Touching Time

Project funded by the European Union Black Sea Basin Joint Operational Programme

• The Black Sea - Silk Road Corridor (BSSRC) was a **two year project** with 5 partners (in Greece, Turkey, Georgia and Armenia)

  - The Trail: 3000 kilometer route linking Armenia, Georgia, Turkey and Greece

  - 42 “Green” (Protected) Areas, 192 sites marked, 382 information panels, 516 directional signs, 1107 hiking trail markers, 133 plaques (walking tours)

  - Virtual Trail: Smart Phone App

  - Business Directory of tourism services
Panels, signs, plaques, trail markers
• Multi-language description
• GPS guidance and mapping
• Images, audio and video capabilities
• User ratings and comments
• Business Directory
• Advertising Opportunities
• Reach up to 1 Billion Social Media viewers
Professionally described historical, cultural and nature sites

Interactive maps
Featured destinations
Region pages
Featured destinations
Sustainability of the project

- Advertising
- Packages
  - BSSRC as a tour package
  - Sold to Tourism industry
  - Possible Royalties (sustainability)
Project Partners

• Armenia: Armenian Monuments Awareness Project (AMAP)  
  http://www.ArmenianMonuments.org

• Armenia: Armenian Society for the Protection of Birds (ASPB)  
  http://www.aspbirds.org

• Georgia: TADZRELI Foundation  
  https://www.facebook.com/foundationtadzreli?ref=stream

• Turkey: The Economists’ Association (EkP)  

• Greece: European Regional Framework for Co-operation Inter-Regional Development Organization (ERFC)  
  http://www.erfc.gr/