

**DECLARATION
OF THE MINISTERS IN CHARGE OF TOURISM
OF THE MEMBER STATES OF
THE ORGANIZATION OF THE BLACK SEA ECONOMIC COOPERATION**

(Kyiv, 10 October 2013)

We, the Ministers in charge of Tourism / Heads of the Tourism Administrations of the Member States of the Organization of the Black Sea Economic Cooperation (BSEC),

Taking into account that tourism represents an important area of cooperation among the BSEC Member States since the very inception of the BSEC,

Recognizing the importance of tourism in promoting economic development, mutual understanding, goodwill and close relations among peoples,

Acknowledging the significant role of tourism in protecting and enhancing the natural and cultural heritage leading towards sustainable development,

Reaffirming the provisions of the *Athens Declaration of the Ministers in charge of Tourism of the Member States of the Organization of the Black Sea Economic Cooperation*, adopted on 15 November 2010,

Inspired by the *Istanbul Summit Declaration on the Occasion of the Twentieth Anniversary of the Organization of the Black Sea Economic Cooperation*, adopted by the Heads of State and Government of the BSEC Member States, in Istanbul, on 26 June 2012,

Guided by the *BSEC Economic Agenda Towards an Enhanced BSEC Partnership*, adopted by the Council of the Ministers of Foreign Affairs of the BSEC Member States in Belgrade on 11 June 2012, in particular by its Goal 8 “Development of Tourism and Protection of Cultural Heritage”,

Desiring to further strengthen the cooperation in the field of tourism among the BSEC Member States,

We declare our intention to:

1. *Promote* the BSEC Region as one of the leading tourism destinations of the world.

2. *Invest* our best efforts for the enhancement of the regional dimension of the cooperation among the BSEC Member States, *inter alia*, by:

a) further strengthening the cooperation of the BSEC Member States in the field of tourism, including enhancing dialogue on facilitation of visa procedures;

b) elaborating a regional tourism management programme that prioritizes the efficient use of the resources of the BSEC Region, ensuring sustainable tourism development by adopting green growth strategies that will enable economic expansion while preserving natural and cultural heritage;

c) increasing the market share of the BSEC Region within the global tourism market through the joint promotion and marketing of the existing and new tourist packages, *inter alia*, by participating in international tourism events;

d) working out the possibilities of establishing a network among the tourism professionals, travel agencies and associations of the BSEC Member States;

e) encouraging the development and implementation of joint projects and programmes in the field of maritime, winter, sports, health, spa, wellness and business tourism, as well as mutual investments and incentives in order to promote the BSEC Region as an attractive tourism destination;

f) promoting cultural tourism/cultural routes projects in the Black Sea Region and their implementation;

g) organizing tourism training programmes in order to improve the quality of tourism services;

h) creating a web portal of internship possibilities in the BSEC Member States for students and graduates interested to pursue their careers in the hospitality industry;

i) exchanging statistical information and publishing an annual report for tourism activities of the BSEC Member States.

3. *Encourage* the promotion of multiculturalism in the Black Sea region as an effective tourism resource and joint projects with a view to making known to the international tourism market the cultural diversity of the Black Sea Region.

4. *Further enhance* close cooperation with the World Tourism Organization (UNWTO) and other international organizations or entities related to tourism, in order to benefit from their experience and know-how and in order to promote tourism in the Black Sea Region worldwide.

5. *Instruct* the BSEC Working Group on Cooperation in Tourism to:

i) undertake practical steps for the effective implementation of the provisions of the present Declaration and the relevant Goal of the BSEC Economic Agenda;

ii) increase the cooperation with the BSEC Working Group on Culture with regard to the implementation of the cultural tourism/cultural routes projects.

6. *Request* the BSEC Working Group on Cooperation in Tourism to study the possibility to start a Project on Development of Cruise Tourism in the BSEC Region with the valuable contribution of the BSEC Working Group on Transport and other competent BSEC bodies.

We agree to meet, whenever appropriate, to follow up the decisions taken and to consider the matters related to tourism cooperation among the BSEC Member States.

We express our gratitude to the Government of Ukraine for the organization of the Meeting and for the hospitality extended.