



ORGANIZATION OF THE BLACK SEA ECONOMIC COOPERATION

Permanent International Secretariat

PRESS RELEASE
ON THE FIRST MEETING OF HIGHER EDUCATION INSTITUTIONS
SPECIALIZED IN TOURISM EDUCATION IN THE BSEC REGION

The First Meeting of Higher Education Institutions Specialized in Tourism Education in the BSEC region, organized by the State Tourism Agency of the Republic of Azerbaijan in cooperation with BSEC PERMIS, took place in Baku, on 22-23 April 2024.

Carried out across several thematic panels as well as in a round table on future cooperation in tourism in the BSEC region, the debates focused on the most pressing challenges facing tourism, respectively on strategies and actions to face them and aiming at a sustainable and resilient tourism. The participants - representatives of higher education institutions specialized in tourism from BSEC Member States - underscored the pivotal role of education in shaping the future trajectory of the tourism industry. Further on, they adopted the "Baku Statement on Strengthening Cooperation and Networking to Enhance Tourism Education in the BSEC region".

Opening addresses were delivered by Fuad Naghiyev, Chairman of State Tourism Agency of Azerbaijan and BSEC PERMIS Secretary General, Ambassador Lazar Comanescu. In his address, the Secretary General while stressing the importance and timely organization of the event and pointing out at the huge touristic potential of the BSEC Region and the need of making the best use of it, highlighted the role of education, particularly the higher education in reaching this objective. He further added that a significant contribution would have in this respect networking and sharing good practices and lessons learned in tourism education, as well as exploring new opportunities for regional partnerships and synergies.

In the margin of the conference, the Secretary General also had a bilateral meeting with Mr. Naghiyev, where he reiterated his appreciation and thanks to the Azeri side, for hosting this tourism education forum as well as for the most valuable contribution Azerbaijan is bringing in general to BSEC activities.