

# Project overview

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The **BLACK SEA CRUISE Project** aims to

- Analyse the **state of play and development potentials** for novel small-scale cruising/yachting models across the Black Sea
- Discuss emerging **challenges and opportunities in addressing such potentials** with local stakeholders across the Black Sea
- Support the **sustainable development of small-scale touristic boating** that generates quality job and economic wealth
- Propose a set of **recommended actions for follow-up** on such opportunities and as a way to address the challenges identified

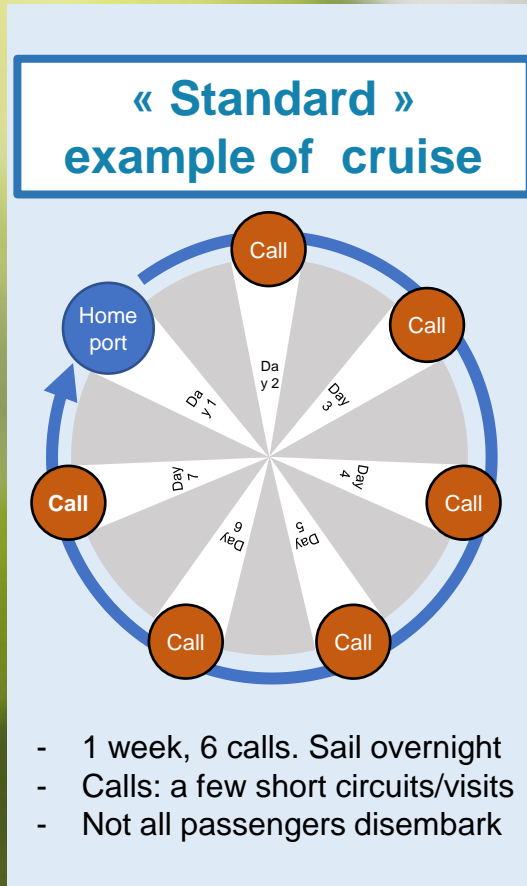
<https://icbss.org/black-sea-cruise-sustainable-small-scale-cruising-yachting/>

Project Start  
January 2021

Coordinator  
ICBSS – International Centre  
for Black Sea Studies

Local Partners  
“Ovidius” University of  
Constanta  
Burgas Free University  
Odessa Maritime Academy  
Batumi State Maritime  
Academy  
Karadeniz Technical  
University  
Sochi State University (2021  
only)

