



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



7th UNWTO Silk Road Task Force Meeting

Valencia, Spain
Hotel Barceló Valencia
30-31 March 2017

Programme

Meeting jointly organised by UNWTO and the Generalitat Valenciana

The meeting will be conducted in English

English-Spanish simultaneous translation available

All listed sessions (opening, workshops and closing) will take place at the Hotel Barceló

Wednesday, 29 March 2017

Task Force representatives are expected to arrive in Valencia. For more information, please consult the General Information Note.

21:00 Welcome Dinner offered by Turismo Valencia
Restaurant Contrapunto de Les Arts (transfers from hotel)

Day 1: Thursday, 30 March 2017

09:00 – 09:30 Official Opening

Speakers:

- Welcome Remarks by Mr. Joan Ribó i Canut, Mayor of Valencia
- Welcome Remarks by Mr. Francesc Colomer, Regional Vice-minister for Tourism, Generalitat Valenciana
- Official Welcome by Mr. Taleb Rifai, UNWTO Secretary-General

09:30 – 10:00 Official Photo and Networking Break

10:00 – 10:45 Silk Road Tourism Development Update

Speakers:

- “New Opportunities for Sustainable Tourism Development along the Silk Road” by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme
- “Valencia and the Silk Road” by Mr. Francesc Colomer, Regional Vice-minister for Tourism, Generalitat Valenciana

10:50 – 13:00 Workshop 1: Marketing and Promotion

Over the last 6 years, UNWTO has been working with a growing number of Member States on joint marketing initiatives to raise the profile of the Silk Road to consumers and trade alike. This workshop will

provide an overview of what has been achieved until date and will discuss the challenges and possibilities of working towards a common Silk Road brand identity.

Presentations:

- “TripAdvisor Travel Trends for the Silk Road” by Ms. Helena Egan, Global Director of Industry Relations, TripAdvisor
- “Valencia’s role on the Silk Road” by Mr. Joan Carles Cambrils, Deputy Director, Turismo Valencia
- Presentation by Mr. Eulogio Bordas, President, THR
- “World Nomad Games as a best-practice example” by Mr. Maksat Usabaliev, Deputy Director, Department of Tourism, Ministry of Culture, Information and Tourism of Kyrgyzstan

Roundtable discussion: Based on previous Silk Road Task Force meetings, participants will address, among others, following issues:

- How are destinations currently using the Silk Road for branding and promotion?
- How can destinations work more effectively together in marketing and promoting the Silk Road?
- Update and Strategies for 2017: what has been achieved? What needs to be done?

13:30 – 16:30 [Official Lunch hosted by the Agència Valenciana de Turisme](#)
Venue: [Restaurant Veles i Vents](#) (transfers from hotel)

17:00 – 19:00 [Workshop 2: Capacity Building and Destination Management](#)

The Silk Road has an extensive array of outstanding cultural and natural heritage. The first Silk Road heritage corridor was inscribed on the World Heritage List in 2014, and additional heritage corridors and tourism route projects are being developed across the Silk Road and beyond. Effective destination management strategies foster economic growth, help safeguard local arts and culture, diversify business and reduce seasonality.

Presentations:

- “Creating Tourism: the Silk Road as a case-study” by Ms. María Ruiz Arévalo, Agència Valenciana del Turisme
- “Valencian Silk: tangible and intangible heritage and the development of sustainable tourism”, authored by Ricardo Franch, Ester Alba, María Dolores Pitarch and Daniel Muñoz of the Universitat de València. Presented by Mr. Rubén Arandis, Professor of tourism and geography, Universitat de València
- “Tourism Certification and the Silk Road” by Ms. Maricruz Cádiz, Technical Director, Spanish Institute for Quality Tourism
- “Tourism development of the Silk Road in Central-Asia” by Mr. Frank Buerbaum, CEO, SOENT

Roundtable Discussion: Based on previous Silk Road Task Force meetings, participants will address, among other topics, the following:

- Silk Road Programme feedback: what has been achieved since the last Task Force meeting?
- How to improve the quality visitor experience?
- Silk Road tourism and heritage management

19:00 Free leisure time

20:30 Buffet dinner for Task Force representatives at Hotel Barceló

Day 2: Friday, 31 March 2017

09:30 – 11:30 Workshop 3: Raising Awareness for the Western Silk Road

The Western Silk Road Tourism Development Initiative is a project that aims to strengthen and diversify the tourism offer of the countries located along the Western link of the Silk Road. This workshop will present the initiative to the Task Force members and discuss possible partnerships and linkages to be pursued.

Presentations:

- Intervention by Ambassador Michael B. Christides, Secretary General, Organization of the Black Sea Economic Cooperation Permanent International Secretariat (BSEC PERMIS)
- Presentation by Mr. George Tziallas, Secretary General for Tourism Policy and Development of the Ministry of Tourism of Greece
- Intervention by Mekhak Apresyan, Deputy Chairman, State Committee for Tourism of Armenia
- “Engaging Universities along the Silk Road: the example of Valencia” by Mr. Palao Moreno, Vice-Rector, International Relations and Cooperation, and Ms. Aurora Pedro, UNWTO Focal Point, University of Valencia
- “Transmitting Silk Road Heritage” by Ms. Ivana Ćuruvija, International Lead Trainer, World Federation of Tourist Guide Associations

11:30 – 12:00 Networking Break

12:00 – 13:10 Workshop 4: Update on Travel Facilitation and Wrap-Up Session

Presentation:

- “Fly Silk Road” by Mr. Jose Calvo, Marketing Representative, Turkish Airlines, Spain

This session will enable Task Force representatives to report on improvements to visa policies (visas on arrival, e-visas, etc.), aviation growth and route development and border crossing management in their countries over the last 12 months. The workshop will also summarise the main discussions and to outline the priorities to be pursued during 2017/2018.

13:10 – 13:30 Conclusions

Speakers:

- Concluding Remarks by Mr. Zhu Shanzhong, UNWTO Executive Director
- Concluding Remarks by Mr. Francesc Colomer, Regional Vice-minister for Tourism, Generalitat Valenciana
- Concluding Remarks by Ms. Sandra Gómez, First Deputy Mayor of Valencia

13:30 – 15:00 Lunch

Venue: Colegio del Arte Mayor de la Seda (Valencia Silk Museum)
Transfers from hotel

15:00 Technical Tour of Valencia (approximately 2-3 hours)