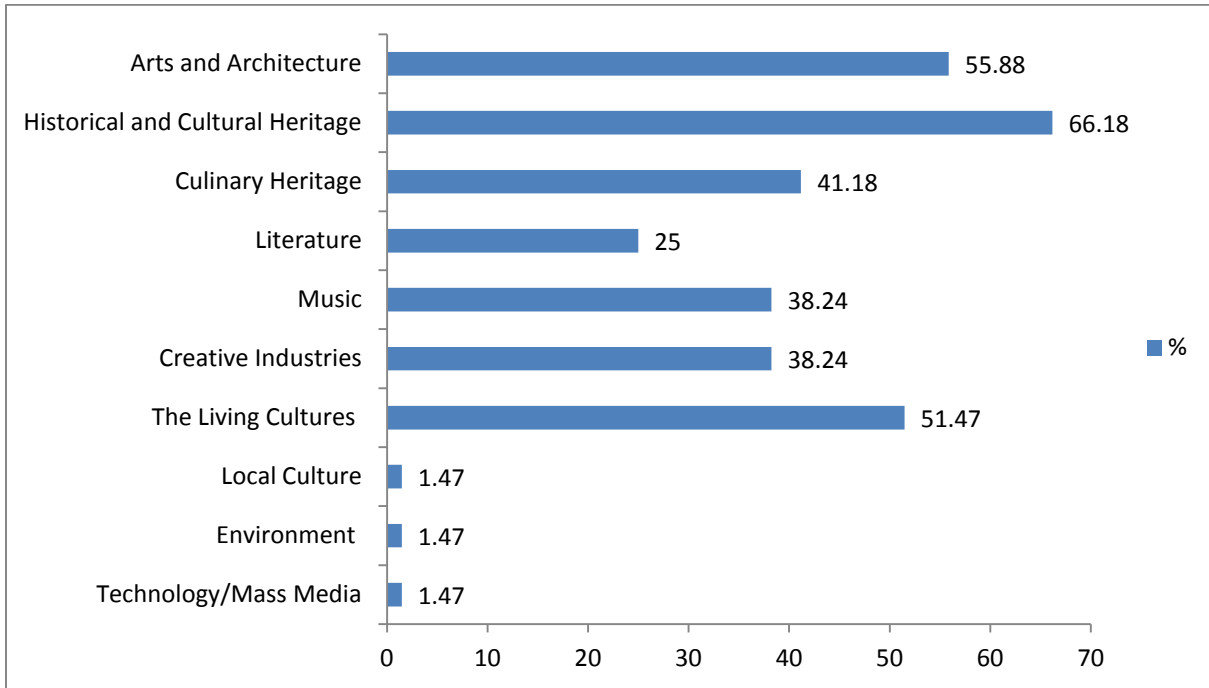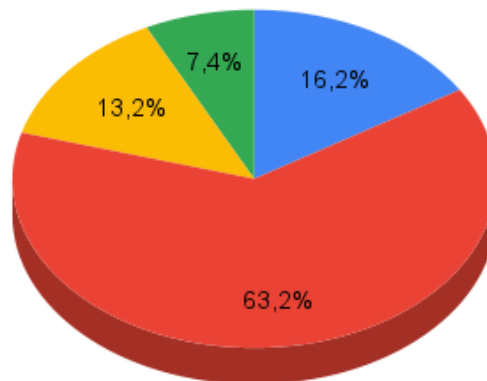| Sector	%
Arts and Architecture	55.88
Historical and Cultural Heritage	66.18
Culinary Heritage	41.18
Literature	25
Music	38.24
Creative Industries	38.24
The Living Cultures	51.47
Local Culture	1.47
Environment	1.47
Technology/Mass Media	1.47

Table 17.

What is your opinion about the UNWTO Silk Road for cultural exchange, trade and tourism? (www.unwto.org/silk-road)

- I don't know what we are talking about. — 16,2%
- I don't know a lot, but I would like to learn more. — 63,2%
- I have knowledge of it and I promote/want to promote it through my work. — 13,2%
- I am not interested in it. — 7,4%

Table 18.

What is your opinion about the Cultural Routes of the Council of Europe programme? (www.coe.int/en/web/cultural-routes)

