



BLACK SEA SILK ROAD CORRIDOR

TOUCHING THE TIME!!

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REAL CHANGE WITH VIRTUAL TOOLS

- **Demand is changing its way**
 - Looking for new experiences
 - Sharing is as important as the traveling itself
- **Supply is diversifying the products**
 - Marketing opportunities
 - Accessibility
 - New concepts



WORKING MOTTO



Find It



List It



Share It



Create



Contact



Cooperate

BSSRC



BLACK SEA SILK ROAD CORRIDOR PROJECT

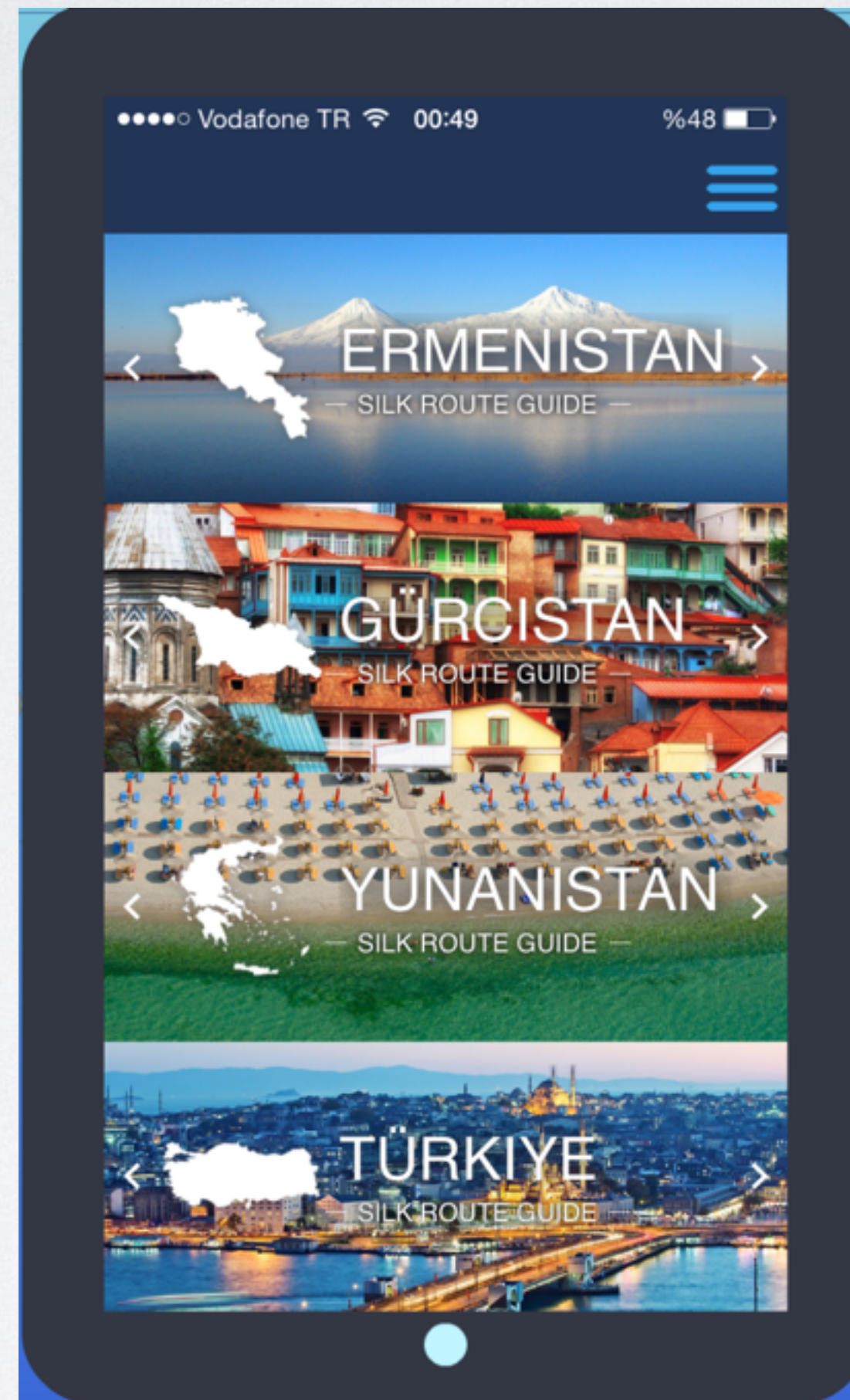
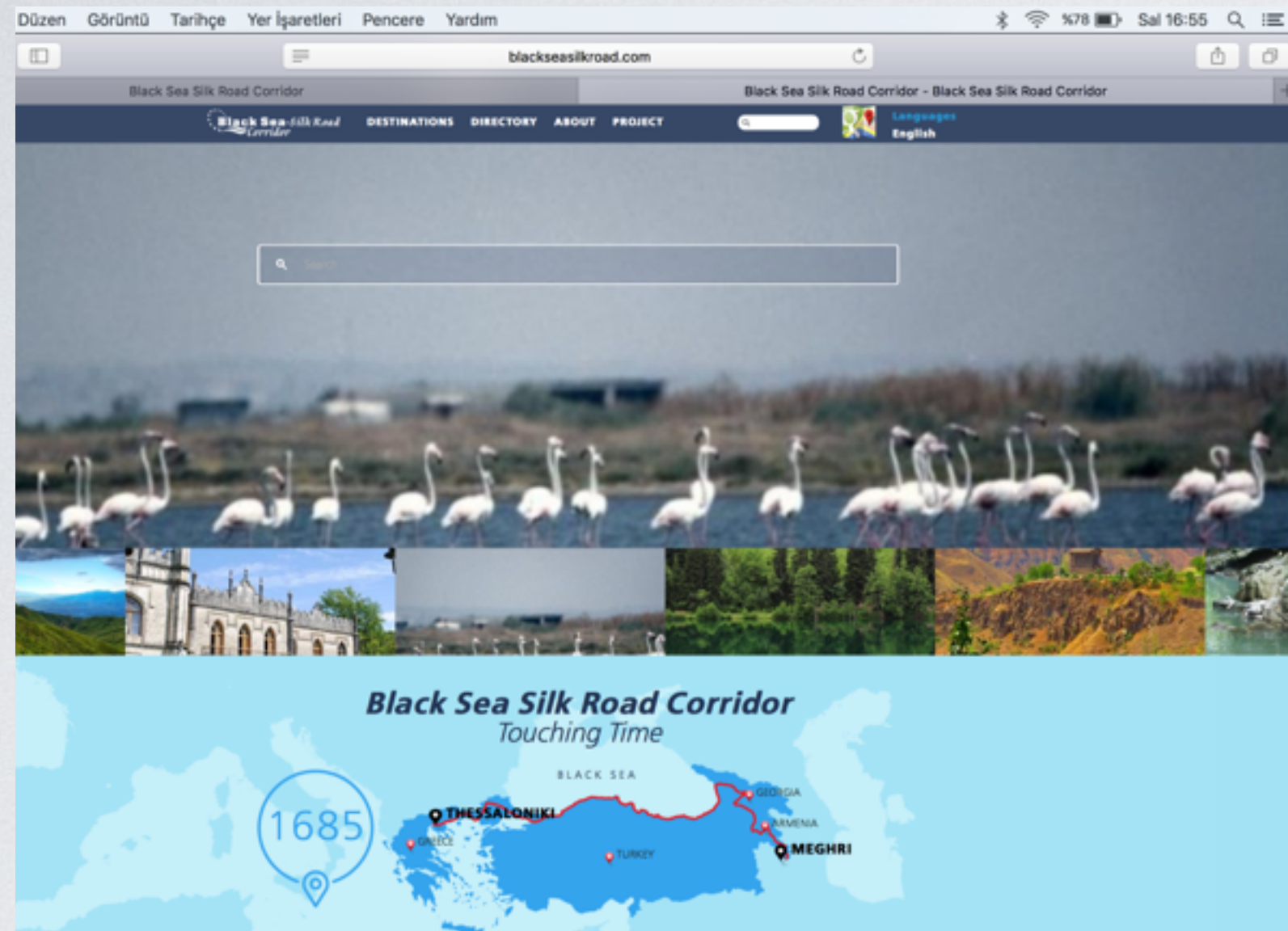
The image shows a map of the Black Sea, which is a large body of water surrounded by several countries. A red line is drawn along the coastlines of the Black Sea, starting from the northwest and ending in the southeast, indicating a proposed corridor. The text 'BLACK SEA SILK ROAD CORRIDOR PROJECT' is overlaid on the map in a bold, black, sans-serif font.

WHAT WE DID

- We used **“Silk Road”** as a base and leverage to promote Black Sea Region
- We figured out the complementarities in the partner countries
- We focused on technology and dissemination of technology
- Integrated with the physical QR codes
- A business strategy for further support to local tourism stakeholders



PRODUCTS



WHAT WE ARE DOING

- International marketing
- Local content development
- Commercialization for local business and tour operators
- TATON - A network of tour operators



WHAT WE PLAN

- Funding for further international marketing and local content development
- Increasing participation of tour operators
- Creating a platform for tour operators to create and sell cross-border tour packages
- Creating a cooperation environment to create economies of scale in further BS Region (Ukraine, Bulgaria, Moldova, Romania etc.)



“Thank you”

Dr. Oguz Demir