



**BS/C&CT/WG/R(2009)1**

**REPORT  
OF THE JOINT MEETING  
OF THE BSEC WORKING GROUPS  
ON CULTURE AND ON COOPERATION IN TOURISM**

**Istanbul, BSEC Headquarters, 15-16 June 2009**

1. The Joint Meeting of the BSEC Working Groups on Culture and on Cooperation in Tourism was held in Istanbul, at the BSEC Headquarters, on 15-16 June 2009.
2. The Meeting was chaired by Mr. Beka JAKELI, Deputy Chairman of the Department of Tourism of Georgia.
3. The Meeting was attended by the representatives of the following BSEC Member States:
  - Republic of Armenia
  - Republic of Azerbaijan
  - Republic of Bulgaria
  - Georgia
  - Hellenic Republic
  - Romania
  - Russian Federation
  - Republic of Serbia
  - Republic of Turkey
  - Ukraine
4. The representatives of the Parliamentary Assembly of the Black Sea Economic Cooperation (PABSEC) and the BSEC Business Council attended the Meeting as the BSEC Related Bodies.
5. The representative of the Arab Republic of Egypt also participated in the Meeting as the BSEC Observer.
6. The representatives of the United Nations Development Program (UNDP), the Council of Europe and the Forum of Architects of the Black Sea Region (FABSR) also participated in the Meeting as the Official Guests.

The List of Participants is attached as **Annex I** to the present Report.

## **ADOPTION OF THE AGENDA**

7. The Draft Agenda of the Meeting was discussed and adopted. The Agenda, as adopted, is attached as **Annex II**.

## **PROMOTING WIDER BLACK SEA CULTURAL TOURISM – CULTURAL CIRCUITS: PRESENTATIONS BY NATIONAL REPRESENTATIVES AND BSEC PERMIS**

8. Ambassador Traian CHEBELEU, the BSEC PERMIS Deputy Secretary General, addressed the Meeting on the occasion and delivered a speech which is attached as **Annex III**.

9. The Representative of Bulgaria made a presentation on “The Route of the Rose” and called upon Member States interested to join in to the Project, to inform on their decision through BSEC PERMIS. The presentation is attached as **Annex IV**.

10. The Representative of Greece made a presentation on “The Routes of Coinage” and called upon Member States interested to join in to the Project, to inform on their decision through BSEC PERMIS. The presentation is attached as **Annex V**.

11. The Representative of Greece briefed the participants on the outcome of the Meeting “Creation of Networks in the field of book and translation” held in Thessaloniki on 30 May 2009 and invited the Member States, who has not yet done to take active part in the project.

12. The Representative of Serbia made a presentation on “Cultural Route of the Roman Emperors” and called upon Member States interested to join in, to inform on their decision through BSEC PERMIS. The presentation is attached as **Annex VI**.

13. The Representative of Turkey made a presentation on “The Silk Road” and called upon the Member States interested to join in, to inform on their decision through BSEC PERMIS. The presentation is attached as **Annex VII**. Georgia and the Republic of Azerbaijan expressed their interest to join “The Silk Road” project.

14. The above mentioned proposals of the Working Group on Culture concerning the Cultural Routes will be discussed at the next WG on Cooperation in Tourism.

15. The Representative of Azerbaijan made a presentation on the “Myths of the Two Seas” and called upon Member States interested to join in to the Project, to inform through BSEC PERMIS on the decision. The presentation is attached as **Annex VIII**. The representative of Azerbaijan also made a presentation on the “Wine Routes of Azerbaijan”, which is part of a broader Council of Europe WCTE Project. The presentation is attached as **Annex IX**.

16. The Representative of Georgia briefly informed on the project entitled “Legend of Argonauts” and took a commitment to communicate a detailed version to Member States through BSEC PERMIS promptly.

17. The participants expressed their interest in the above mentioned projects and willingness to consider the possibility of taking part in them.

18. The participants undertook the responsibility to communicate their relevant national authorities about the above mentioned proposals concerning the cultural routes and inform the Member States with regard to their final decisions as soon as possible, but not later than by 20 September 2009.

### **PRESENTATIONS AND INTERVENTIONS ON CULTURAL TOURISM PROJECTS BY INTERNATIONAL ORGANIZATIONS/ASSOCIATIONS REPRESENTATIVES**

#### **a) Council of Europe – Wine Cultural Tourism Exchange Project (WCTE)**

19. The representative of the Council of Europe (CoE) expressed content with BSEC Council decision to encourage the Working Group on Cooperation in Tourism (WGCT) to start cooperating with the Council of Europe Wine Cultural Tourism Exchange Project (CoE WCTE), made a presentation on the WCTE Project and invited the BSEC to participate in it actively. Presentation is attached as **Annex X**.