- I don't know a lot, but I would like to learn more.
- I don't know what we are talking about.
- I have knowledge of it and I promote/want to promote it through my work.
- I am not interested in it.
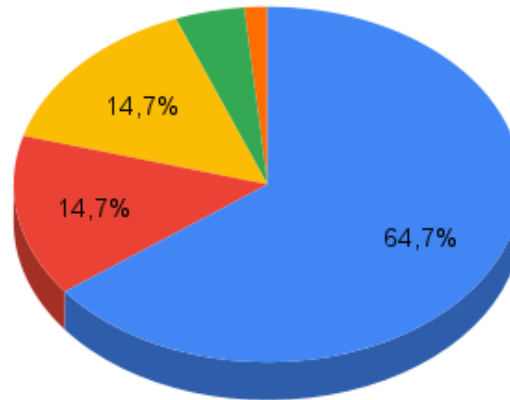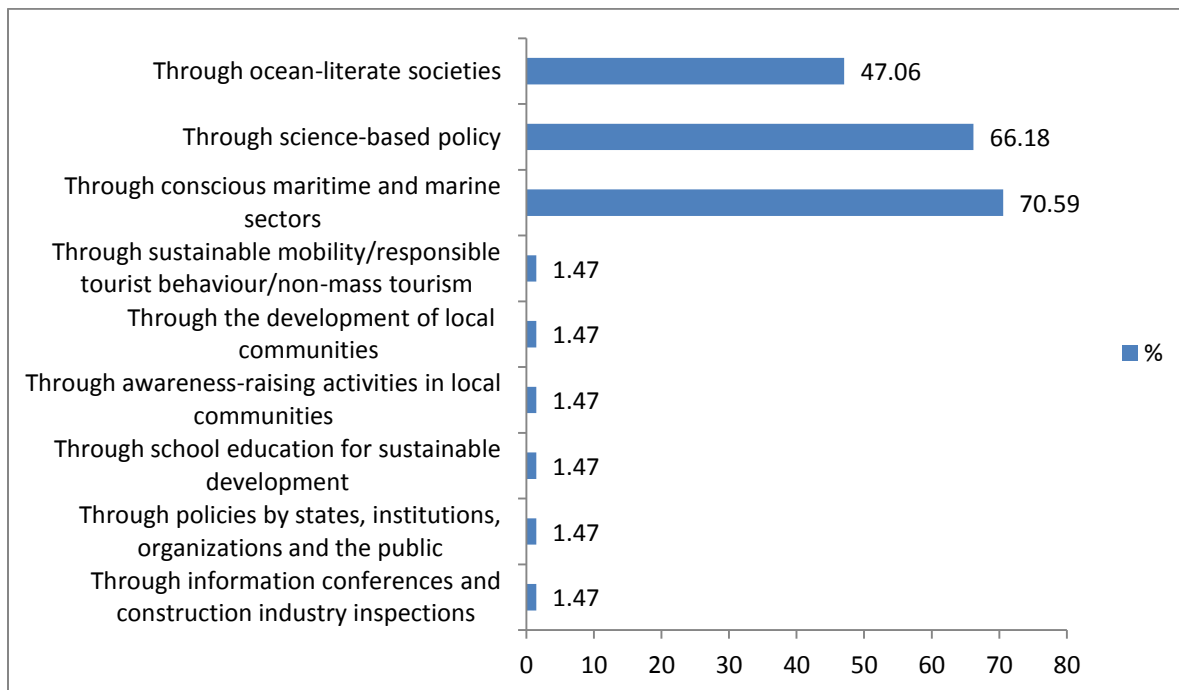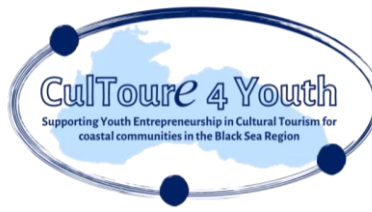- I don't know what we are talking about..

14,7%

14,7%

64,7%

Table 19. Q: How do you think that environmentally friendly sustainability can be achieved in the sector of cultural tourism?

Category	%
Through ocean-literate societies	47.06
Through science-based policy	66.18
Through conscious maritime and marine sectors	70.59
Through sustainable mobility/responsible tourist behaviour/non-mass tourism	1.47
Through the development of local communities	1.47
Through awareness-raising activities in local communities	1.47
Through school education for sustainable development	1.47
Through policies by states, institutions, organizations and the public	1.47
Through information conferences and construction industry inspections	1.47

CulToure 4 Youth
Supporting Youth Entrepreneurship in Cultural Tourism for
coastal communities in the Black Sea Region

Q: Can you give an example of good sustainable tourism application from your region, country or beyond?

1) **Cinque Terre** (Republic of Italy): National Park and Marine Protected Area. In 1997 UNESCO included the Cinque Terre in the World Heritage List as a "cultural landscape" European Charter for Sustainable Tourism (ECST). http://www.parconazionale5terre.it/Eindex.php

2) **Heraklion Municipality** (Hellenic Republic): Promotion as cultural, culinary and wine tourism destination https://repository.ihu.edu.gr/xmlui/handle/11544/785

3) **Green Scheme of Slovenia** (Republic of Slovenia):This project brings together all the efforts directed towards the sustainable development of tourism in the country https://www.slovenia.info/en/business/green-scheme-of-slovenian-tourism

4) **Tourism 4.0 Initiative** (Republic of Slovenia): It aims to unlock the innovation potential by enabling collaboration between all stakeholders of the smart tourism ecosystem and to co-create enriched experiences with the help of the key enabling technologies from Industry 4.0. https://tourism4-0.org/

5) **Asociația Ivan Patzaichin – Mila 23** (Romania): It aims to develop sustainable solutions and to promote local development projects and eco-tourism, endorsing programs that support the Danube Delta and other natural areas. https://rowmania.ro/

