



International Centre for Black Sea Studies (ICBSS)

# CulTourE4Youth Project Final Conference

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Co-funded by the  
European Union

# Culture & Tourism in the BSEC Region



## BSEC Region

- 115 properties in **UNESCO World Heritage List**
- 143 million international tourist arrivals; **EUR 62 billion** in international tourism receipts (13% of Europe's tourism receipts) (2018)
- Overall, the region represents **10% of the world's** arrivals (UNWTO, "*Tourism in the BSEC region*", November 2019)
- Travel and Tourism direct contribution to employment Index (WB, 2018):
  - **Türkiye:** 477.83 jobs (thousands), making it part of the Top 20% for the indicator
  - **Azerbaijan:** 181.6 (thousands)



# Challenge: Youth unemployment and brain drain



## ❑ ILOSTAT 2020 – NEETs (Young People Not in Education, Employment or Training)

- Eastern Europe average: 13%
- **Azerbaijan:** 19.45%
- **Georgia:** 28.23%
- **Türkiye:** 28.32%

## ❑ Human flight and brain drain index

- EU average index at 3.22
- **Republic of Moldova:** 7.50 → 19<sup>th</sup> place out of total 173 countries for the period 2007- 2021
- **Georgia:** 5.50 (89<sup>th</sup>)
- **Türkiye** 4.10 (126<sup>th</sup>)



# *CulTourE4Youth Project – Supporting Youth Entrepreneurship in Cultural Tourism for coastal communities*

**PARTNERS: ICBSS, BBSC CPMR, METU-IMS**

**DURATION: 24 MONTHS**

**GEOGRAPHIC FOCUS:**

**AZERBAIJAN, GEORGIA, MOLDOVA, TÜRKIYE, UKRAINE**



***Objective:***

***The project aimed to provide background information and analysis on how youth entrepreneurship is promoted by existing policies and initiatives, and how it can be better supported to address local and regional challenges.***

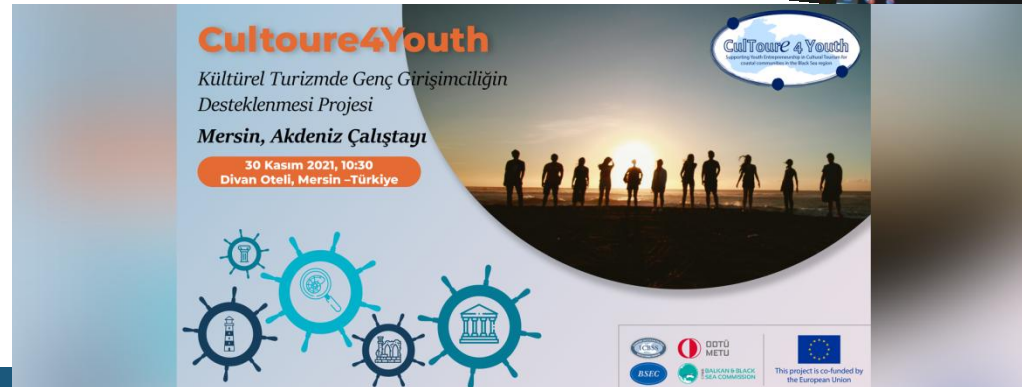
**THE PROJECT IS CO-FUNDED BY THE EUROPEAN COMMISSION  
UNDER GRANT CONTRACT ENI/2020/421-957, COORDINATED  
BY THE BSEC PERMIS.**



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European Union**

## In numbers:

- 24 months
- 4 workshops
- 1 online survey
- 2 reports
- 5 countries
- 2 regions
- More than 300 stakeholders



# *CulTourE4Youth Project – Supporting Youth Entrepreneurship in Cultural Tourism for coastal communities*



## **Description of work:**

Engagement with young people (18-30y.o.), government agencies, business operators and training institutions in coastal communities, by means of ***analysis*** and ***consultation activities***. The project used the **Mersin region** (Türkiye) as a case study.

