CulTourE4Youth Project
Final Conference
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Ms. Georgia CHANTZI
ICBSS Research and Policy Development Manager
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 → 19th place out of total 173 countries for the period 2007-2021
  - **Georgia**: 5.50 (89th)
  - **Türkiye**: 4.10 (126th)
CulTourE4Youth Project – Supporting Youth Entrepreneurship in Cultural Tourism for coastal communities

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.
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
Thank you!

Ms. Georgia CHANTZI
Research and Policy Development Manager

For more information:
https://icbss.org/cultoure4youth-project/

International Centre for Black Sea Studies (ICBSS)
19-21 Arachovis Str. & Ippokratous
10680 Athens, Greece
Tel: +30210 32 42 321
Email: gchantzi@icbss.org