

The First Black Sea Partnership Forum for Tour and Travel Operators



ARGO



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This report was prepared within the context of the “Black Sea Trade and Investment Promotion Programme (BSTIP)”. This project aims at promoting regional economic integration among the Member States of the Black Sea Economic Cooperation Organization (BSEC), namely Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russia, Serbia, Turkey and Ukraine. It is executed by the United Nations Development Programme (UNDP) and financed by BSEC, Greece, Turkey and UNDP.

The designations employed and the presentation of the material in this report do not imply the expression of any opinion whatsoever on the part of UNDP concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

While every effort has been made to verify the information contained in this document, UNDP cannot accept any responsibility for any errors that it may contain.

This report has not been formally edited by UNDP.

List of Abbreviations

BSB: Black Sea Basin

BSEC: Organization of the Black Sea Economic Cooperation

BSI: Business Support Institutions

BSTIP: Black Sea Trade and Investment Promotion Programm

BSR: Black Sea Region

B2B: Business-to-Business

EU: European Union

HATTA: Hellenic Association of Travel and Tourist Agencies

RCI: Regional Competitiveness Initiative

UN: United Nations

USAID: United States Agency for International Development

WTO: World Trade Organization

I. BACKGROUND

The Black Sea Trade and Investment Promotion Programme (BSTIP)

What is BSTIP?

BSTIP is a joint initiative of the Government of the Hellenic Republic, the Government of the Republic of Turkey, the Organization of the Black Sea Economic Cooperation (BSEC) and the United Nations Development Programme (UNDP). It is managed by the Programme Management Office located in Athens, with an additional liaison unit hosted by the BSEC Headquarters in Istanbul.

BSTIP's main objectives

A) Developing networking arrangements

The present Programme aims at the expansion of the intra-regional trade and investment links in the sub-region by identifying the untapped investment and trade potential and putting into place the mechanisms to exploit it. As such, BSITP is based on a unique three-fold strategy as follows:

- a) Promote business-to-business (B2B) contacts in the sub-region through the organization of thematic sector-focused Partnership Forums in co-operation with the local business support organizations (BSI);
- b) As a result of these events, key inputs in the identification of constraints affecting intra-regional investment and trade expansion will be provided and addressed;
- c) Intra-regional trade and investment activities will be mainstreamed in the working plans of the local BSIs, which will be essential partners of the Programme, hence contributing to build their capacity.

B) Supporting the introduction of the Global Compact in the sub-region

Launched in 2000 by the UN Secretary General Kofi Annan, the UN Global Compact brings business together with UN agencies, labour, civil society and governments to advance ten universal principles in the areas of human rights, labour, environment and anti-corruption. Through the power of collective action, the Global Compact seeks to mainstream these ten principles in business activities around the world and to catalyze actions in support of broader UN goals. With over 3,000 participating companies from more than 100 countries, it is the world's largest voluntary corporate citizenship initiative.

The BSTIP will support the introduction of the UN Global Compact in the countries of the sub-region. It will be an important tool for promoting networking arrangements and creating awareness on the broader concept of responsible investment.

C) Building capacity on the EU and WTO legislation

The status of some of the states covered by the programme as EU and WTO candidate countries will have a direct impact on the concerned business communities. It is expected that the Programme will develop targeted initiatives to make those business communities conscious of the implications for their enterprises of the EU and WTO accession process. A special emphasis will also be devoted to those countries which are not yet in the EU Accession Process, but which need to assist their private sector in getting fully aligned to the quality requirements of the EU market in order to strengthen their export competitiveness.

II. THE FORUM

Organization of the Forum

A recent study* carried out by the BSTIP on the BSEC intra-regional trade and investment potential has identified the management and business consulting support sector as one of those having the most promising intra-regional business opportunities.

In accordance with the work-plan agreed with HATTA, the First Black Sea Partnership Forum on Tourism and Travel Operators, took place on 19th of November 2010 in Thessaloniki, Greece. The Forum was organized by the UNDP Programme Management Office in co-operation with the Hellenic Association of Travel and Tourist Agencies (HATTA).

The identification of the companies was conducted by the UNDP Programme Management Office in co-operation with the BSTIP focal points and local, private sector associations. Furthermore, promotional presentations of the Forum were organized in some of the BSEC countries aiming at advising companies on how to proceed with their applications.

Enterprises wishing to participate in the Forum were requested to fill out the profile form, specifying their activities according to the services they are operating in and according to the fields of business they are looking for a partnership. Based on these forms, potential business linkages were identified among the participants.

A sample of the company profile form is given as Annex VI.

* Black Sea Economic cooperation: study on intra-regional trade and investment potential, October 2007

Summary of the proceedings

Individual meetings were arranged between 57 companies from 12 BSEC countries, namely from Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russia, Serbia, Turkey and Ukraine.

The list of the participating companies is given as Annex V.

Upon arrival at the conference room, the company representatives received a registration package containing, *inter alia*, the individual schedules of appointments as well as the profiles of all participating companies. Additional appointments were organized ‘on the spot’ on the basis of specific requests from the participating companies.

The Forum consisted of three sessions:

Opening session

Technical session

Business session

The agenda of the Forum is attached as Annex I.

