Concept Note

**The T4BS High-Level Forum - Tourism, Digitalisation and Sustainable development for the Black Sea. A European pathway towards:**

* **A resilient and competitive tourism ecosystem**
* **Sustainable tourism destinations and services**
* **Digitalisation of tourism**

The Forum presents opportunities and challenges of co-creating a vision of a sustainable, digital transition towards a resilient tourism ecosystem, with respect to the EU Green Deal and the Digital Decade.

A key success factor is digitalisation. Digitalisation is a driver for resilient, sustainable tourism in Europe. The Forum will primarily focus on data and how data can be leveraged towards this goal.

Together, we will address some key challenges:

* Lack of data-sharing among players to support data-enabled solutions.
* Low level of digitalisation of tourism destinations.
* Insufficient knowledge base of the tourism ecosystem (monitoring, identification of data sources, data leveraging).

The Forum is promoted as part of the **Tourism 4.0 for Black Sea (T4BS) project funded by the EC through the European Maritime and Fishery Fund (EMFF)**. The project strives to enable local tourism stakeholders from the public and private sectors to increase their understanding of current digitalisation trends, patterns of tourist flows, and impact of visitors, as well as predict the tourist impact of strategic, data-driven decisions. The aim is to foster more sustainable tourism in the future.

The Forum will present the main project results and look to address the identified challenges and bottlenecks preventing the full uptake of new technologies and business models for a sustainable maritime space.

A wide range of high-level policymakers, businesses, researchers and civil society organisations will discuss challenges and opportunities, as a way to identify pathways to promote the Tourism 4.0 concept in the Black Sea -and beyond.

The Agenda

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| High-Level Forum - Tourism, Digitalisation and Sustainable development for the Black Sea  Venue: Crystal Palace, BTC City, Congress Hall, 2nd floor, Ameriška ulica 8, 1000 Ljubljana, Slovenia |
| Hybrid event | 18/11/2021 | 9:00 – 13:00 CET Host: Tourism 4.0 for the Black Sea – Lead Partner: Arctur, Slovenia |

Join Zoom Meeting: <https://eu2021.dihslovenia.si/en/events/the-t4bs-high-level-forum-tourism-digitalisation-and-sustainable-development-for-the-black-sea/>

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| 8:30 - 9:00 | Registration and welcome coffee |
| 9:00 - 9:10 | Welcome and introduction to the Forum  *Tomi Ilijaš, CEO, Arctur* |
| 9:10 - 9:30 | High-level opening speeches:  *Valentina Superti, Director, DG GROW*  *Carl Hartzell, Head of the Delegation of the European Union in Georgia, Georgia*  *Ksenija Flegar, Acting Director for Tourism, Ministry of Economic Development and Technology, Slovenia*  *Laszlo Borbely, State Counsellor to the Prime Minister, Government of Romania*  *Rositsa Stoeva, Executive Manager in the BSEC PERMIS*  *Peter Janech, Deputy Director of the Regional Department for Europe, UN WTO*  *George Tziallas, Regional Director for Europe and Africa for the WTTC* |
| 9:30 - 10:30 | Presentation of the project Tourism 4.0 for the Black Sea and its results  *Urška Starc-Peceny, CIO, Arctur*  *Samo Eržen, Research Engineer, Arctur*  *Hrvoje Ratkajec, R&D Project Manager, Arctur*  inc. presentation of Mabrian's Travel Intelligence Platform and Mastercard TIP for GNTA  *Chiara Caiati, Insights Manager, Mabrian*  Presentation of CINEA  *Agnieszka Kempny, Project manager, CINEA* |
| 10:30 - 10:50 | Coffee Break |
| 10:50 - 12:50 | Challenges and opportunities for the tourism sector in the Black Sea (panel discussion)  Invited panellists:  *Tomi Ilijaš, CEO, Arctur*  *Patrizia Busolini, Policy officer, DG MARE*  *Suzana Zagorc, Secretary of Tourism Directorate, Ministry of Economic Development and Technology, Slovenia*  *Rositsa Stoeva, Secretary General, BSEC*  *Stavros Kalognomos, Executive Secretary, Balkan and Black Sea Commission, CPMR*  *Laszlo Borbely, State Secretary, Department for Sustainable Development, Romania*  *George Tziallas, Regional Director for Europe and Africa for the WTTC*  *Michael A. Rupp, Principal Administrator, DG NEAR - Eastern Partnership*  Moderators:  *Urška Starc-Peceny, CIO, Arctur*  *Mamuka Berdzenishvili, Executive Director, Tourism Institute, Georgia* |
| 12:50 - 13:00 | T4BS Declaration & Forum Closing |
| 13:00 | Lunch |

*BSEC – Black Sea Economic Cooperation*

*CINEA – European Climate, Infrastructure and Environment Executive Agency*

*CPMR – Conference of peripheral maritime regions*

*DG MARE – EU Directorate-General for Maritime Affairs and Fisheries*

*DG GROW – EU Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs*

*UN WTO – United Nations World Tourism Organization*

*WTTC – World Travel & Tourism Council*

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*If you have any objection, kindly advise by email to* [*t4bs@hcl-consultants.com*](mailto:%20t4bs@hcl-consultants.com)*.*