# Tourism 4.0 for the Black Sea
# T4BS Declaration

Black Sea Region, November 2021

## Our Vision

**The Tourism 4.0 for the Black Sea** (T4BS)[1] project aims to boost sectoral cooperation and allow greater usage of the Industry 4.0 technologies in tourism to achieve **more resilient, sustainable and innovative tourism in the Black Sea region.**

## Background

**Tourism 4.0**[2] is the initiative that aims to unlock the innovation potential of tourism by enabling collaboration between all stakeholders of the smart tourism ecosystem to co-create enriched experiences with the help of the key enabling technologies from Industry 4.0.
**Tourism 4.0 ecosystem** puts local inhabitants and their quality of life in the centre and all other stakeholders around them.
Following the UNWTO path, Tourism 4.0 believes that tourism can become a driver of UN Sustainable Development Goals.

## Our goal

The aim of the T4.0 for the Black Sea project is to **demonstrate and assess the potential of Data Analytics[3] and the Tourism Impact Model (TIM)[4] for tourism development in the area of the Black Sea.** Pilot services will be tested and the dialogue with regional stakeholders encouraged. The project strives to enable local stakeholders across the Black Sea to increase their understanding of current digitalisation trends, patterns of tourist flows and the impact of visitors. With the aim to foster data driven strategic and sustainable planning of tourism in the future, it discusses the state of the art of data analytics evidence and the Tourism Impact Model.

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[1] https://www.t4bs.eu
[2] https://tourism4-0.org
[3] https://cinea.ec.europa.eu/news/co-creating-tourism-black-sea-data-analytics-2021-01-15_ga
[4] https://tourism4-0.org/tim/

## Lessons and challenges ahead

The T4BS project has tested an innovative approach to assessing the impacts of tourism across a sample of local tourism destinations in the Black Sea. In doing so it has also explored the potentials offered by Big Data and Data Analytics in the region.

As a result of the local pilots, it was possible to identify some **important lessons:**

- **Tourism 4.0 solutions, building on Data Analytics, can help to deliver a better insight for policymakers** as well as new services and offers for local businesses;
- **Local stakeholders are increasingly interested** in experimenting with new data technologies and innovative models for tourism development;
- **Tourism Impact Model (TIM) is pivotal** for a proper and data-based assessment of the state of the art of local tourism performance;
- Moving away from 'perception' and **grounding the analysis of tourism impact on robust data sources** is therefore essential for any destination across the sea basin;
- To respond also to the urgency in the post-COVID 19 reality, there is a need to **introduce digital tools/services which can help the tourism sector to recover** and build a basis for advanced sustainable tourism.

Nevertheless, the local exchanges demonstrated a number of **persisting gaps:**

- **Lack of robust assessment of tourism impacts** in terms of social, environmental and economic effects for local destination weakens sectoral policies in the region;
- **Available data at the local level is often scarce** and even when available does not offer strong sources for a sound assessment of tourism performances;
- A pivotal element in assessing tourism macro-trends, **big data sources are still too aggregated to offer a strong source of analysis at the destination level;**
- **Poor design and maintenance of local sectorial data sources** in the region prevents the implementation of robust assessment systems at the destination level;
- There is a **lack of experience and knowledge of local stakeholders** from the public and private sector in tourism of the proper data use and management.

## Call for action

Agreeing upon the abovementioned lessons and challenges, and in line with the Common Maritime Agenda (CMA)[5], the signatories of the T4BS Declaration are fully committed to **supporting a stronger Tourism 4.0 approach across the Black Sea.**

To do so, they support a number of specific follow-up actions including:

- **Promoting a greater and more effective digitalisation of the tourism sector across the Black Sea**, as defined in the Common Maritime Agenda;

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[5] http://www.bsec-organization.org/areas-of-cooperation/bsec-eu-cooperation/common-maritime-agenda

- **Offering a robust and reliable data-management system** for assessing tourism performances at the local destination level across the sea basin, also through introducing a system of stewards for the digital processes and data;
- **Establishing permanent mechanisms for the systematic collecting of data** at national and public institutions and converting this data into accessible and useful information for tourist destinations, local communities and local providers;
- **Promoting access to and usage of advanced data sources (eg. space data)** to complement the existing data sources;
- **Further implementing Tourism Impact Model across Black Sea destinations**, including by building on results and challenges emerged from the T4BS project;
- **Promoting the use of advanced technologies and tools for the needs of holistic management of tourism using "digital twins"** for modelling tourist ecosystem (at the level of the town or a region), which would monitor and optimize developments in tourism-related activities in real-time;
- **Further strengthening data-analysis skills and competencies** across touristic destinations in the Black Sea region;
- **Encouraging the development of interdisciplinary and cross-sectoral knowledge, skills and collaboration** (tourism, technology, cultural heritage protection, storytelling, architecture, social innovation, etc.) for the development of holistic solutions;
- **Allowing for an innovative and democratic approach in the collecting, processing and protection of personal data**, and use the tourism ecosystem as a model for innovation in other areas such as smart cities, epidemiological surveillance;
- **Encouraging activities and projects that include at the forefront and among performance indicators cooperation between stakeholders** in the broadest sense (cross-sectoral, in the economy, etc.), focused on respecting the quality of life of the local community.

## Signatory parties

1. Arctur, Slovenia
2. Maritime Transport Agency, Georgia
3. The City Hall of Batumi Municipality, Georgia
4. Caucasus University, Georgia
5. NGO Agricola, Ukraine
6. Batumi State Maritime Academy, Georgia
7. Shindi, Georgia

8. Department of Tourism and Resorts of Ajara AR, Georgia

9. Georgian National Tourism Administration, Georgia

10. Department of culture and tourism Odesa City Council, Ukraine

11. Georgia's Innovation and Technology Agency, Georgia

12. Danube Delta Biosphere Reserve Authority, Romania

13. Conference of Peripheral Maritime Regions of Europe, France

14. Tourism Institute, Georgia

15. Sano Touring Experience s.r.l., Romania

## Where to sign the T4BS Declaration (online signature form):

https://www.t4bs.eu/en/t4bs-declaration/