

**PARLIAMENTARY ASSEMBLY OF THE BLACK SEA ECONOMIC COOPERATION
PABSEC**

Doc. GA 6120/99

THE THIRTEENTH PLENARY SESSION OF THE PABSEC GENERAL ASSEMBLY

RECOMMENDATION 32/1999¹

on

“DEVELOPMENT OF TOURISM IN THE BLACK SEA REGION”

1. The Parliamentary Assembly of the Black Sea Economic Cooperation:

- a. **emphasises** once again the role of tourism as a major sector of world economy and its vast potential for expansion in the Black Sea region, due to the unique and unspoiled natural attractions of its countries.
- b. **considers** that turning tourism into a major leverage of sustainable economic growth in the Black Sea countries requires greater will and determination by both the public and the private sectors in adopting and implementing appropriate policies reinforcing its potential in the region.
- c. **believes** that the well-planned implementation of effective tourism strategies in both the national and inter-regional level, can create enormous employment opportunities in the transition countries of the BSEC, in an industry which is the fastest expanding sector of the world economy.
- d. **assesses** that the decisions of the 12th MMFA of October 1998 in Sofia provide appropriate guidelines for enhancing coordination of the Participating States' efforts towards the development of tourism in the Black Sea region.

2. The Parliamentary Assembly therefore calls on the National Parliaments and the Governments of the BSEC Participating States:

I. In the field of policy making

- a. **to elaborate** a common BSEC strategy for the promotion of the Black Sea region as a tourism destination, bearing in mind the rapidly developing global trends in tourism and the emergent demands of the following years.

¹ Rapporteur: Mr. Theodoros KASSIMIS (Greece)

Assembly debate on 23 June 1999 (see Doc. GA 6119/99, Report of the Economic, Commercial, Technological and Environmental Affairs Committee on “Development of Tourism in the Black Sea Region”, discussed in Sofia on 17 March 1999; Rapporteur: Mr. Matei Agathon DAN- Romania).

Text adopted by the General Assembly in Ankara on 23 June 1999

- b. **to closely cooperate** with the European Commission and the European Parliament, as well as with the Council of Europe and the Parliamentary Assembly of the Council of Europe in matters related to tourism development.
- c. **to collaborate** with representatives of the tourist industry, employees' representatives, public authorities and researchers in designing and implementing comprehensive tourist policies
- d. **to place** tourism high on the agenda of the national employment strategies of the BSEC Participating States.
- e. **to jointly promote** the interests of the BSEC region at the international tourism conferences.
- f. **to encourage** projects for developing alternative forms of tourism exploiting the natural tourism potential of rural regions, through incentive measures, training programmes and marketing strategies designed for the different categories of potential tourists.
- g. **to improve** transport and communications infrastructure, as a prerequisite for the expansion of tourism industry in the region.
- h. **to support** the BSEC proposal to set up a databank on tourism which could form the basis for joint activities, and to encourage assistance to the Black Sea Tourism Cooperation Organisation (BSTC).
- i. **to seek** the assistance of international financial institution in the efforts to boost tourism in the region.

II. In the field of legislation harmonisation

- a. **to enact** new and harmonised legislation on tourism conforming to European and international standards.
- b. **to adopt** legislation seeking the more decisive involvement of public-private sector partnerships and investments serving tourism.
- c. **to streamline** cross-border formalities hindering the flow of tourists by taking into account the relevant procedures of the European Union, and without prejudice to the international commitments of the member states .
- d. **to harmonise** tax systems by applying rates that will underpin the expansion of tourism activity and growth in employment.
- e. **to agree** upon common regulations in quality standards in the tourism industry, as well as the procedures applied to the evaluation of tourism facilities, in order to improve the transparency and attractiveness of tourist products and services.
- f. **to enact** new legislation and establish economic incentives, that encourage sustainable tourism development and strategies which are environmentally friendly.
- g. **to harmonise** their legal frameworks on the protection of tourists against attack, theft and fraud, in order to ensure safety and stability.
- h. **to establish** charges and fees on tourism services using the related income for improving investment and facilities in tourism.
- i. **to improve** regulations on transnational recognition of qualifications and mobility in tourism.

- j. **to promote** “tourism advisory centres” that provide up-to-date information to investors on regulatory aspects and on funding to tourism.

III. In the field of employment and training

- a. **to upgrade** conditions and terms of employment which enhance the attractiveness of jobs and careers in tourism, and the profitability of businesses.
- b. **to expand** the joint management training for tourism officials and vocational on-the-job training for tourism staff which is under way with the contribution of Greece and Turkey.
- c. **to improve** the access to existing information mechanisms which could give greater transparency to the tourism labour market, allowing a timely and effective matching between the supply and demand of jobs.
- d. **to encourage** partnership programmes between international tourism businesses and education/training institutions in order to develop new professional profiles and create attractive career opportunities.
- e. **to support** the development of joint private-public initiatives specifically for young people, in order to facilitate a first employment experience in tourism.

IV. In the field of marketing

- a. **to encourage** the organising of joint Black Sea tourism "packages" offered by several countries of the Black Sea region, appealing to special segments of the tourism market expected to increase considerably in the future.
- b. **to support** promotional visits to the BSEC region for international opinion leaders in the field of tourism, as well as tourism institutions of the BSEC countries.
- c. **to study** the possibility of setting-up common BSEC stands at the big international travel fairs, in addition to the national stands.
- d. **to promote** the collection and dissemination between the BSEC Participating States of new ideas on tourism products and services, through the establishment of a free accessible site in the Internet.

3. The Parliamentary Assembly invites the BSEC Council of the Ministers of Foreign Affairs to consider this Recommendation.