6) **Creators of Cosmos** (Hellenic Republic): It is the 1st Greek-based company to produce, organize, operate and execute Live Action Role Playing Games scenarios. The scenarios are used in four business axes that are: tourism, creative industries, gaming and knowledge economy, and in five distinguished categories: tourism and destination management, lifelong learning, professional capacity building, tackling social exclusion, research and development of new products in the aforementioned fields. www.creatorsofcosmos.com

7) **Dört Mevsim Foça** (Republic of Turkey): It is aimed to bring nature-friendly production and business models to tourism activities for sustainable tourism in Foça, where existing tourism activities are spread over four seasons and production forms such as traditional viticulture, fruit-vegetable cultivation, olive growing,

coastal fishing are also continuing. https://www.gelecekturizmde.com/dort-mevsim-foca/

8) **Culture Routes Society** (Republic of Turkey): Turkey's Culture Routes Society was established in July 2012 in order to protect Turkey's existing culture routes, to promote the establishment of new routes, and to set best-practice standards for their development https://cultureroutesinturkey.com/about-society/

9) **GAP Region Tourism Master Plan** (Republic of Turkey): New projects in order to develop many kinds of tourism. http://www.gap.gov.tr/gap-bolgesi-turizm-master-plani-sayfa-30.html

10) **Balearic Islands** (Kingdom of Spain): Funding for sustainable tourism https://www.majorcadailybulletin.com/news/local/2021/11/26/93547/majorcan-winter-tourism-season-hopes-fade.html

*As a result, we mainly observe: examples of **sustainable tourism** which combine **natural and cultural resources.** In general, there are innovative projects in order to create a **new dimension** of tourism without being industrialized.*

III. Youth Employment, Diversification

Table 20.

Do you think that cultural tourism in coastal communities is an opportunity to decrease or even eradicate brain drain?
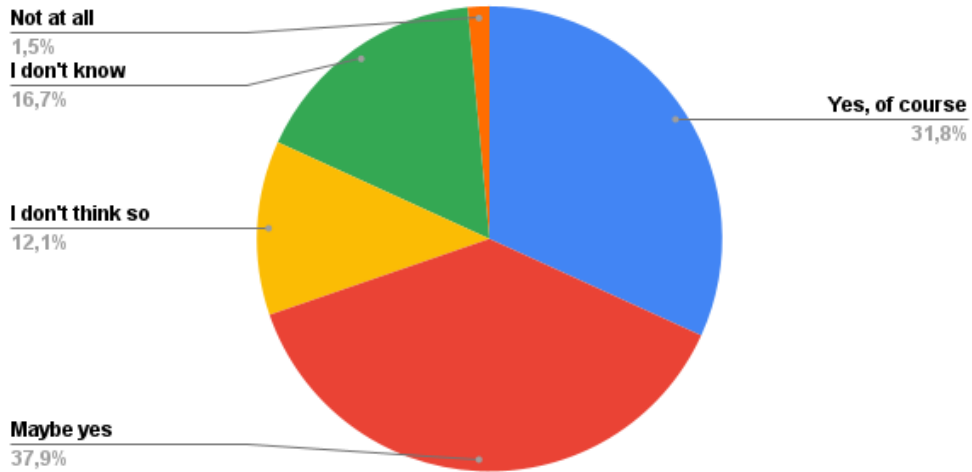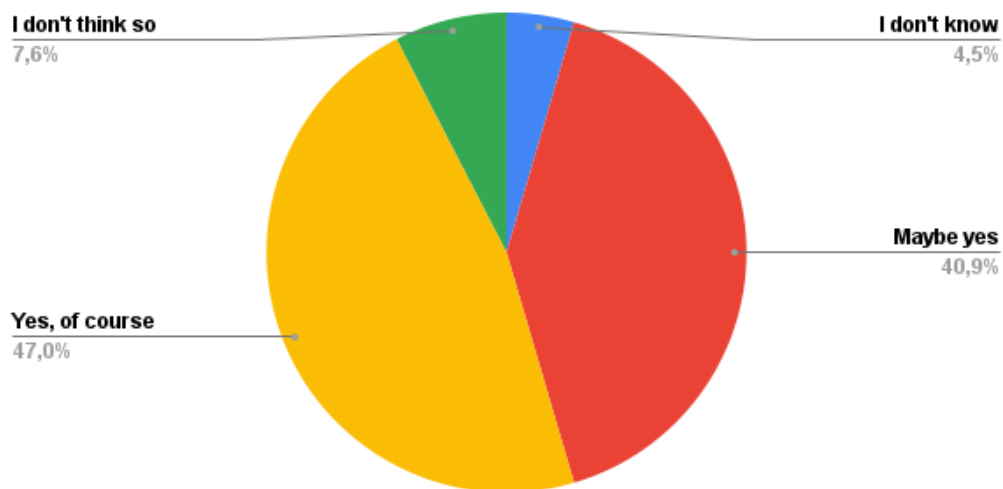
Not at all
1,5%
I don't know
16,7%

Yes, of course
31,8%

I don't think so
12,1%

Maybe yes
37,9%

Table 21.

Do you think that supporting youth entrepreneurship in cultural tourism for coastal communities can enhance social inclusion?

