



At the General Assembly of the Association of Balkan Chambers on 29th April 2014 in Athens, Greece, members of ABC adopted the following

CONCLUSIONS:

1. ABC chambers recognize the significance of tourism development and of cooperation within tourism sector as the main pillar of sustainable development of the Balkan region
2. ABC Chambers agree that the common objective of the Balkans should be the creation of a regional programme which shall be directed towards non-European markets, characterised by non-seasonality, and which shall contribute to the efficiency of our regional tourism offer, as well as to the increase of the turnover generated from tourism.
3. ABC Chambers recognize the need of networking between tourist destinations in Balkan area as a way to offer a high quality integrated product that will address the demands of sophisticated tourist demands wishing to include more than one country in their tourist package and benefit from different attraction that each country has to offer.
4. ABC Chambers expect from the respective Governments the assistance directed to removal of barriers and the support in our efforts to create common tourism offer
5. ABC Chambers stress that, since the highly expressed seasonality is the main characteristic of the Balkans tourism product, the extension of tourist seasons is the most import challenge that needs to be met.
6. ABC Chambers are positive of having enough knowledge and expertise to put this on respective national authorities and to promote these common efforts
7. ABC Chambers will include other respective national tourism and other associations in charge of tourism to develop further agenda of mutual cooperation within tourism
8. ABC Chambers are willing to introduce some of this issues into current DIHK-CEFTA Project