



# ORGANIZATION OF THE BLACK SEA ECONOMIC COOPERATION Permanent International Secretariat (BSEC PERMIS)

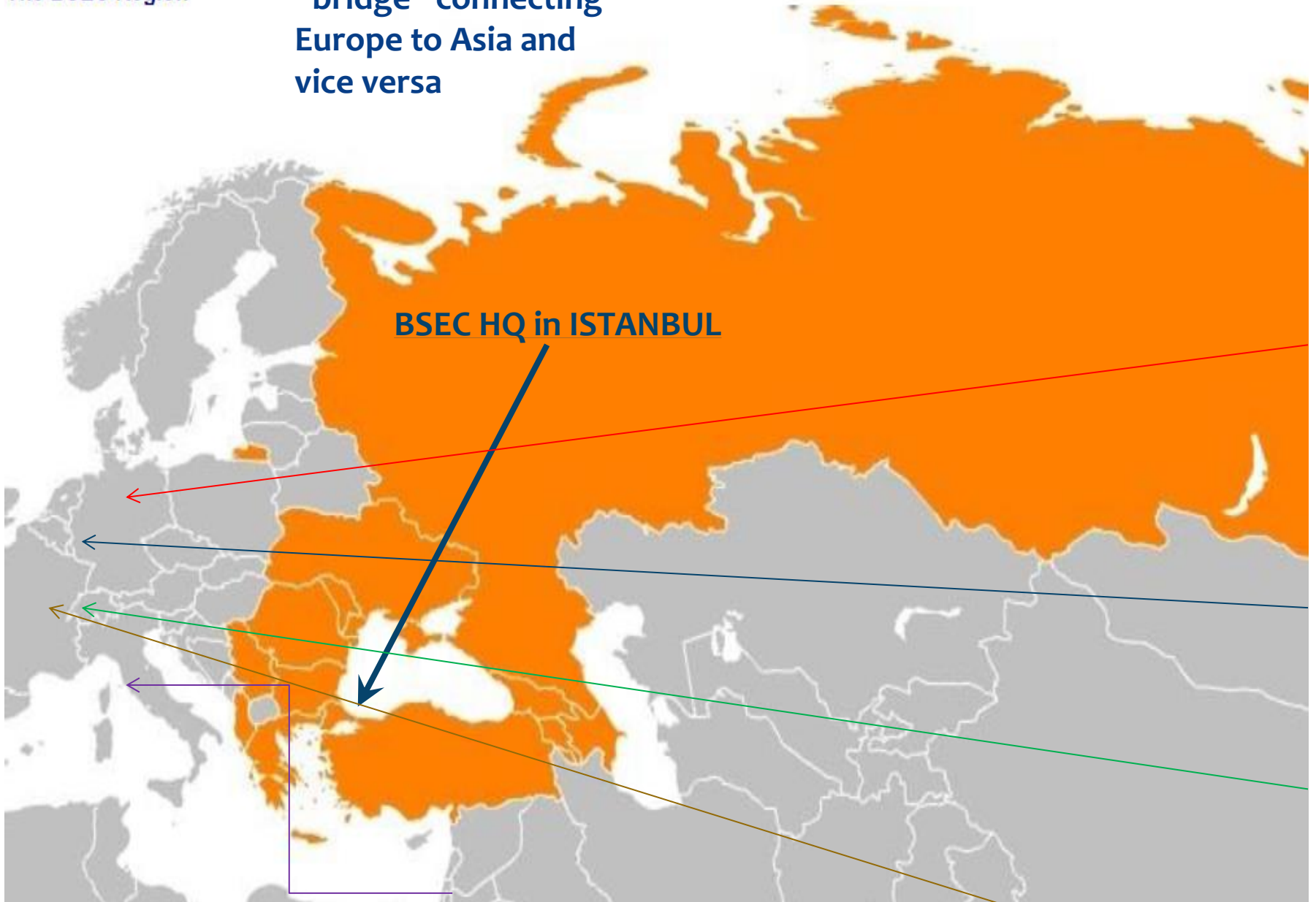
8th UNWTO Silk Road Task Force Meeting  
(Kayseri, Turkey, 26-27 April 2018)

**CONTRIBUTION OF THE BSEC ORGANIZATION  
TO THE UNWTO SILK ROAD PROGRAM**

The BSEC Region

The only geographic  
“bridge” connecting  
Europe to Asia and  
vice versa

BSEC HQ in ISTANBUL



# BSEC HISTORY

- 1992: The Black Sea Economic Cooperation (BSEC) was established as a unique platform for the promotion of regional economic cooperation.
- 1999: Transformed into a full-fledged intergovernmental entity: the Organization of the *Black Sea Economic Cooperation* .
- 12 Member States - stretching from the Balkans to the Caucasus - Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russia, Serbia, Turkey and Ukraine.
- The Permanent International Secretariat of the Organization (BSEC PERMIS) is headquartered in Istanbul, Turkey.