I don't think so
7,6%

I don't know
4,5%

Maybe yes
40,9%

Yes, of course
47,0%

Table 22. Q: How do you think that youth employment can be better supported in coastal communities?
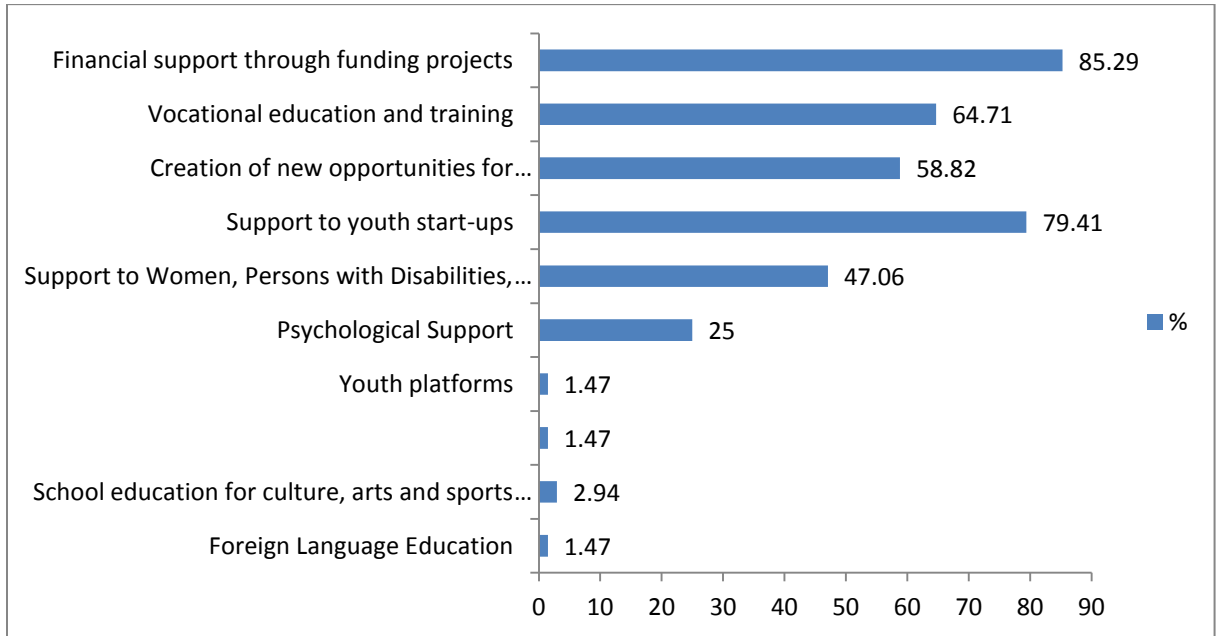
Table 23.

Has the Covid-19 pandemic affected youth entrepreneurship (especially in cultural tourism field)?
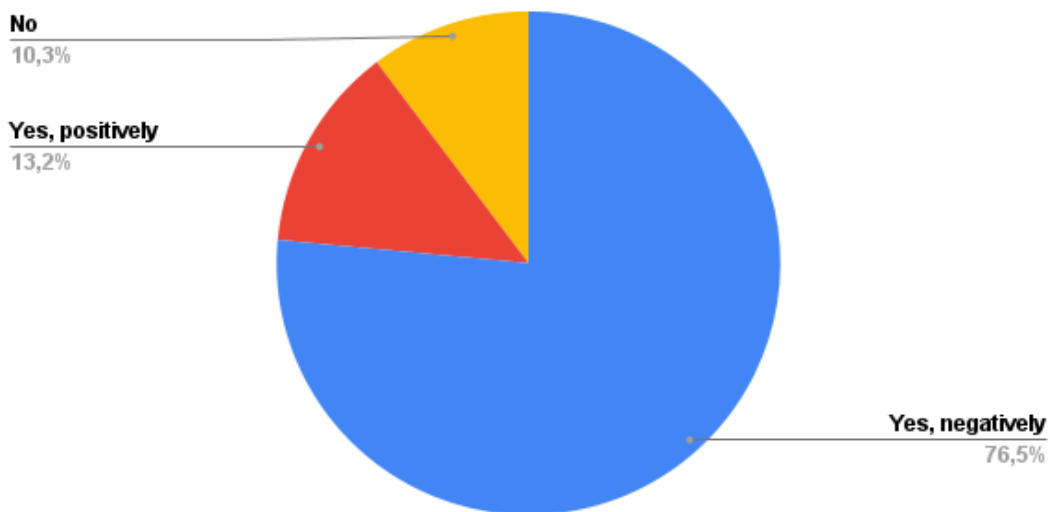
No
10,3%

Yes, positively
13,2%

Yes, negatively
76,5%

Table 24.

Do you agree with the trend of diversification in order to achieve job creation?

