



Project funded by
EUROPEAN UNION



PRESS RELEASE

Tbilisi Entrepreneurial Camp for Experiential Tourism

On July 21, 22, 23, 2022 BSB Tbilisi Experiential Tourism HUB TETH hosted Joint Entrepreneurial Camp for Experiential Tourism. The participants of the camp encompassed professionals working in the field of culture and tourism industry, students and beginner entrepreneurs from: Bulgaria, Greece, Georgia and Armenia, who were selected based on open call.

During three days the camp participants attended training on entrepreneurship, innovation and marketing campaign, based on which they prepared business models on innovative and tourism products. The training at the camp was led by David Chechelashvili, Marketing and Business Development Specialist.

As part of the camp program, participants also attended Uplistsikhe Cave Town, Jvari Monastery, Svetitskhoveli Cathedral (UNESCO World Heritage Sites); visited Georgian National Museum as well as attended ceramic, batik and culinary masterclasses in order to discover more about local experiential tourism services. Within the frames of the project the camp participants gained valuable knowledge in entrepreneurship and tourism fields, learned about new business tendencies as well as expanded their network of contacts.

The BSB -Tbilisi Experiential Tourism hub TETH was established within the framework of the ongoing project PROEXTOUR: “Promoting Heritage and Culture-based Experiential Tourism in the Black Sea Basin” of the Georgian Arts and Culture Center GACC. TETH aims to promote experiential tourism and cooperation between stakeholders in the Black Sea Basin (BSB) countries. It is part of the network of hubs, which is based in partner organizations operating in Bulgaria, Georgia, Greece and Armenia. The four main directions of its work are as follows: research and experimentation; mapping and presentation; networking and sharing of practices; training and mentoring.

Project PRO EXTOUR is supported by the Joint Operational Programme Black Sea Basin of EU, which is co-funded by The European Neighbourhood Instrument (ENI) and partner organizations - Varna University of Management (Bulgaria), Aristotle University of Thessaloniki, City_Space_Flux Research Unit (Greece), Georgian Arts and Culture Centre (Georgia), Yerevan State University (Armenia) and Culinary Arts and Hospitality Association (Bulgaria).

Common borders. Common solutions.