



**PRESS RELEASE**  
**16 October 2022**  
**for immediate release**

## **PROMOTING HERITAGE- AND CULTURE-BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN**

**OCTOBER 16 • Sunday • 16:00 - 18:00 (TBC)**

**VENUE: EXPOGEORGIA, 118, Akaki Tsereteli Avenue, Tbilisi, Georgia**

### **Conference**

**The Conference was organized in terms of  
PROEXTOUR DISSEMINATION CAMPAIGN**

*PRO EXTOUTR: Promoting Heritage- and Culture-based Experiential Tourism in the Black Sea Basin* is a project that aims to promote experiential tourism as a sustainable development pathway for tourism business in the BSB by valorising the potential of the indigenous heritage and culture, innovative solutions and cross-border cooperation. It is implemented with the support of ENI CBC Black Sea Basin Programme. The project is a joint initiative of three higher education institutions with established applied research expertise in tourism - Varna University of Management (BG), Yerevan State University (AR) and Thessaloniki University (GR), a cultural networking organisation - the Georgian Arts and Culture Centre (GE), and regional hospitality cluster - the Culinary Arts and Hospitality Association (BG). The project is implemented between 1.06.2020 and 30.11.2022.

The project recognizes experiential tourism as a unique development opportunity for the BSB area. History and culture crossroads left a legacy for the future generations, the pristine nature of this region delivered with the traditions of communities is provoking the curiosity of the explorer. Integration of those assets could be a valuable experience for both the service provider and the tourist. Moreover, if the experimental activities are promoted adequately, sustainability will be rooted in the touristic sector.

The transnational cooperation has a high added value since it mobilises the capacity of the regional actors and leads to tailor-made solutions, economic and social viability in tourism and hospitality.

The **OUTPUTS** of the project:

- a regional needs assessment report for the development of experiential tourism;

**Common borders. Common solutions.**



- a regional action plan for encouraging the heritage and culture-based experiential tourism in the BSB;
- an inventory of business models for experiential tourism;
- an international business conference on experiential tourism;
- pilot inventories of heritage and culture activities and events;
- an on-line repository of resources and tools for experiential tourism;
- an international conference on digital technologies for experiential tourism;
- a cross-border network of black sea hubs on experiential tourism;
- an international fair on heritage and culture-based experiential tourism in the BSB;

The Conference aimed to introduce interested stakeholders with the PROEXTOUR activities, to present project outputs and underline demands of postmodern tourists, not only in terms of quality of services, but also in terms of innovative ways of enjoying destinations and of spending their leisure time. Participants discussed the existing trends, challenges, and opportunities for developing experience-based cultural tourism in Georgia and thus contributed to increasing opportunities for sustainable economic and socio-cultural development in the region in the post-pandemic period.

By the end of the conference video screening of heritage and culture-based experiential events was held and participants could enjoy short films created for the project's online repository.