- Not at all — 1,5%
- Maybe yes — 32,4%
- Yes, of course — 35,3%
- I don't think so — 10,3%
- I don't know — 20,6%
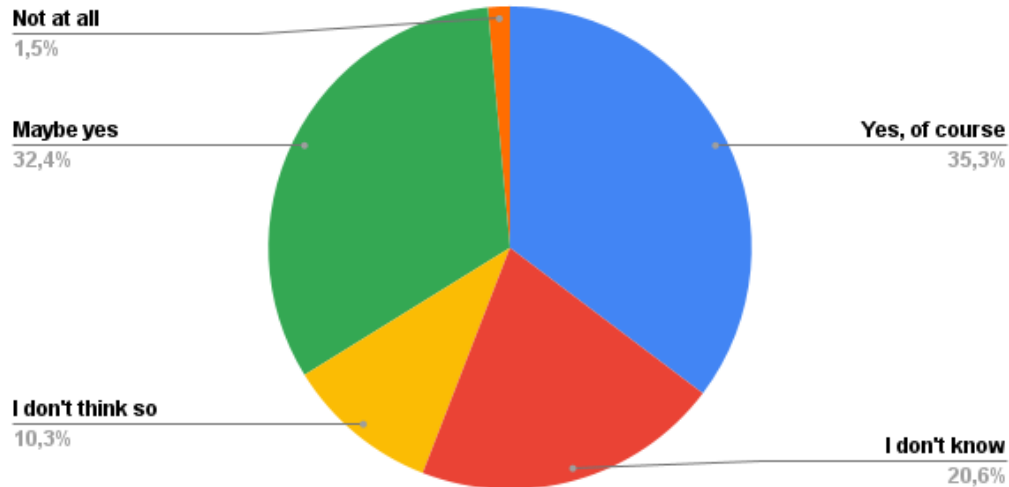
Table 25. Q: Have you ever made a career change?

Response	%
Yes, I have made a career change.	35.29
Yes, I have made a career change after Covid-19 pandemic.	1.47
No, I have not made a career change.	26.47
No, but I think about that after Covid-19 pandemic.	2.94
No, but I think about that as a future scenario.	22.06
No and I don't think about that as a future scenario.	7.35
No, but Covid-19 pandemic offers possibilities to identify new opportunities.	1.47
No, but I expanded my archeological studies to include cultural heritage tourism.	1.47
No.	1.47

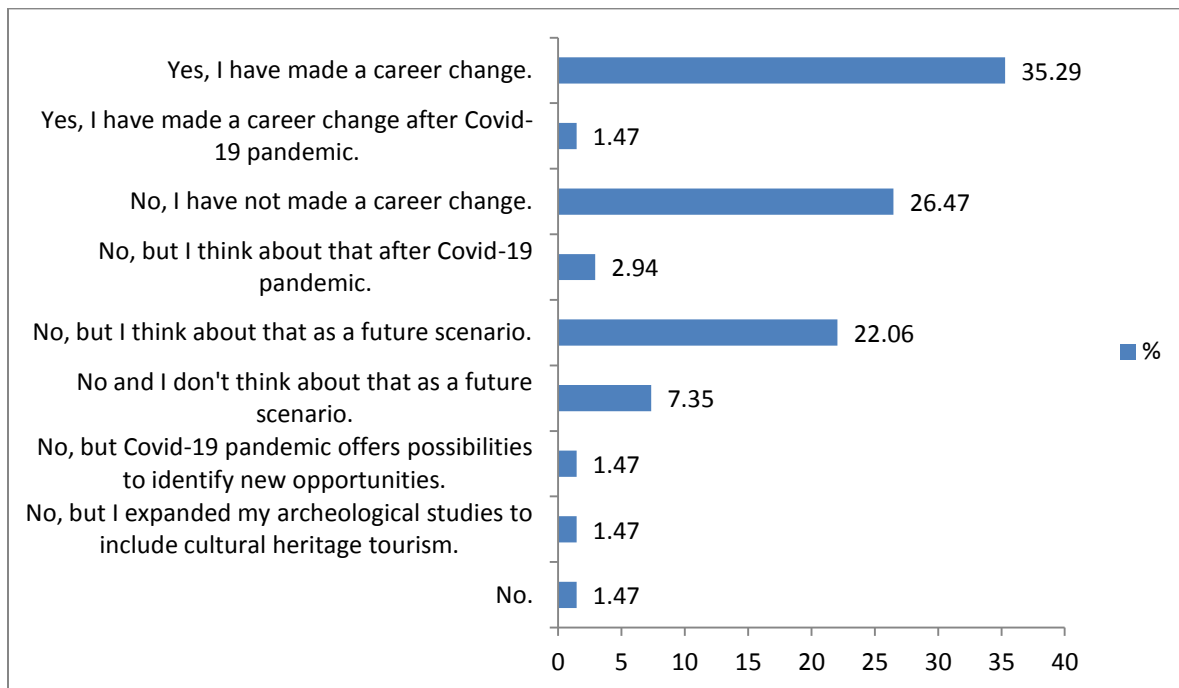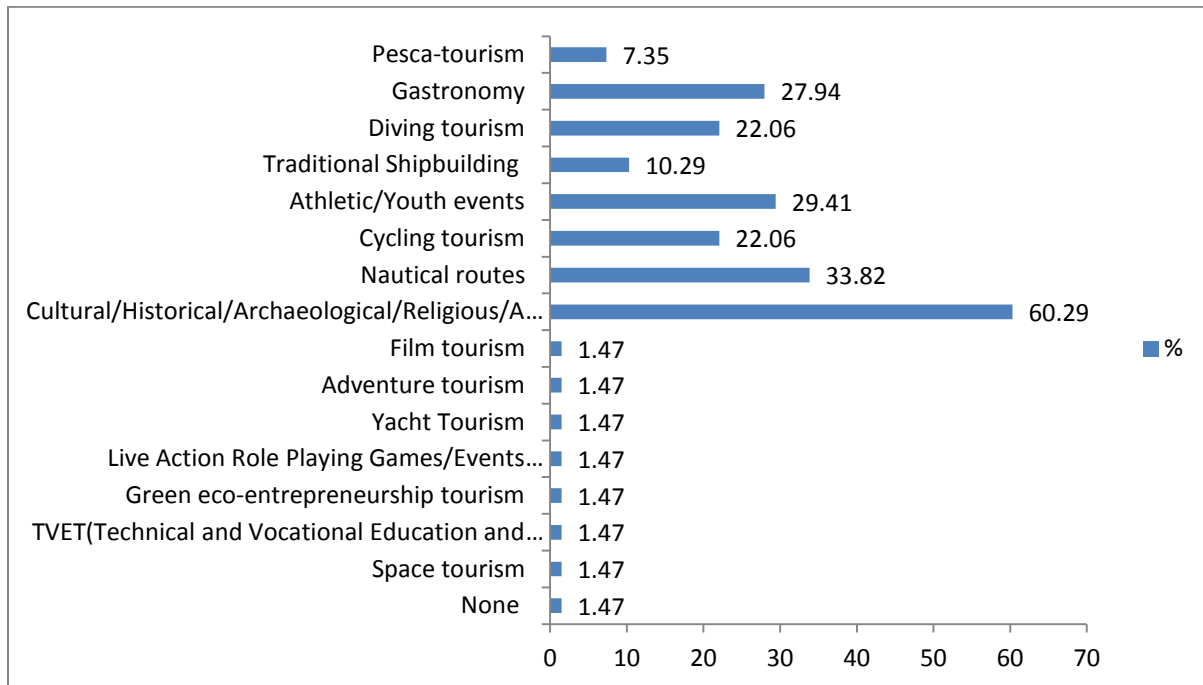**Table 26. Q: In the context of career change, choose which of the following career(s) is/are most interesting to you.**