Opening session



*The opening session,
Argo partnership Forum – 19.11.2010*

OPENING SESSION:

Welcome address by:

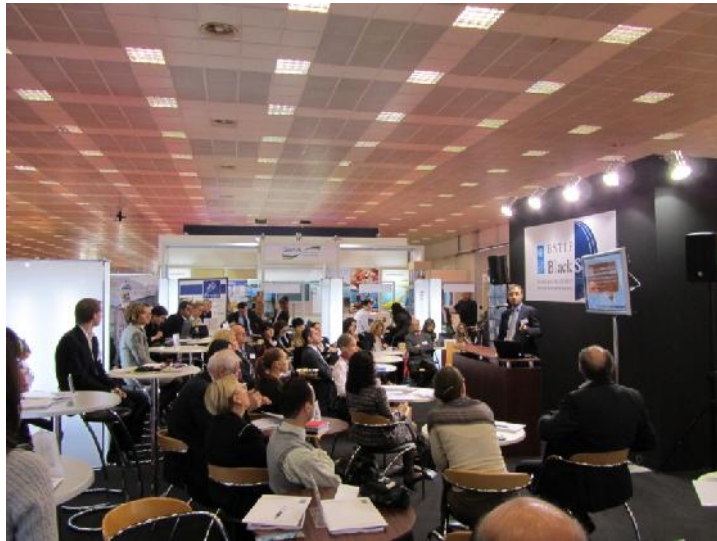
Mr. Kontos - Director, Directorate of International Economic Organizations,
Ministry of Economy, Competitiveness and Shipping

Mr. Huseyin Ozdemir – Consul General of the Republic of Turkey

Mr. Giuseppe Belsito, Regional Programme Coordinator, UNDP

Copies of the speeches are attached as Annex II.

Technical Session



*Mr. Manolis Psarros, Destination Development & Marketing Consultant,
at the presentation of “Tourism Trends Worldwide and in Europe:
Impact of the Crisis and Prospects for the Future”.*

The participants of the Forum did benefit from the deeper analysis of the tourism market conducted by the invited experts. Special emphasis was made on topics such as:

- Panoramic view of world tourism over the last two years;
- Current situation in the Black Sea area > the new context for tourism;
- The relationship between governance and tourism (importance of public private partnerships, factors for success);
- Tourism Trends Worldwide and in Europe: Impact of the Crisis and Prospects for the Future.

Moreover, Mr. Mr. Filip Stojanovic from USAID Regional Competitiveness Initiative (RCI) – provided with outlay of potential regional cooperation in tourism.

Mr. Peter Jordan - Affiliate Members Secretariat of the World Tourism Organization, provided with insight on the current bases for sustainable world tourism governance.

Copies of the technical presentations are attached as Annex III.



*One- to- one partnership meeting,
Argo partnership Forum – 19.11.2010*

Prior to the individual partnership meetings, the coordinators of the country delegations had the opportunity to present the profiles of the enterprises participating in the Forum.

The Participants into the Business Sessions were selected based on their completed company profile forms, which depicted the specific interests of the enterprises concerned and provided the elements for arranging a series of one-to-one negotiations during the Forum. Making use of a specific software, 196 pairs of appointments were arranged and communicated to the participants through individual appointment schedules. These one-to-one consultations took place during 16 time slots of 25 minutes each. There were 57 participant enterprises.

The negotiations were supported by a resource team of the UNDP BSTIP and by the coordinators of the country delegations.

The meeting room was arranged to contain thirty tables, seating four people each, for the individual consultations. A special section was also provided to participating companies giving them the opportunity to display the informative material.

Evaluation

An evaluation form was distributed to all the participants and was collected by the UNDP team. The UNDP team and the coordinators of the country delegations also conducted a series of individual interviews with the participants to get further feedback.

The major findings were as follows:

61% of the participants stated that they found the Forum useful and 97% of the participants stated that there should be similar events organized in the future. 95% of respondents indicated that they would not hesitate to recommend participation in such a future Forum to other companies and absolutely all respondents would attend similar event again by themselves.

58% were satisfied with the practical arrangements of the Forum and 66% of the respondents were contented specifically with the face-to-face methodology. Moreover, the information gained from the presentations of the experts was also valued as useful.

95% of the Forum participants also recognised the role of UNDP as a broker, whose neutrality is a guarantee for successful and efficient organization of these types of events, and recognised that similar events should be organized on a continuous basis.

Suggestions for improvements focused mainly on increasing the size of such events in order to accommodate a larger number of participants per country. Some firms also commented negatively on the late arrivals or even the non-show of certain companies which although had confirmed their participation caused disruptions in the schedule of meetings.

The statistical results of the evaluation are presented in Annex IV.

Conclusions

The Forum aimed at creating concrete trade partnerships in the BSEC region and most companies acknowledged that their businesses will benefit from the event in the near future. The participants underlined that such events can bring economic benefits, but observed that, in

order to achieve deeper and more established trade links, such forums should be organized on a more regular basis.