20. The representative of the Council of Europe also presented the modalities of cooperation CoE WCTE - BSEC WGCT as envisaged by the CoE. Presentation is attached as **Annex XI**.

21. The participants back-up the CoE WCTE Project and decided to start with the activities on proposed terms of cooperation.

#### **b) United Nations Development Program – Cultural Heritage and Tourism Promotion**

22. The UNDP-BSEC Liaison Officer made presentation on a regional project proposal entitled “Alliances for Cultural Tourism in the Black Sea Region” and invited the Member States to participate in it and involve their relevant Ministries. The Presentation proposed the possibility to sign a partnership agreement, through the format of a Memorandum of Understanding with the United Nations Alliances of Civilizations. Presentation is attached as **Annex XII**.

23. The participants took note of the presentation provided by the UNDP-BSEC Liaison Officer.

#### **c) Forum of Architects of the Black Sea region (FABSR)**

24. The representative of FABSR made a presentation on the activities of the Forum and the declarations and resolutions adopted at the last meeting in Trabzon, May 2009. FABSR Representative called upon BSEC to start cooperation on concrete projects with regard to cultural heritage, environmental protection and tourism that could be beneficial to people in the wider Black Sea area.

25. The participants took note of the presentation and invited FABSR to propose concrete project that would be in conformity with BSEC cooperation activities and within the areas of cooperation proposed in paragraph 24 of the Report.

## **PARTNERSHIP AND MARKETING PRODUCT DEVELOPMENT IN CREATIVE TOURISM**

26. The participants exchanged views on the topic.
27. The issue will be discussed at the next Meeting of the Working Group on Cooperation in Tourism.

## **DISCUSSION ON THE ISSUE OF CREATION OF A COMMON TOURIST BRAND OF BLACK SEA REGION**

28. The Representative of Bulgaria made a presentation on the issue of creating a common tourist brand.
29. The participants discussed the issue of creating a common brochure rather than common brand and as a result of the discussions decided to continue deliberations at the next Meeting of the WGCT.
30. Georgia expressed its readiness to present the outlook of the brochure.

## **DISCUSSION ON THE ISSUE OF ESTABLISHMENT OF THE BLACK SEA MARKETING COUNCIL**

31. The participants took note of information on the issue of establishment of the Black Sea Marketing Council-Agency provided by the representative of Georgia.
32. The Hellenic Republic informed the WG about the completion of the legal formalities concerning the establishment of the BSEC Standing International Secretariat on Tourism.
33. The participants decided to continue the discussion of the issue at the next Meeting of the WG on Cooperation in Tourism.

## **DISCUSSION ON THE ISSUE OF CREATION OF JOINT MULTI-DESTINATION CRUISE PACKAGES**

34. Georgia called upon the Member States to create a joint multi-destination cruise packages.
35. The participants took note of the appeal/address.

## **IMPLEMENTATIONS OF THE RESOLUTIONS, DECISIONS AND RECOMMENDATIONS OF THE COUNCIL AND THE FOLLOW-UP OF THE DECLARATIONS AND THE JOINT STATEMENTS BY THE MINISTERS OF CULTURE AND TOURISM OF THE BSEC MEMBER STATES**

36. The participants have agreed that the topics discussed and decisions taken at the joint meeting of the Working Group on Culture and the Working Group on Cooperation in Tourism were in conformity with the Resolutions, Decisions and Recommendations of the BSEC Council and of the follow-up of Declarations/Joint Statements of the Minister of Culture (Sounion, 4 July 2007) and of the Ministers of Tourism of BSEC Member States (Rhodes, 31 March 2005).

#### **ANY OTHER BUSINESS**

**a) Working Paper on the possible means of strengthening the cooperation of the BSEC with international Organizations dealing with issues of the protection and rehabilitation of the Black Sea Marine Environment**

37. The participants took note of the “Working Paper on the possible means of strengthening the cooperation of the BSEC with international Organizations dealing with issues of the protection and rehabilitation of the Black Sea Marine Environment” and agreed to present their proposals and comments to the said Paper as soon as possible in accordance with the decision of the Committee of Senior Officials (Yerevan, 14-15 April 2009).

**b) Follow-up of the BSEC Joint Meeting of the WGC and the WGCT**

38. The participants decided that although for the time being there is no need for a Joint Meeting, this practice should be kept alive.

#### **ADOPTION OF THE REPORT OF THE MEETING**

39. The Joint Working Groups adopted the present Report and submitted it for consideration to the next Meeting of the Committee of Senior Officials of BSEC Member States.