Career	%
Pesca-tourism	7.35
Gastronomy	27.94
Diving tourism	22.06
Traditional Shipbuilding	10.29
Athletic/Youth events	29.41
Cycling tourism	22.06
Nautical routes	33.82
Cultural/Historical/Archaeological/Religious/A…	60.29
Film tourism	1.47
Adventure tourism	1.47
Yacht Tourism	1.47
Live Action Role Playing Games/Events…	1.47
Green eco-entrepreneurship tourism	1.47
TVET(Technical and Vocational Education and…	1.47
Space tourism	1.47
None	1.47

IV.   Digitalization

Table 27.

Do you think that the role of digitalization in cultural tourism is important?

No
20,6%

Yes
79,4%
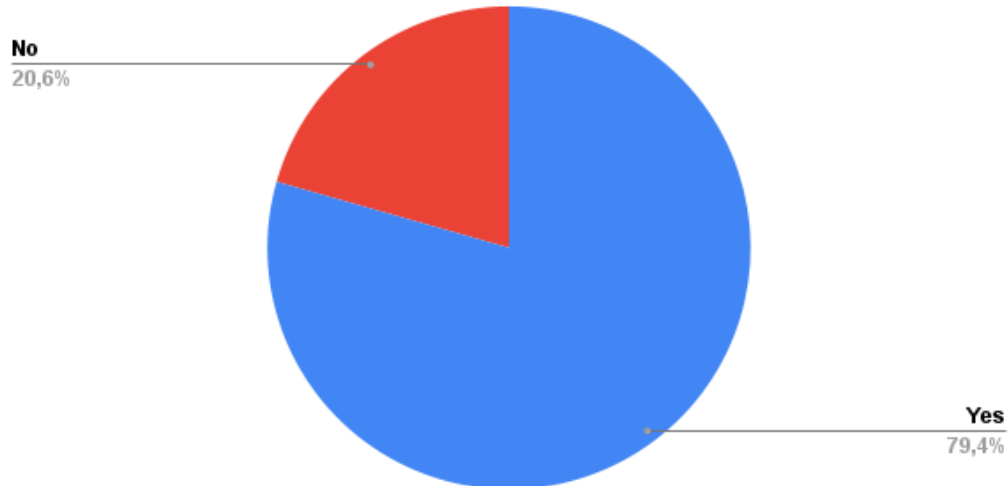
If the previous answer is "yes", please explain why and how.

- **Digital era**: digitalization is inevitable in all domains hence cultural tourism should be involved as well

- **Globalization-Promotion-Communication:** more and more people from all around the world have the opportunity to learn about cultural tourism initiatives and travel more/ appeal to **wider audiences**

- Appeal to **young people**

- **Covid-19 pandemic**: virtual tours

- **Sustainability**: reduction of the negative impact of tourist pressure.

