

The Black Sea Sustainable Rural Tourism Program Ukraine – Turkey - Georgia



The Black Sea Sustainable Rural Tourism Program is not just about travel and attracting tourists.

It is about communities dedicated to preserving their culture, protecting their environment and welcoming travellers to improve livelihoods.

Community membership is the core of the program; it is a commitment to organize and work towards achieving Global Sustainable Tourism Council goals.

Sustainability is about meeting the needs of the present without compromising the needs of the future.

The Black Sea Community



BSST Member Communities commit to preserve their environment and heritage. Overtourism ultimately destroys both – and destroys the reason for visiting.

Rural for a Reason



Rural communities are often by-passed or are a quick rest stop on the tour bus.

But some rural communities are setting examples by organizing, planning and creating genuine, experiential travel destinations. They keep traditions, art, crafts and a way of life alive.

We reach out to communities to join us.

The BSST Program web portal gives access to a wide audience of travellers that the communities would otherwise not have the opportunity to reach.

Community Links



Georgia



Ukraine



Turkey

The BSST Program links communities, people and travellers across borders with common goals, a commitment to sustainable activities and a desire to give travellers a unique, immersive experience.

Our vision: To support locally designed sustainable tourism that preserves cultural and environmental heritage, connects BSST Communities across the Black Sea in a regional program and gives them the tools to reach out and give travellers a unique experience.

Contact us: infosrdi@vesselkaconsult.com