It should also be recognized that the Forum participation was influenced by several aspects. First of all the current macro-economic climate - many companies that were approached expressed interest in such events and especially in the one-to-one meetings, but were hesitant to expand under current economic conditions, while reduced budgets also meant they were reluctant to conduct business trips abroad. This situation had impact on the overall level of participation.

It should also be underlined that as a business service, tourism industry is one of the most promising domains of cooperation among the countries in the Black Sea area. Thus the partnership forum does not only promote tourism products and activities which offer valuable opportunities for the region as a whole on the international marketplace, but also benefit individual destinations both economically and socially.

The companies which attended the Forum proceeded pro-actively with the scheduled appointments and requested additional appointments on the spot in order to fully benefit from the participation in the partnership forum.

Participants were pro-actively involved in the technical session by submitting questions regarding the crisis prevention strategies in the tourism sector. As a consequence of this interest, the questions & answers section was prolonged and continued also after the session.

ANNEX I
AGENDA



“ARGO”

The First Black Sea Partnership Forum for Tour and Travel Operators

AGENDA

(Venue: HELEXPO, Thessaloniki) Friday, 19 November 2010

09.00-09.30	Registration
09:30-10:00	OPENING SESSION: Welcome address by: Mr. Kontos - Director, Directorate of International Economic Organizations, Ministry of Economy, Competitiveness and Shipping Mr. Huseyin Ozdemir – Consul General of the Republic of Turkey Mr. Giuseppe Belsito, Regional Programme Coordinator, UNDP
10:00-10:30	Coffee/Tea Break
10:30-11.00	TECHNICAL SESSION Mr. Vassileios Kontos - Vice- President of HATTA Mr. Peter Jordan - Affiliate Members Secretariat of the World Tourism

Organization:

‘The Bases for sustainable World Tourism Governance’

- *Panoramic view of world tourism over the last two years;*
- *Current situation in the Black Sea area > the new context for tourism;*
- *The relationship between governance and tourism (importance of public private partnerships, factors for success);*

Mr. Manolis Psarros – Destination&Marketing Expert at the World Centre of Excellence for Destinations:

Tourism Trends Worldwide and in Europe: Impact of the Crisis and Prospects for the Future

Mr. Filip Stojanovic - BC Serdon:

"Presenting the USAID Regional Competitiveness Initiative (RCI) - Potential Regional Cooperation in Tourism"

Mr. Giorgios Nikitiadis - The secretary of the Deputy Minister of Culture and Tourism

11:00-13:30 BUSINESS SESSION

- **Presentation country delegations**
- **Ms. Dita Daniela Drone, Business Broker, UNDP**
Introduction to the Proceedings of the Forum
- **One-to-one meetings among the participants based on pre-arranged matchmaking**

13:30-15:00 Lunch Break

15:00-20:00 BUSINESS SESSION

One-to-one meetings among the participants based on pre-arranged matchmaking.

ANNEX II

SPEECHES

Speech of Mr. Petros Kontos

- As it is known, Organization of the Black Sea Economic Cooperation (BSEC) was established on the idea that stronger economic cooperation among the Black Sea countries would enhance the peace and the stability in the region.
- Instruments that would ensure economic and social development and improve the peace and stability can be promoted in the region through different means.
- In this vein, the Black Sea Trade and Investment Promotion Program (BSTIP) is a good example for such instruments and Turkey is happy to have become one of the main sponsors of the BSTIP, by contributing 500.000 Euros to this important project.
- The implementation of this program encompasses the whole BSEC area and the end-results will serve to the interests of all the BSEC countries.
- These kinds of projects and programs also raise public awareness about the BSEC and its activities.
- Tangible outcomes in the fields of both investments and trade started to come out of broad range of fields of cooperation in the BSEC.
- The two Memoranda of Understanding on the “Development of Black Sea Ring Highway” and the “Motorways of the Sea” which have entered into force are important in terms of their targets, as well as their expected positive impact on the development of trade and investment among the BSEC countries.
- These projects carry the potential to bring enormous contributions to businesses in the region, by facilitating the overland transport of goods within and beyond our region and by creating the necessary infrastructure for a better connection of the Black Sea ports and the Black Sea with the Mediterranean and the Caspian Seas.
- These bold projects are expected to do much to foster trade, economic prosperity and tourism among the countries of the region and to bring them closer together.

- The agreements on the facilitation of visa issuance for businessmen and professional drivers which have been signed during the BSEC Ministerial Council Meeting held in Tirana on 23 October 2008, are both ratified by Turkey. We call upon all other members to sign and ratify these Agreements.
- These two agreements will enable people to contribute to the common welfare of our countries by doing business to move more freely and without undue restrictions. Identification and elimination of non-tariff barriers will also help to facilitate more liberalized trade inside the BSEC region.
- The Black Sea is an important region, strategically located at the meeting point of two major continents. It is situated on important transportation and trade routes and energy corridors.
- Due to its enormous economic potential and natural resources, the interest of the international community towards this region is growing and BSEC is viewed by the international community as an anchor of cooperation in the region. There are 17 observers and 16 Sectoral Dialogue Partners of the BSEC, at the moment.