# “Small-scale” innovative model

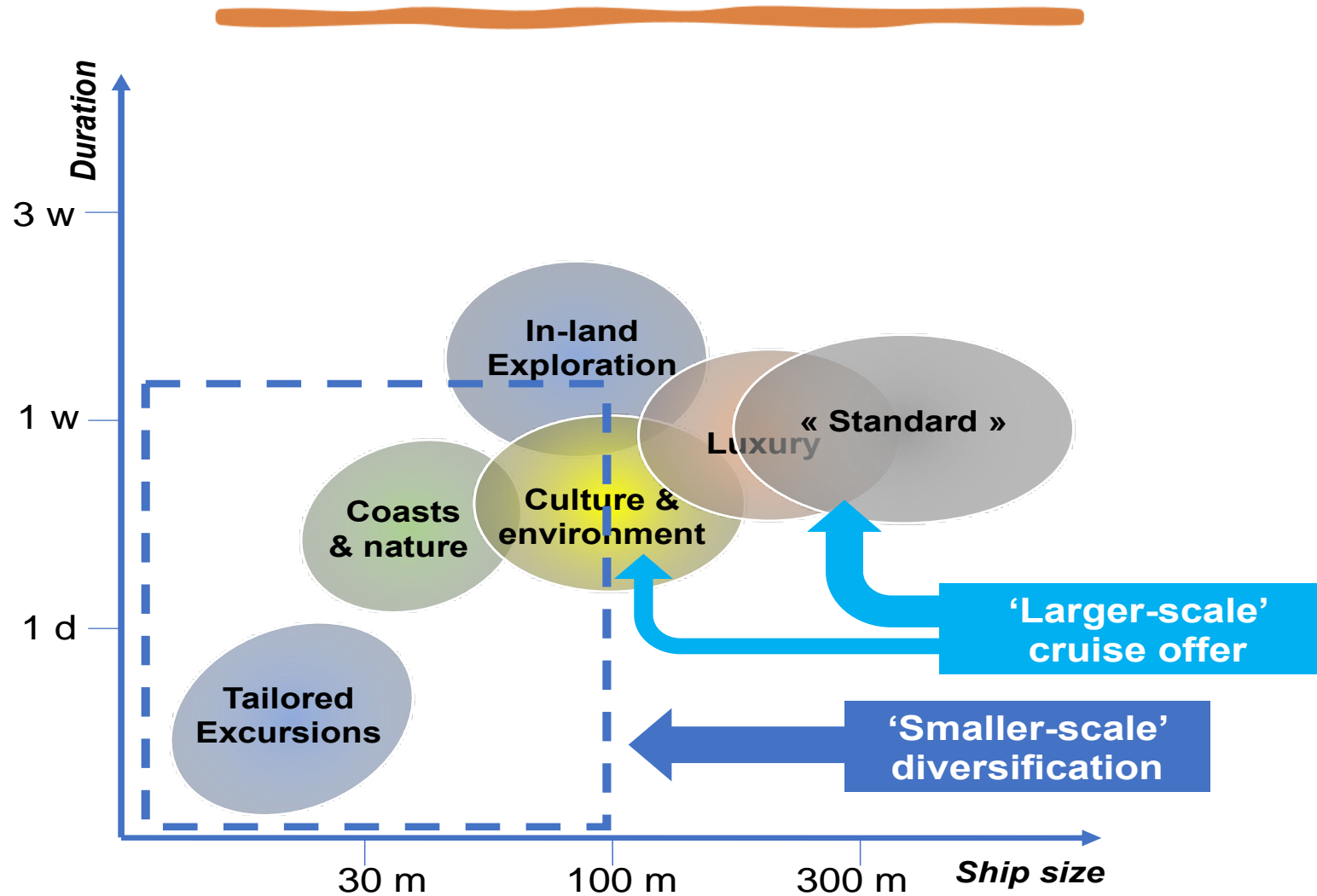


## Distributed investments, program and call duration:

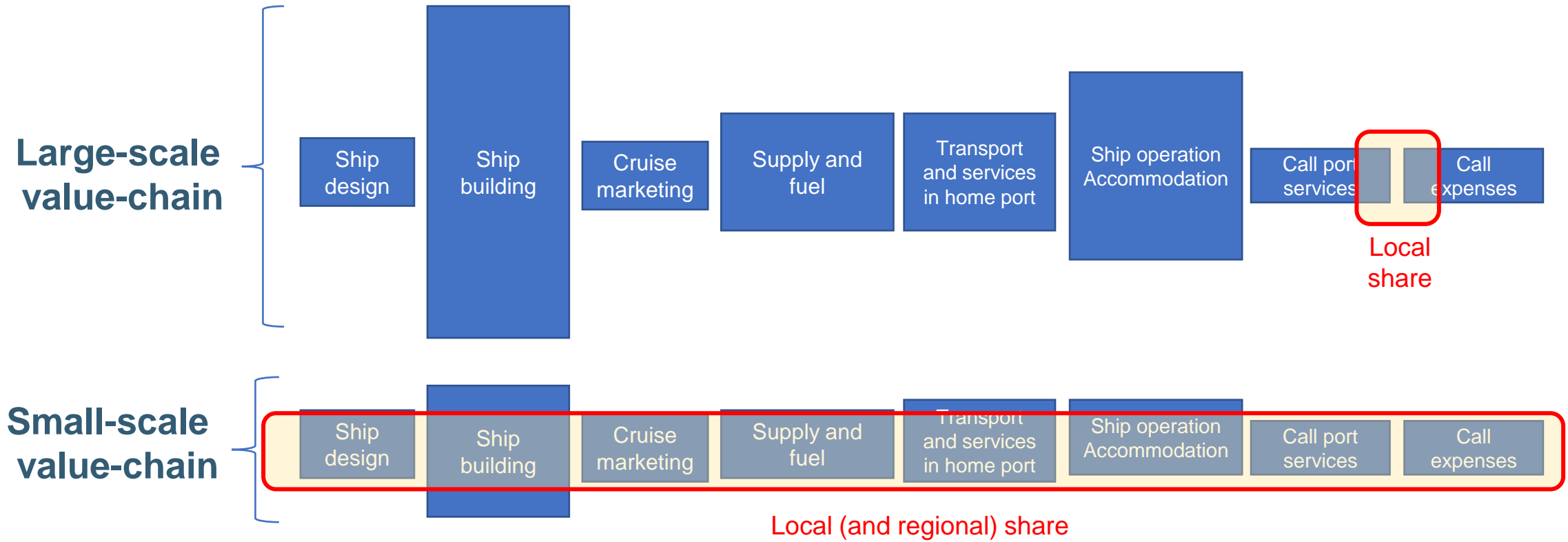
- *in accordance to local needs and*
- *aiming at promoting the coastal/marine capital*
- Small cruises ships built and operated regionally, cruises marketed under common « brand »
- Low/local investments, produce local return, address regional customers, based on local assets
- Promising sectors (jobs, value) and synergies with other activities (MEAs)
- High potential (environment, culture and heritage)
- A «quick win» with potential for regional cooperation

