



7th UNWTO International Meeting on Silk Road Tourism & 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt

Xi'an, Shaanxi, China
Wyndham Grand Xi'an Hotel
18-20 June, 2015

Programme

*Simultaneous interpretation will be provided for English, Chinese and Russian
Meeting jointly organized by World Tourism Organization (UNWTO), China National Tourism
Administration (CNTA) and People's Government of Shaanxi Province*

Wednesday 17 June

Registration is open all day at Wyndham Grand Xian, South Lobby

Thursday 18 June

7th UNWTO International Meeting on Silk Road Tourism – Thematic Sessions

Wyndham Grand Xian, Grand Ballroom

8.00 9.00 Registration open, South Lobby

9.00 – 9.05 **Day 1 Welcoming Remarks** by Mr. Shanzhong Zhu, UNWTO Executive Director for Technical Cooperation and Services

9:05 – 9.15 **Achieving Sustainable Tourism Growth on the Silk Road** by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

9.15 - 10.30 **Panel Session I:**

The Rise of Cultural Tourism: Unlocking the Silk Road's Potential

UNESCO experts and state parties have dedicated years of research to identifying and analyzing the routes and corridors of the Silk Road. Through their findings, a vast array of ancient cities, caravanserais, mountain passes, forts and watchtowers, religious sites and archeological sites have been discovered. While there is significant potential for tourism development and local economic growth along the Silk Road, many of the route's cultural and natural sites are under threat, and significant investment and attention is required to ensure that they survive. This session will discuss how the experts envision the development of cultural tourism on the Silk Road and how stakeholders can collaborate more effectively to promote and protect these assets of outstanding universal value.

Moderated by: Mr. Xu Jing, UNWTO Director of Regional Programme for Asia and the Pacific

Panellists:

- Mr. Yuri Peshkov, Culture Specialist, UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan

- Mr. Gai Jorayev, Institute of Archaeology, University College London
- Mr. George Chogovadze, Head, Georgian National Tourism Administration
- Ms. Alessandra Priante, Ministry of Culture and Tourism of Italy
- Mr. Ningbin Hou, Director-General of Emperor Qin Shi Huang Mausoleum Museum (Terracotta Warrior and Horses), Xi'an

10.30 – 10.50

Day I Keynote Presentation

Introduction by Ms. Johanna Devine, Technical Coordinator, UNWTO Silk Road Programme

Tourism Connecting Land, Spirit and People

by Mr. Neville Poelina, Former Chairman, World Indigenous Tourism Alliance (WINTA)

The positive impacts of tourism are often best told as personal stories – which is why UNWTO commissioned the book 'Tourism Stories – How Tourism Enriched my Life' in 2013. This particular story from Western Australia, told first hand by Mr. Poelina, is an inspirational insight into the power of tourism, and looks at the role it can play in connecting land, spirit and people.

10.50 – 11.50

Panel Session II:

From the ground up: Inspiring stories of local entrepreneurs championing tourism

In 2014, international tourism grew 4.7% to reach a new record of 1,138 million tourists that travelled to an international destination over the year. Tourism now represents 9% of the world's GDP and 30% of total service exports, while employing one in every 11 people in the world. This session will show the innovative approaches local entrepreneurs are taking to develop tourism in a way that effectively supports local economies and helps put their destinations on the map.

Moderated by: Mr. John Bell, UK travel correspondent

Panellists:

- Mr. Timur Duysengaliev, Director, Tourism Industry Committee, Ministry of Investment and Development, Kazakhstan
- Mr. Pushpakumara Manel Withana, Chairman, Sri Lanka Tourism Development Authority
- Ms. Maria Ángeles Martínez Minguenza, Head of International Relations Unit, State Secretariat of Tourism, Spain
- Mr. Peter Wong, Chairman, Culture Resources Development Co Ltd, China/ Executive Chairman, China Chamber of Tourism

11.50 – 12.10

Silk Road: A view from the world

By Ms. Katy Xu. Vice President Greater China and North Asia. BBC Advertising

In this session, BBC will share findings from a recent research which looks at perception of Silk Road from potential international travelers - What attracts visitors and what hinders them from making a visit? What do they expect to see? And who are they?

12.10-12.25

The Silk Road through the Arts

By Mr. Zhenyu Lin, Performing Arts Director and Cultural Tourism Show Investor

The Silk Road connected civilizations and brought the exchange of ideas and cultures that have helped shape our world today. As such the Silk Road has been the focus of many films, cultural performances and festivals around the world. This presentation will look at the how the Silk Road has experienced a resurgence through the performing arts and the opportunities this presents for tourism. In this presentation, award-winning Director Mr Lin will share his experiences in directing theatrical projects in Xi'an and beyond, including his current show, 'The World of the Silk Road'.