- **Mobile applications- 3D system applications-Social media channels**: easier access to information and experience, apps for Routes

- Increase of **raise awareness**

Q: Can you give a good example of digital tools and/or services in the tourism sector? (Please provide a link of this application if any)

1) **Tourism 4.0 Initiative** (Republic of Slovenia): It aims to unlock the innovation potential by enabling collaboration between all stakeholders of the smart tourism ecosystem and to co-create enriched experiences with the help of the key enabling technologies from Industry 4.0. https://tourism4-0.org/

2) **SMART TOURISM project** - Qualified services for consolidation and competitiveness of transnational tourism business chains (Republic of Italy - French Republic): It aims to strengthen the entrepreneurial fabric of companies through a)access to qualified services necessary for their digital transformation b)the development and strengthening of networks and integrated supply systems c)the development of a market of qualified suppliers able to support the innovation processes http://interreg-maritime.eu/web/smart-tourism

3) **Archaeological Museum of Thebes-Virtual Museum** (Hellenic Republic): https://www.mthv.gr/en/virtual-museum/

4) **Cultural Assets and Museums-Virtual Tours** (Republic of Turkey): https://sanalmuze.gov.tr/

5) **Mersin-3D Tour** (Republic of Turkey): https://vr.mersin.bel.tr/#!/Soli-Pompeipolis-Sutunlu-Cadde-876/?dil=Tr&ath=-183&atv=-12&fov=80

6) **Ancient city of Olba, Mersin Province** (Republic of Turkey): https://www.olbakulturyolu.com/en/node/59

7) **Boğsak Archaeological Survey (BOGA)** (Republic of Turkey): BOGA is an archaeological study that includes the research and documentation of tangible and intangible cultural heritage items on the shores, islands and background of Taşucu Bay, located in Rough Cilicia since 2010. https://www.bogsakarkeoloji.com/

8) **Foursquare City Guide**: Foursquare City Guide, commonly known as Foursquare, is a local search-and-discovery mobile app developed by Foursquare Labs Inc. https://foursquare.com/

9) **HubSpot CRM platform**: It is an ecosystem uniting software, education, and community to help businesses grow better every day. www.hubspot.com/

10) **Oferte Booking** (Romania): Travel services https://www.ofertebooking.ro/despre-noi/

11) **Tripadvisor, Booking.com, Couchsurfing, Trivago N.V., Skyscanner Ltd** : https://www.tripadvisor.com/, https://www.booking.com/, https://www.couchsurfing.com/, https://www.trivago.com/en-US, https://gr.skyscanner.com/

12) **Instagram**: https://www.instagram.com/

13) Youth Association DRONI (Georgia): The largest youth NGO in Tbilisi. https://droni.org/

14) **Hallyu tourism** (Republic of Korea): Digital tools in order to promote this kind of tourism. Hallyu tourism involves tourists who are engaged by Hallyu contents, targeting those who want to experience Korean pop culture and cultural contents, as well as more traditional forms of culture in Korea. https://english.visitseoul.net/hallyu

15) **The Global Positioning System (GPS)**

16) **Virtual Reality Headsets**

17) **Drone footage of tourist areas**

As a result, we observe that there are good digital tools and services that should be promoted more as they are less known to the wider public, considering that the most popular online applications are mentioned by the majority. Knowledge transfer and share of good practices from other countries around the world is always important and could contribute to the replication of ideas. New technologies like VR sightseeing, 3D visits, drones are emphasized but few examples are mentioned which indicates a) existence of cases but lack of advertising and visibility to the wider public, b) interest in the use of the new technologies but possible lack of skills and /or funding to support it.

V.   Reference Documents for a Sustainable Black Sea

Table 28.

Do you have knowledge of the Common Maritime Agenda? (http://www.bsec-bsvkc.org/UploadedDocuments/Annex%201%20-%20Common%20Maritime%20Agenda%20for%20the%20Black%20Sea.pdf)

- 🔵 I have some knowledge of it, and I would be interested to see how to find out more, and maybe apply some of it somewhere, or give support.
- 🔴 I don't know what we are talking about.
- 🟡 I don't know a lot of things, but I would like to learn more.
- 🟢 I have knowledge of it and its guidelines are really important for me/for my job.
- 🟠 I am not interested in it.
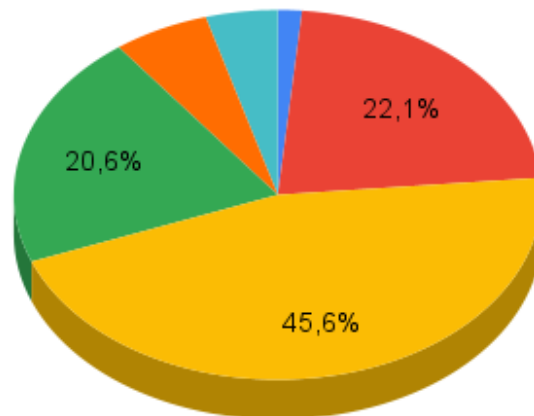- 🔵 I have knowledge of it, but it is not useful to me/ to my job.

