

CHAPTER NINETEEN

CO-OPERATION IN TOURISM

ARTICLE 138

Promotion of Tourism

1. The Member States undertake to develop a collective and coordinated approach to the promotion of tourism in the Common Market. To this end, the Member States shall:
 - (a) remove restrictions on the movement of tourists within the Common Market;
 - (b) promote regional tourist circuits and coordinate the policies governing the tourism industry;
 - (c) promote investment programmes in tourism;
 - (d) organise regional tourism promotional activities for the development of the tourism industry;
 - (e) co-operate in the organisation of, and participation in, regional and international tourism fairs and exhibitions;

- (f) exchange cultural groups among themselves in order to develop social and cultural tourism;
- (g) co-operate in research and exchange programmes and publications on tourism;
- (h) encourage joint utilisation of training, marketing and tourism research facilities;
- (i) encourage intra-Common Market tourism;
- (j) promote the participation of the private sector in the development of tourism;
- (k) provide the regulatory and institutional framework necessary for regional promotion, development, coordination and supervision of the operations of the tourism industry;
- (l) co-operate in the establishment of Regional Tourism Development Centres;
- (m) exchange statistics on tourism performance including projections of tourist trends;
- (n) harmonize and standardize statistics on tourism so that they are comparable in the region for research

purposes; and

- (o) co-ordinate inter-regional airline schedules and harmonize tourism development strategies for the region.
2. The Member States shall endeavour to establish a common code of ethics for private and public tour and travel operators, standardise hotel classification and harmonize the professional standards of agents in the tourism and travel industry within the Common Market.