12.30 – 14.00

Lunch at Wyndham Grand Xian South, Tang Café & G Floor Middle Foyer

14.15 – 16.30

Technical Tour - Big Wild Goose Pagoda (Xi'an), site included in the UNESCO World Heritage Silk Road Routes Network of Chang'an-Tianshan Corridor (inscribed 2014)

17.30 – 18.00

VIP Meeting (for invited guests only) Xi'an Hall, Great Hall of Shaanxi, Shaanxi Guesthouse

- 18.00 – 19.30 *Reception dinner, Banquet Hall, Building No.18 , Shaanxi Guesthouse*
- 20.00 – 20.40 *Ceremony “Welcome to the City” and Cultural Performance, Main gate of the Xi’an City Hall*

Friday 19 June

1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt and 7th UNWTO International Meeting on Silk Road Tourism

Wyndham Grand Xian South, Grand Ballroom

- 8.55 – 9.00 Group Photo
- 9.00 – 9.35 **Opening Ceremony of the 7th UNWTO International Meeting on Silk Road Tourism & 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt**
- **Congratulatory Remarks** by Mr. Jinzao Li, Chairman of CNTA
 - **Opening Remarks** by Mr. Taleb Rifai, UNWTO Secretary-General
 - **Welcome Remarks** by Mr. Qinjian Lou, Governor of Shaanxi Province
 - **Remarks** by H.E. Yang Wang, Vice-Premier of China
- 09:35-10:00 *Ministers prepare to be seated*
- 10.00-11.30 **1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt**
(All delegates invited to attend)
This milestone event will bring together Ministers from over 40 countries from Europe, Asia and the Middle East to address key issues facing tourism development along the Silk Road economic belt. The Meeting will focus on visa facilitation, transportation and connectivity, multi-destination product development, marketing and branding, capacity building and research cooperation.
- 12.30 - 14.00 *Lunch, Wyndham Grand Xian, Tang Café & Ground Floor Middle Foyer*
- 14.15– 17.00 **7th UNWTO International Meeting on Silk Road Tourism**
Wyndham Grand Xian Grand Ballroom
- 14.15 – 14.30 **Remarks** by Mr. Zhongwu Yang, Director-General, Shaanxi Provincial Tourism Administration
- 14:30-15:15 **Day II Keynote Presentation**
Introduction by Ms. Johanna Devine, Technical Coordinator, UNWTO Silk Road Programme
On the Trail of Genghis Khan
by Mr. Tim Cope
Inspired by a desire to understand the nomadic way of life, author, film maker and adventurer Mr. Tim Cope embarked on a remarkable journey: 6,000 miles on horseback across the Eurasian steppe from Mongolia, through Kazakhstan, Russia, and the Ukraine, to Hungary retracing the trail of Genghis Khan. From novice rider to travelling three years in the saddle, - accompanied by his Kazakh dog, Tigon – Mr. Cope learnt to fend off wolves and grapple with the extremes of the steppe as he crossed sub-zero plateaux, the scorching deserts of Kazakhstan and the high-mountain passes of the Carpathians. In this special presentation, Mr. Cope tells his inspiring Silk Road adventure which has become a bestselling book and popular television series.

- 15.15 – 16.30 **Panel Session III**
The Future of Travel: Social Media, Mobile and the Booking Revolution
 In the digital age, travel and tourism evolving at a rapid rate and marketers have to be at the top of their game to keep ahead. What lies in store for the future of travel? How can the Silk Road stay ahead in a world where forces such as social media and the sharing economy are constantly changing the rules?
Moderated by: Mr. Nick Easen, Senior Content Producer for Horizons airing on BBC World News
Panellists:
- Mr. Abd Al Razaq Arabyat , General Manager, Jordan Tourism Board
 - Mr Xiaoping Li, Vice President, Ctrip.com
 - Mr. Hubertus Hessel, Vice President Commercial Strategy & Planning, Finnair
 - Mr. Peng Liu, Chief Brand & Innovation Officer of HNA Aviation Group
 - Ms. Petra Stuček, Managing Director, Ljubljana Tourism
- 16.30-16.40 **Launch of the ‘TripAdvisor Travel Trends Guide for the Silk Road 2015’**
 by Ms. Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor
 Based on data from its 340 million monthly unique user audience, TripAdvisor will launch a custom built guide that will provide up-to-date statistics on how global travellers are researching and rating the Silk Road countries. This special insight will also analyse current trends in travel most relevant to Silk Road destinations, with a special focus on the Chinese outbound market
- 16.50 - 17.00 **Closing remarks** by Mr. Zoltán Somogyi, UNWTO Executive Director for Programme and Coordination
- 17.00 - 18.00 *Supper*
- 18.30 *Departure for Cultural Performance from Wyndham Grand Xian lobby*
- 20.00 – 21.30 *Cultural performance ‘The Song of Eternal Sorrow’*

Saturday 20 June

Technical Tour

- 9.00 – 12.30 **Technical Tour** of Xi’an’s cultural tourism sites, including the UNESCO World Heritage Site ‘The Terracotta Warriors and Horses’ as well as the Huaqing Hot Springs, Xi’an Ancient City Wall and the Bell Tower, amongst others.