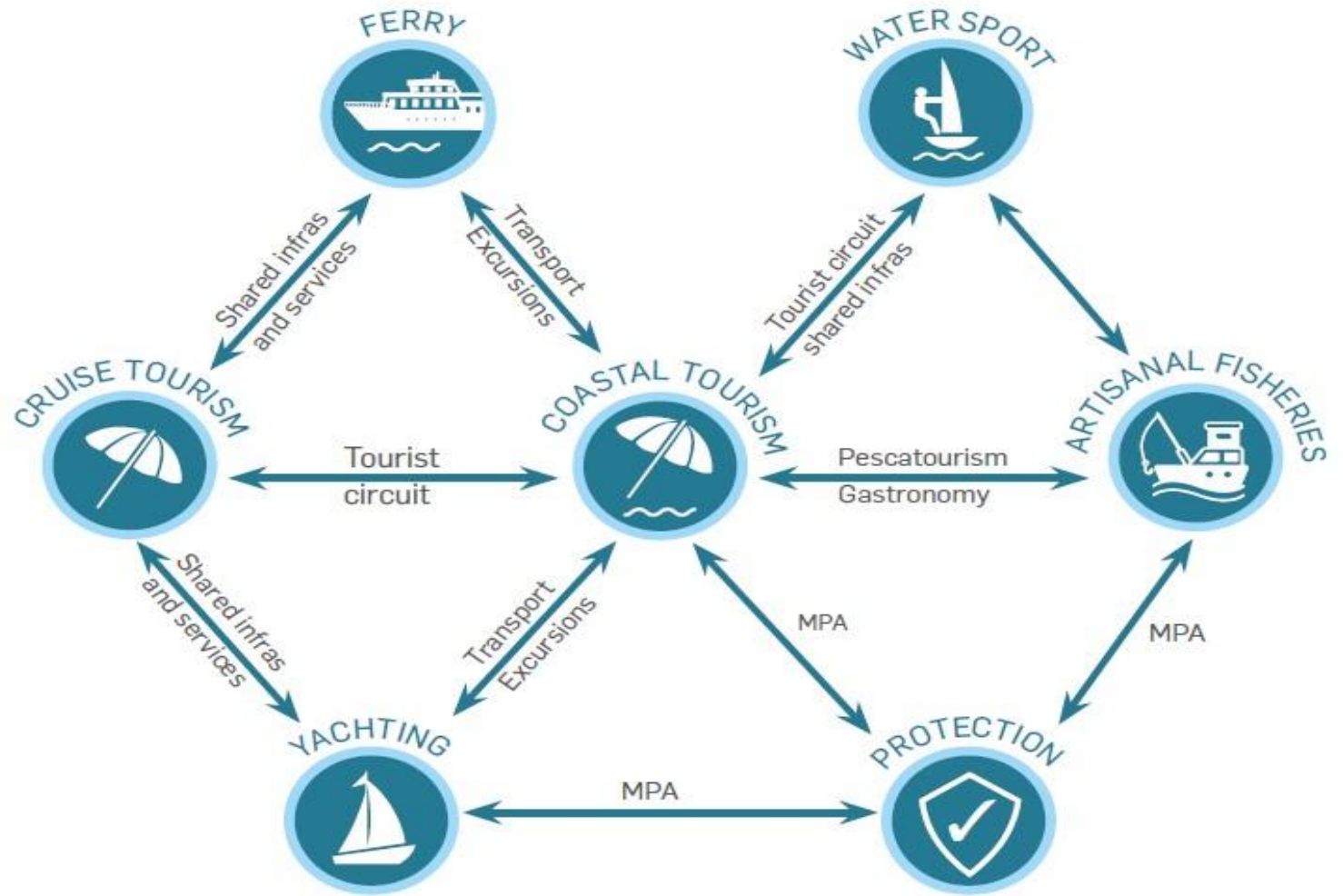
# Potentials of 'small-scale' cruising

*a diversified offer across the Black Sea*



# Creating value in the region





*Potentials (synergies) of small-scale cruising/yachting*



# Local potentials

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Based on a preliminary analysis, **innovative small-scale models** were discussed with regional stakeholders

- Small-scale size of vessels (cruises, yachts, etc.) would allow to **address different type of visitors**
- Higher **added value (profitability, jobs)** can be generated at the local level across the region
- Effects of **pandemic has leveraged potentials** for charting and small-scale boating (e.g. in the Med)
- Greater **access to small-scale harbours** and potential for tourism development in ‘secondary destinations’
- Experiences (success and failures) from **other EU sea basins could offer good lessons** for the Black Sea



# Challenges and opportunities

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Some **areas of caution and insights** have emerged so far

- Develop **innovative local tourism services/products** (instead of ‘starting from infrastructures’);
- Build on **digital potentials** to create regional services and networks;
- Address **small-scale sustainable infrastructures** (e.g. green marinas, local small harbours, etc.);
- Fully engage with **young entrepreneurs and impact investors**;
- Identify **capacity needs to support local innovation** capability (e.g. videos);
- Address **regulatory and policy requirements** (e.g. visas, qualifications).

# Next steps foreseen

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Additional **actions/recommendations emerged** from the project

- Raise **overall awareness** of potentials for the sector
- Put greater attention on **regional assets and internal demand**;
- Further discuss and **address the challenges/opportunities**
- Support a **regional network of innovative practitioners** in the sector
- Provide a **platform for exchange of practices and dissemination**
- Monitor **progress and allow for greater visibility** of involved actors
- Foster greater **exchanges with other EU sea basins**



# *Small Scale Cruise and Yachting in the Black Sea*

*Thank you!*

**Final Workshop**

*Athens, 23/11/2022*



**BLACK SEA CRUISE**

SUSTAINABLE SMALL-SCALE  
CRUISING/YACHTING