22,1%

20,6%

45,6%

Table 29.

Do you have knowledge of the Black Sea Strategic and Innovation Agenda (SRIA)? (connect2blacksea.org/wp-content/uploads/2019/12/Black_Sea_SRIA_Final.pdf)

- 🔵 I have some knowledge of it, and I would be interested to see how to find out more, and
- 🔴 I don't know a lot of things, but I would like to learn more.
- 🟡 I don't know what we are talking about.
- 🟢 I have knowledge of it and its guidelines are really important for me/for my job.
- 🟠 I have knowledge of it, but it is not useful to me/ to my job.
- 🔵 I am not interested in it.
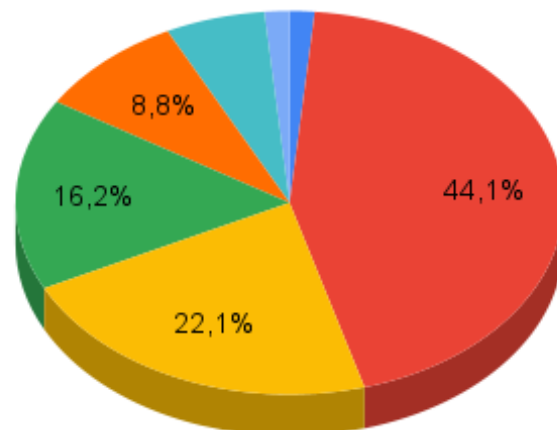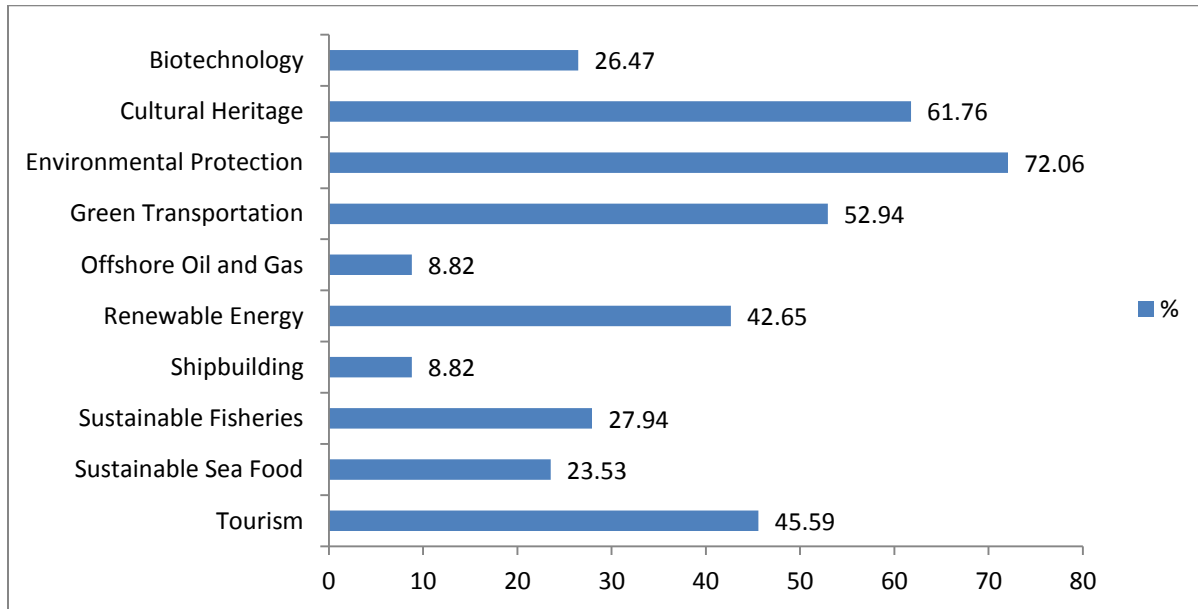- 🔵 I have knowledge of it, but it is not useful to me/ to my job. However, sustainability should

8,8%

16,2%

44,1%

22,1%

Table 30. Q: Which Blue Economy sectors would you like to promote or have you already promoted through your work?

Sector	%
Biotechnology	26.47
Cultural Heritage	61.76
Environmental Protection	72.06
Green Transportation	52.94
Offshore Oil and Gas	8.82
Renewable Energy	42.65
Shipbuilding	8.82
Sustainable Fisheries	27.94
Sustainable Sea Food	23.53
Tourism	45.59

Q: Is there anything else that you would like to discuss?

a) Regions/countries where there are **not enough job opportunities** to pursue such career paths

b) **Outdoor education**

c) **Experiential learning**

d) **Involvement of youth/Education of youth** in different sectors in order to ensure continuity and avoid past mistakes

e) **Green supply chain**

f) Initiatives which are **environmentally friendly**, can keep up with the times, and provide new opportunities to **young people**.

g) Strategic initiatives to **promote** new projects

h) **Floating museums**

i) **Health tourism/Floating hospitals**

DISCLAIMER – The findings and information included in the present report do not necessarily reflect the views of the authors or of their affiliated institutions.