My country is pleased to host the Secretariat of the BSEC Organization which is the most inclusive and institutionalized economic organization in the Black Sea region. We attach importance to the deepening of existing cooperation between BSEC and the UNDP, and effective implementation of ongoing partnership projects

Welcoming remarks, on behalf of Minister Chryssochoidis and Secr. Gen. Drymoussis

BSTIP framework : a joint programme, of two main donors, Greece and Turkey (UNDP and BSEC to a smaller extent). Its mandate is to promote Trade and Investment in the Black Sea region, and to facilitate networking of the business community in order to create potential partnerships within the private sector of the 12 member countries.

Main objectives of BSTIP:

- Identify untapped Investment and Trade potential in the Black Sea region.
- Put into action appropriate mechanisms to exploit this potential, by:
 - a) Promoting Business to Business (B2B) contacts in certain areas (Thematic Sector and Focused Partnership Fora),
 - b) Identifying constraints affecting intra-regional Investment and Trade expansion and providing technical input and expertise to address these constrains, and
 - c) Incorporating this technical know-how into the main working programmes of local business Support Organisations to ensure that this technical expertise will stay for a long period into this region. In the case of today's event the local business Support Organisation is HATTA .

Secondary objective of BSTIP :

- Implement the so-called “UN Global Compact”, a UN initiative bringing business sector together with UN agencies, labour and civil society organisations, Governments etc. in order to advance the main principles and goals of the UN family into the business sector. Example: there are more that 3.000 companies participating in more than 100 countries: It is the world's largest voluntary corporate citizenship initiative.

In this respect the BSTIP is supporting the introduction of the “UN Global Compact” in the countries of the Black Sea region. This will be an important tool for promoting networking arrangements and create awareness on the broader concept of responsible investment.

Another parallel objective is to provide assistance in building legal and operational capacity on EU legislation to the countries of the region:

- For countries in the process of EU Accession: They may become more familiar with EU legislation. Same goes for WTO membership and WTO legislation.

- For neighbouring countries to the EU (with no view to Accession): They will learn EU requirements and could strengthen their export competitiveness to EU member states.

Welcoming the TOUR AND TRAVEL OPERATORS from the 12 member countries wishing to have a successful meeting today. It is needless to state that : Tourism has become a very important services sector in the world economy and particularly in Greece. Its growth, affects not only the activities directly linked to tourism, but also other sectors such as transport, the environment and employment. It is a sector where cooperation between the operators and the agencies in the region, can lead to more regional development and to better socio-economic integration

ANNEX III

TECHNICAL PRESENTATIONS

Slide 1



“The Bases for Sustainable World Tourism Governance”

Peter Jordan,
UNWTO Affiliate Members Secretariat

First Black Sea Partnership Forum for Tourism & Travel Operators
Helexpo, Thessaloniki, 19 November 2010

Slide 2



- 1 The UNWTO
- 2 Panoramic view - world tourism
- 3 Trends and challenges
- 4 Governance and public-private cooperation

Slide 3

The World Tourism Organization (UNWTO)

Slide 4

UNWTO is...

- 1 A specialized agency of the United Nations
- 2 The voice of the tourism sector and global reference for tourism development

Slide 5

Composition

Slide 6

- 1 154 Member States (full rights)
- 2 7 Associated Member States (territories, administrative areas)
- 3 417 Affiliate Members

Slide 7

UNWTO Affiliate Members -
Black Sea Region



FRYOM

- University of Tourism Management in Skopje



Greece

- Assn of Greek Tourist Enterprises
- Athens Tourism and Economic Development Co.
- Business Architects Consultancy
- Chamber of Commerce & Industry of the Dodecanese
- Elagro, Greek Sustainable Tourism Organization
- Le Monde - Inst. of Hotel & Tourism Studies
- Travel Media Applications- Travel Daily News Intl.



Ukraine

- Dnipro Hotel
- Kiev City State Administration
- University of Tourism, Economy & Law Kutel

Slide 8

UNWTO Affiliate Members -
Black Sea Region



Russian
F'dn

- Assn of Tour Operators of Russia
- Committee for Tourism - Moscow City Government
- Intl Inst of Hotel Management & Tourism
- World Without Borders Partnership
- Russian Intl Academy for Tourism
- Russian Union of the Travel Industry
- Tourism Marketing & Intelligence Ltd



Serbia

- University of Tourism Management in Skopje
- Balkan Alliance of Hotel Associations



Turkey

- Association of Turkish Travel Agencies
- Bocazici University
- Concorde Deluxe Resort
- Tez Tour
- Touristic Hotels & Investors Assn
- Turkish Tourism Investors Assn
- Turkyat AS
- Union of Chambers of & Commodity Exchange Tk

Slide 9

Panoramic view of world tourism

Slide 10

2009:

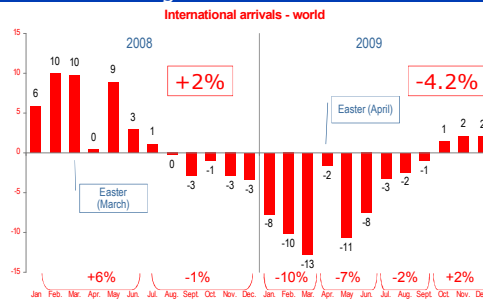
One of the most difficult years.

