

PRO EXTOUR

Promotion of
experiential
tourism
based on
heritage and
culture in the
Black Sea Basin



PROJECT TITLE

Promoting Heritage- and Culture-based Experiential Tourism in the Black Sea Basin

IMPLEMENTATION PERIOD

01.06.2020 – 31.01.2023

ORGANISATIONS INVOLVED

Varna University of Management (BG); Aristotle University of Thessaloniki – Special Account for Research Funds (GR); Georgian Arts and Culture Center (GE); Yerevan State University (AM); Culinary Arts and Hospitality Association (BG)

PROGRAMME

Black Sea Basin
ENI CBC 2014-2020

TOTAL BUDGET

913.380,00 €



Heritage- and Culture-based Experiential tourism (HCBET) is a concept of co-creation and co-organization of tourism activities based on one of the main principles of sustainable tourism: to respect the socio-cultural authenticity of host communities, to conserve their built and living cultural heritage and traditional values, and to contribute to intercultural understanding and tolerance. Despite bearing a huge growth potential, HCBET is hardly recognized as an area of business activity in the Black Sea basin. The PRO EXTOUR project promotes experiential tourism by enhancing the potential of the indigenous heritage, culture, and innovative solutions. The project carried out pilot inventories of heritage and culture activities and events for each country, combining business model analysis and description of PRO-EXTOUR activities, presented in an online repository. The project has brought together research, business and stakeholders to develop policy improvements, interdisciplinary solutions and mentoring support for the development and market launch of experiential activities in the Black Sea Basin.



BUSINESS



ECONOMIC DEVELOPMENT



Project co-funded by
the European Union