



PROMOTING HERITAGE- AND CULTURE-BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN (PRO EXTOUR)

International Conference

October 1, 2021

Yerevan, Armenia

Conference Draft Agenda

We kindly invite you to participate in the international conference organized within the framework of PRO EXTOUR project, which will take place on October 1, 2021 at 9.30am in YSU Academic Council Hall.

During the conference, the speakers will present the Needs Assessment analysis on perspectives, challenges and visions on the development of experiential tourism in the BSB countries. The visions and goals on heritage and culture-based experiential tourism in the Black Sea Basin and in the Region will also be presented/discussed.

9.30 - 10.00 Registration

10.00-10.30 Welcome remarks

YSU Representative

RA Ministry of Economy or MFA Representative TBC

Tzvetalina Genova, Varna University of Management

Project coordinator presentation of the **PRO EXTOUR**

PANEL 1 - PROBLEMS

10.30 – 12.00

Tzvetalina Genova, Varna University of Management

Needs assessment analysis on the prospects for the development of experiential tourism in the Black Sea Basin,

Common borders. Common solutions.

Preslav Peev, Culinary Arts and Hospitality Association and Institute of Oceanology at BAS
Needs assessment analysis on the prospects for the development of experiential tourism in Bulgaria

Dr. Gor Aleksanyan, Dr. Seyran Suvaryan, YSU

Needs assessment analysis on the prospects for the development of experiential tourism in Armenia

Lela Khartishvili, Maka Dvalishvili, Natia Trapaidze, Nana Kartvelishvili, Tamar Kiknadze, Mariam Kakhniashvili, Georgian Arts and Culture Centre

Needs and challenges of heritage and cultural-based experiential tourism in Georgia

Athena Yiannakou, Angelina Apostolou, Vasiliki Birou-Athanasiou, Apostolos Papagiannakis, Aristotle University of Thessaloniki via ZOOM

Needs and challenges of heritage and cultural-based experiential tourism in Greece

View by SME/NGOs etc TBD

Q/A

12.00- 12.30 Coffee break

12.30 – 14.00

Round table discussion - In search of solutions: views, visions and actions

14.00 - 15.00 Lunch

PANEL 2 SOLUTIONS

15.00 – 17.00

Athena Yiannakou, Angelina Apostolou, Vasiliki Birou-Athanasiou, Apostolos Papagiannakis, Aristotle University of Thessaloniki via ZOOM

Perspectives and actions for heritage and cultural-based experiential tourism in Greece

Lela Khartishvili, Maka Dvalishvili, Natia Trapaidze, Nana Kartvelishvili, Tamar Kiknadze, Mariam Kakhniashvili, Georgian Arts and Culture Centre

Vision and aims of Heritage and Cultural-based experiential tourism in Georgia.

Preslav Peev, Culinary Arts and Hospitality Association and Institute of Oceanology at BAS

Vision and aims of Heritage and Cultural-based experiential tourism in Bulgaria

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Tzvetalina Genova, Varna University of Management

Vision and aims of Heritage and Cultural-based experiential tourism in BSC

Dr. Gor Aleksanyan, Dr. Seyran Suvaryan, YSU

Vision and aims of Heritage and Cultural-based experiential tourism in Armenia

SME views

Other stakeholders (UN, other International organizations; Yerevan Municipality/local self-gov. reps)

NGOs

Wrap up

Project info

Brief Project information

PRO EXTOUR 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. 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 will bring about

- a regional needs assessment report and action plan for encouraging the heritage and culture-based experiential tourism in the BSB,
- inventories of business models, heritage- and culture-based activities and events,
- an on-line repository of resources and tools for experiential tourism,
- a cross-border network of Black Sea Hubs on experiential tourism,
- international conferences and fair on digital technologies, heritage- and culture-based experiential tourism in the BSB.

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.

PRO EXTOUR stands for “Promoting Heritage- and Culture-based Experiential Tourism in the Black Sea Basin”. The project is implemented between 1.06.2020 and 30.11.2022 with the support of the ENI CBC Black Sea Basin Programme 2014-2020.

Common borders. Common solutions.