-4.2% international arrivals

-5.7% receipts

Slide 11

International arrivals: Return to growth at the end of 2009

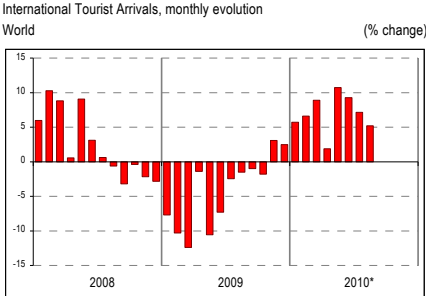


Slide 12

Progress in 2010

Slide 13

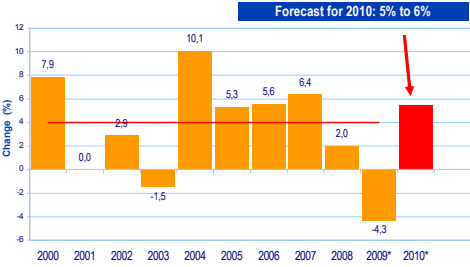
International arrivals: evolution



Source: World Tourism Organization (UNWTO) ©

Slide 14

International tourism recovers in 2010



Source: World Tourism Organization (UNWTO)

Slide 15

Current situation in the Black Sea area



Slide 16



- Europe in 2010: +3%
- Return to economic growth in many source markets
- Consumers booking with caution



Slide 17



Of particular interest: The Russian Federation

'Emerging economies are leading the rebound of International Tourism Expenditure with Brazil (+54%), Russian Federation (+26%) and China (+22%) posting the strongest growth among the major spenders'

UNWTO Barometer of World Tourism Oct.2010

- 4% economic growth expected (2010)
- 14 million new departures expected between 2009-2014

Slide 18

The UN Millenium Development Goals

Slide 19

The UN Millennium Devt. Goals



Slide 20

21st century: a time of uncertainty and opportunities

Slide 21

Economic context

Slide 22



- Redefinition of the model for global economic development
- New economy - new way of thinking...

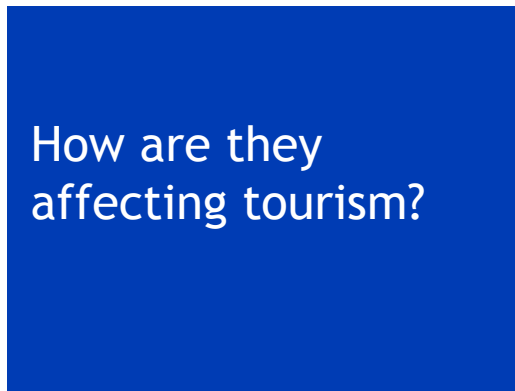
Slide 23

Social trends...

Slide 24



Slide 25



Slide 26



Slide 27



2. Balance between working life and free time

- Global increase in travel (1.5 bn journeys by 2015)
- Tourism as a right - with responsibilities

Slide 28



3. A more competitive global market

Slide 29

Every destination competes in an open market...

Rank	1950	World Share	1970	Share	1990	World Share	2009	World Share
1	United States		Italy		France		France	
2	Canada		Canada		United States		United States	
3	Italy	71%	France	43%	Spain	39%	Spain	31%
4	France		Spain		Italy		China	
5	Switzerland		United States		Austria		Italy	
6	Ireland		Austria		Mexico		United Kingdom	
7	Austria		Germany		Germany		Turkey	
8	Spain	17%	Switzerland	22%	United Kingdom	18%	Germany	14%
9	Germany		Yugoslavia		Canada		Malaysia	
10	United Kingdom		United Kingdom		China		Mexico	
11	Norway		Hungary		Greece		Austria	
12	Argentina		Czechoslovakia		Portugal		Ukraine	
13	Mexico	9%	Belgium	10%	Switzerland	9%	Russian Federation	11%
14	Netherlands		Bulgaria		Yugoslav SFR		Hong Kong (China)	
15	Denmark		Romania		Malaysia		Canada	
	Others	3%	Others	25%	Others	34%	Others	44%
Total		25 million		166 million		436 million		880 million

Slide 30

Global marketing



Slide 31



Slide 32

5. Innovation and technological change

- Sharing knowledge: the value of networks
- New technology changing the tourism system



Slide 33

Innovation = a change in behaviour

(Sunbo et al 2007)

“Customers have changed, so businesses must change too”

Slide 34



6. New forms of governance

- Responding to complex and interconnected challenges
- Meeting the challenges through multilateral institutions

Slide 35

“Combine the best values with the best management”

“Make profit, but with respect for high standards of business ethics”

Ernest Henderson, Founder of Sheraton Hotels

Slide 36

Bases for advancing in global tourism governance

Slide 37

Through public - private cooperation

Slide 38

A shared need which brings mutual
benefits:

→ To all countries

→ To all levels of government

With the greatest range of
participation





(civil society, universities, NGOs...)