## **BSEC STRUCTURE**

- **Governed by its Charter and other relevant statutory documents;**
- **Principal decision-making organ: the Council of the Ministers of Foreign Affairs of Member States;**
- **6 month's Chairmanship held by every Member State, in alphabetical order;**
- **20 Working Groups and other subsidiary bodies for 17 areas of cooperation.**

## BSEC & Tourism

- ***Working Group on Cooperation in Tourism***: established in 1994, usually meets twice per year.
- Since 2002: five meetings of **Ministers in charge of Tourism** and one joint **Conference of Ministers in charge of Culture and Tourism**.



## **BSEC Tourism at a glance (2016)**

**- 115 million international tourist arrivals**  
(9% of international arrivals worldwide)

**- US\$ 57 billion in international tourism receipts**  
(5% of global tourism receipts)

## **BSEC key priorities in Tourism:**

- **Promoting the BSEC Region as one of the leading tourism destinations of the world.**
- **Strengthening cooperation in the field of Tourism.**
- **Ensuring sustainable tourism development by preserving the natural and cultural heritage of Member States.**
- **Promoting and marketing new tourism packages.**
- **Establishing a network among tourism professionals, travel agencies and associations of Member States.**
- **Developing and implementing joint projects and programs in various forms of Tourism, i.e. maritime, winter sports, health, spa and wellness tourism.**
- **Encouraging cultural tourism/cultural routes projects.**

## **ISSUES ON THE AGENDA OF THE WORKING GROUP ON COOPERATION IN TOURISM**

- **Gastronomy and Wine Tourism;**
- **Film-induced Tourism;**
- **Balneology, Wellness and Spa Tourism;**
- **Maritime, Nautical and Cruise Tourism;**
- **Cultural routes/cultural tourism projects;**
- **Silk Road Program.**



## **BSEC – UNWTO COOPERATION**

- ***UN World Tourism Organization*** is a BSEC Sectoral Dialogue Partner from 2014;
- ***Memorandum of Understanding (MOU)*** between BSEC-UNWTO signed in 2014.
- **Cooperation steadily intensifying; meetings of respective Secretaries General; participation in each other's events; mutual resolve to broaden cooperation according to the letter and spirit of the MOU.**
- **2017 : the first ever brochure dedicated to “*Tourism in the BSEC Region*” was prepared by UNWTO in collaboration with the BSEC PERMIS.**

## **BSEC & SILK ROAD**

**The geographic region covered by the BSEC Member States constitutes the only “bridge” between Europe and Asia.**

**The “UNWTO Silk Road Program” concerns and greatly interests BSEC Member States - 10 out of its 12 Members take part in the UNWTO Program.**

**The BSEC PERMIS actively participated in many events of the Program.**

**The BSEC PERMIS is an ideal “vehicle” for the collective promotion / implementation of relevant UNWTO decisions and proposals.**

## **BSEC PERMIS PROPOSALS ON SILK ROAD COLLABORATION**

**Among others:**

- a) Organize practical training courses in Istanbul, jointly with UNWTO, UNWTO *Themis Foundation* and the University of Valencia, with the assistance of the *UNWTO Affiliated Tourism Training Centre* of Bogazici University;**
- b) Promote among BSEC Member States the development of transnational maritime itineraries, with tangible and intangible cultural links to the Silk Road history, in the Black Sea, the Caspian, the Aegean, the Ionian and the Adriatic Seas, as a contribution to the new initiative concerning the *21st Century Maritime Silk Road*;**

- c) Encourage participation of Universities from BSEC Member States in the *Western Silk Road Tourism Academic Network* (already five Universities have joined); with the support of the *Black Sea Universities Network (BSUN)*, a BSEC Sectoral Dialogue Partner;
- d) Apply for membership in the *Western Silk Road Working Group*, in order to better coordinate relevant efforts;
- e) Encourage BSEC Member States to promote transnational tourism routes with concrete proposals connected to the cultural heritage, events and points of significance, with links to the Silk Road;
- f) Encourage BSEC Member States to enrich the *Western Silk Road Heritage Map* by uploading events and information linked to the Western Silk Road.

## **Projects in preparation:**

- *International Conference on Attracting Cruise Tourism in the Black Sea and in the Eastern Mediterranean (Istanbul, 2019 – TBD), in collaboration with the UNWTO and the Turkish Ministry of Culture and Tourism;*
- *Seminar(s) on how to attract Chinese and Indian tourists to the BSEC region, in collaboration with the UNWTO (2019-TBD).*
- *Project on establishing a BSEC website for the promotion of Wine Tourism in all interested Member States, to be financed by the BSEC Project Promotion Facility.*

**We invite all interested stakeholders to get in touch with us and propose projects that could be jointly prepared and carried out.**



# THANK YOU!

**Amb. Bratislav ĐORĐEVIĆ**

**Executive Manager**

**BSEC PERMIS**

**Istanbul, Turkey**

[bdordevic@bsec-organization.org](mailto:bdordevic@bsec-organization.org);

[info@bsec-organization.org](mailto:info@bsec-organization.org)

[www.bsec-organization.org](http://www.bsec-organization.org)