## **Activities:**

- ✓ **Preliminary assessment** of national policies
- ✓ **Online Questionnaire** to identify priorities and needs
- ✓ **Two Local Workshops** in Mersin by METU IMS
- ✓ **Two international workshops** in Batumi and Crete by BBSC CPMR
- ✓ **Final Report** – *“Youth entrepreneurship in cultural tourism in the Black Sea: An assessment of policies, challenges & opportunities”*



# *Emerging challenges and trends*



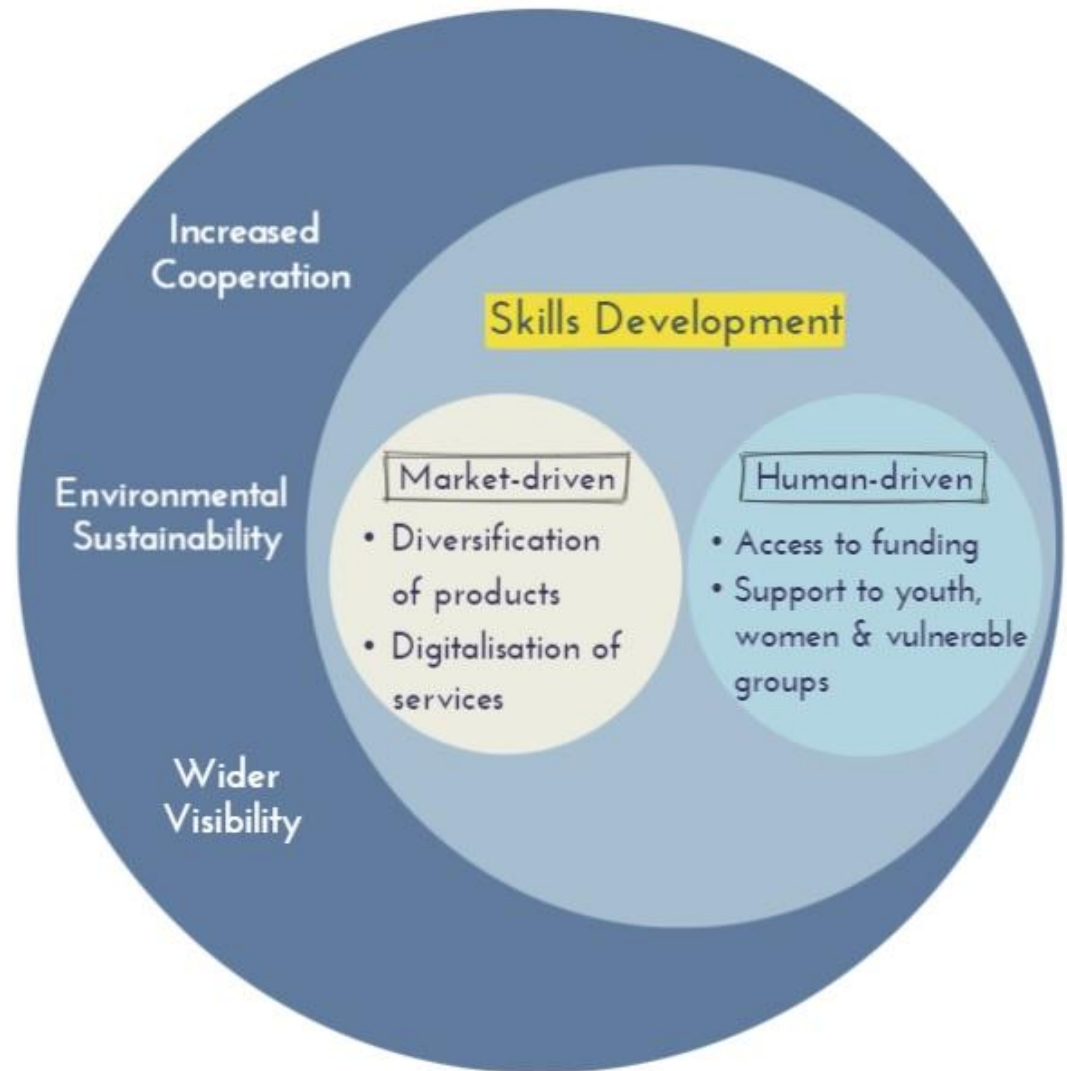
- Fragmented national policies to support youth entrepreneurship and/or tourism but not both in-depth
- Support mainly financial; lack of entrepreneurial and other skills
- “Urbanization” of tourism & 3s (sea-sun-sand) vs. community & rural based tourism (e.g. coastal, rural, riverside)
- Traditional tourism vs. Niche tourism markets
- Unsustainable use of natural resources and environmental degradation





## *Priorities for future action*

- Support to niche markets
- Digitalization of services
- Skills development
- Fostering inclusive and supportive entrepreneurial ecosystems
- Support to the youth, the women and the vulnerable groups
- Environmental sustainability
- Increased visibility and communication





***For more information:***

***<https://icbss.org/cultoure4youth-project/>***



**Thank you!**

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