Slide 39



Advantages for destinations

Slide 40

-  Mobilize society and business
-  Better efficiency and effectiveness in implementing projects
-  Share objectives, risks and funding
-  Open to innovation and new business opportunities

Slide 41

Conclusion

Slide 42

Factors for success in cooperation

Slide 43



Slide 43



Slide 1



INTRODUCING RCI TOURISM ACTIVITIES

FILIP STOYANOVICH, RCI DIRECTOR
www.RCIproject.com

Slide 2



RCI ACTIVITY AREAS

- SECTORS – INFORMATION TECHNOLOGIES (IT); TOURISM and AGRIBUSINESS.
- ACROSS SECTORS – ACCESS TO FINANCE, WORKFORCE DEVELOPMENT, ETC.
- OVERARCHING – REGIONAL COLLABORATION; BEST PRACTICES & INFORMATION SHARING; RESEARCH & ANALYSIS.

Slide 3



REGIONAL COLLABORATION & PARTNERSHIP

- NUMBER OF **USAID** MISSIONS INVOLVED – 15
- NUMBER OF **USAID** PROJECTS – 47
- NUMBER OF DONORS – OVER 20

Slide 4



KNOWLEDGE SHARING

- **RCI WEB SITE** - www.RCIproject.com
- **REGIONAL TOURISM INFORMATION SHARING NETWORK** – 800 documents to 220 recipients
- www.IT2Business.org, business software solutions for other economic sector
 - 50 companies from 15 countries
 - 111 solutions (**29 for the travel & tourism**)
- **OTHER** – Newsletters, RCI InfoShare, Agri, etc.

Slide 5



EVENTS ORGANIZED & SUPPORTED

CONFERENCES and WORKSHOPS

- **Events: 46**
- **Participants – Around 3000**
- **Events with tourism component - 16**

Slide 6

**NATIONAL GEOGRAPHIC
WESTERN BALKANS SUPPLEMENT**

- May / June '10 issues of NG Magazine and NG Traveler
- In English (subscribers only)
- 250,000 copies
- UK, Ireland, Germany, Austria, Netherlands

Slide 7



NATIONAL GEOGRAPHIC SUPPLEMENT THEMES

- ❑ HISTORICAL RUINS, UNIQUE VILLAGES / TOWNS
- ❑ CHURCHES, CATHEDRALS, MONASTERIES & MOSQUES
- ❑ MUSEUMS, FESTIVALS & CELEBRATIONS
- ❑ NATIVE MUSIC / MUSICAL INSTRUMENTS
- ❑ DISTINCTIVE FOODS OR DISHES, CAFES & RESTAURANTS
- ❑ UNIQUE CRAFTS wood, glass, fabric, etc.
- ❑ BEACHES, LAKES, PARKS & GARDENS
- ❑ RESORTS & SPAS, B&Bs, AGRI-TOURISM
- ❑ OUTDOOR ACTIVITIES (Hiking, biking, skiing)
- ❑ WILDLIFE birds, fish, animals, etc.

Slide 8



AUTHENTIC QUALITY MARK

- ❑ Originated in New Zealand, developed in Bulgaria and Croatia, now being replicated in Albania and FYROM.
- ❑ Compliments Star accreditation with a different focus: customer perspective and operator empowerment, aligned with country needs and tourism trends, especially authenticity and sustainability.
- ❑ Authentic QM is one of the implementing vehicles for the UN's global policy - Global Sustainable Tourism Criteria, www.sustainabletourismcriteria.org (supported 50 public and private organizations).

Slide 9



IDEAS THAT RCI IS LOOKING INTO...

- ❑ National Geographic supplement for the Caucasus
- ❑ National Geographic Geotourism regional web site(s)
- ❑ Regional FAM trips
- ❑ Regional tourism summit
- ❑ Introducing Authentic QM in the Caucasus

Slide 10

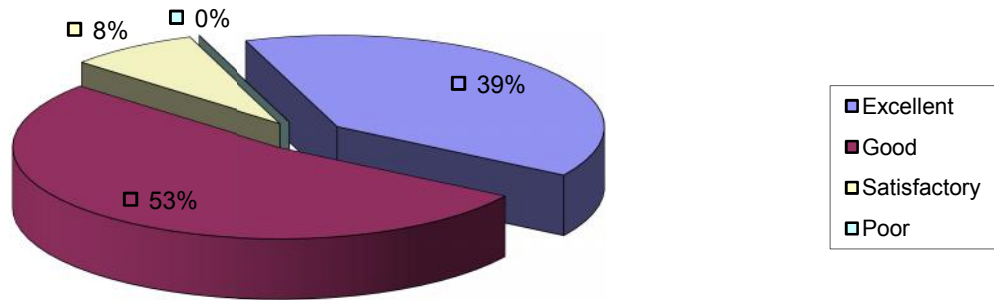


THANK YOU

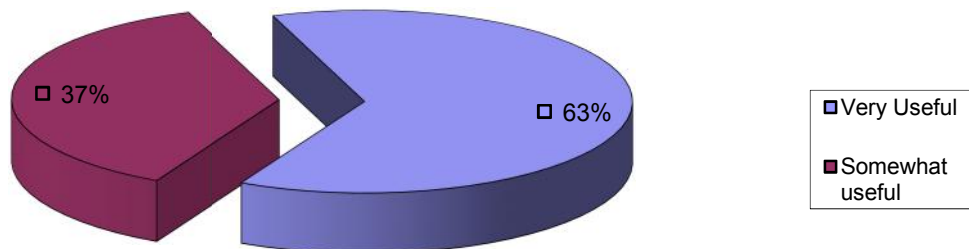
Feel free to contact me @
fstoyanovich@segura-co.net
www.RCIproject.com

ANNEX IV
EVALUATION

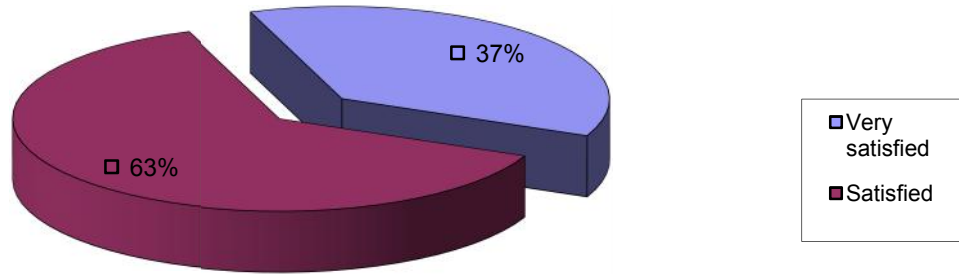
1. What is your overall evaluation of this forum?



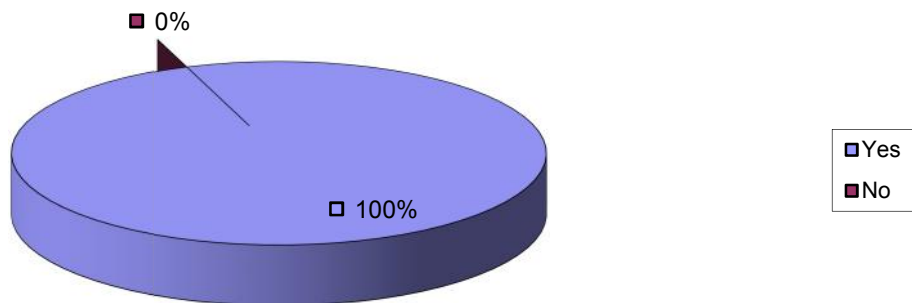
2. Did you find the forum useful?



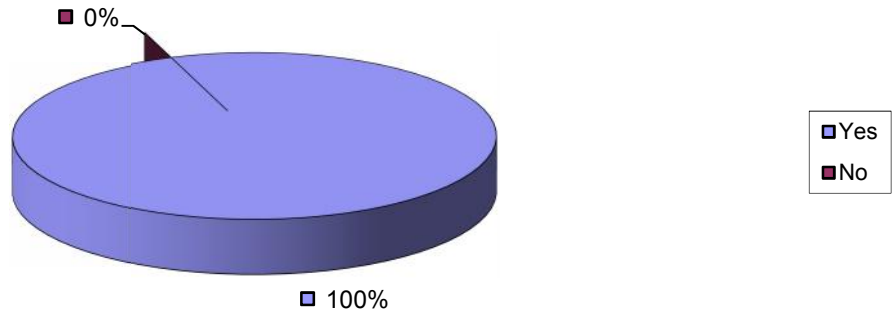
3. Are you satisfied with the practical arrangements of the forum?



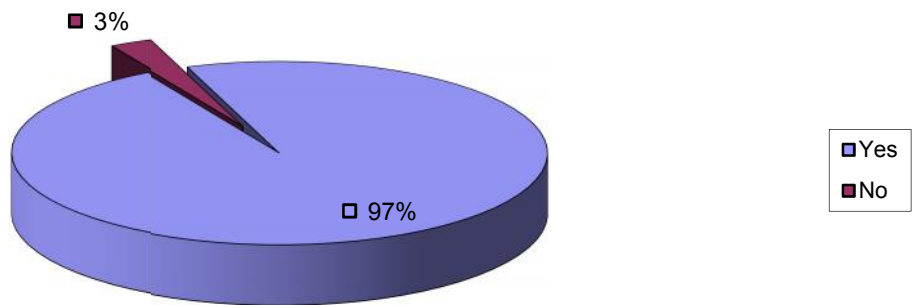
4. Would you recommend this forum to other people?



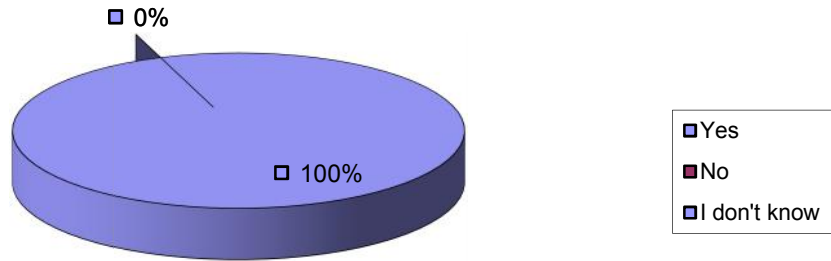
5. Do you think your business will benefit from this forum in the near future?



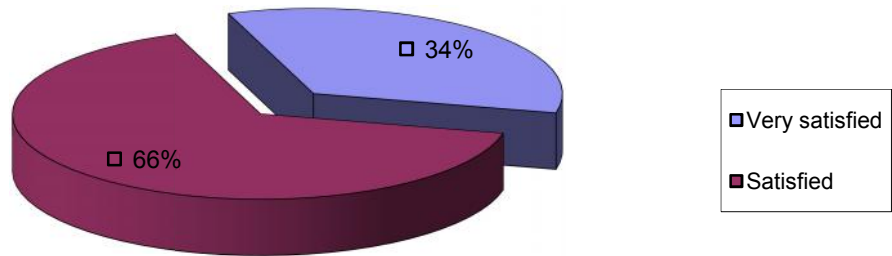
6. Would you attend a similar event again?



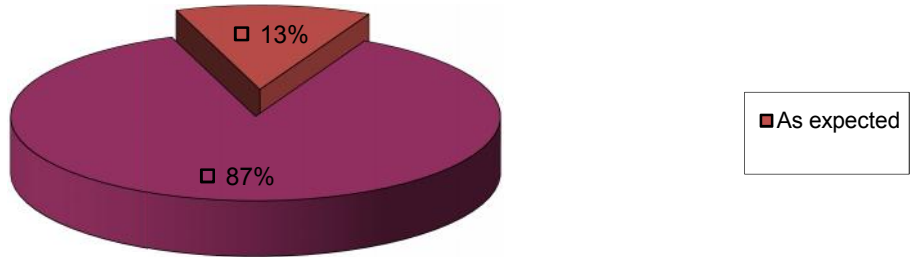
7. Do you see a role for UNDP in keeping organizing these kinds of trade/investment promotion events?



8. Do you think that similar events should be organized again?



9. Were you satisfied with the methodology of having one-to-one meetings?



ANNEX V

Final list of participants

Albania ()

ALBTOUR"D" - VAS Tour Operator

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(40)213136380

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Magelan Corporation D.O.O.

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(381)112430852

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(381)117151005

Albergo, Hotel Le Petit Piaf

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Vremena Goda

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Azerbaijan Export & Investment Promotion Foundation (AZPROMO)

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Mr. Giorgios Nikitiadis

The secretary of the Deputy Minister of Culture and Tourism

ANNEX VI

COMPANY PROFILE FORM

Name and Title:

(person who represents the company in the Forum):

Company Name:

Street – POB:

Year established:

City – Country:

Email:

Tel:

Fax:

Website:

Headquarters location:

Quality Certification(ISO):

Annual Turnover:

Number of employees:

My company operates as:

Travel Agent

Designing and Selling of travel packages:

Selling only travel packages:

MICE (Meeting, Incentives, Conference, Events) organizer:

Airline Ticket reservation:

Hotel reservation:

Offering travel services for the following Black Sea countries *(tick the relevant box)* :

Albania

Armenia

Azerbaijan

Bulgaria

Georgia

Greece

Moldova

Romania

Russia

Serbia

Turkey

Ukraine

Tour Operator

Does your company offers ready-to-go packages and designed tours for the following Black Sea countries*(tick the relevant box)*:

Albania

	Armenia	<input type="checkbox"/>
	Azerbaijan	<input type="checkbox"/>
	Bulgaria	<input type="checkbox"/>
	Georgia	<input type="checkbox"/>
	Greece	<input type="checkbox"/>
	Moldova	<input type="checkbox"/>
	Romania	<input type="checkbox"/>
	Russia	<input type="checkbox"/>
	Serbia	<input type="checkbox"/>
	Turkey	<input type="checkbox"/>
	Ukraine	<input type="checkbox"/>
	Other (please indicate)	<input type="checkbox"/>
Is your company currently involved in the design of travel packages focusing on any of the following Black Sea countries (tick the relevant box):		
	Albania	<input type="checkbox"/>
	Armenia	<input type="checkbox"/>
	Azerbaijan	<input type="checkbox"/>
	Bulgaria	<input type="checkbox"/>
	Georgia	<input type="checkbox"/>
	Greece	<input type="checkbox"/>
	Moldova	<input type="checkbox"/>
	Romania	<input type="checkbox"/>
	Russia	<input type="checkbox"/>
	Serbia	<input type="checkbox"/>
	Turkey	<input type="checkbox"/>
	Ukraine	<input type="checkbox"/>
Does your company cooperate only with travel agents:		<input type="checkbox"/>
Does your company cooperate both with travel agents and direct Customers:		<input type="checkbox"/>
Looking for partners in:		
	Albania	<input type="checkbox"/>
	Armenia	<input type="checkbox"/>
	Azerbaijan	<input type="checkbox"/>
	Bulgaria	<input type="checkbox"/>
	Georgia	<input type="checkbox"/>
	Greece	<input type="checkbox"/>
	Moldova	<input type="checkbox"/>
	Romania	<input type="checkbox"/>
	Russia	<input type="checkbox"/>
	Serbia	<input type="checkbox"/>
	Turkey	<input type="checkbox"/>
	Ukraine	<input type="checkbox"/>

Please submit company profile by **30 October 2010**

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