

8th UNWTO International Meeting on Silk Road Tourism

Thessaloniki, Greece; 10-12 October 2018

Jointly organized by the World Tourism Organization (UNWTO), the Ministry of Tourism of Greece and the Region of Central Macedonia of Greece

Simultaneous interpretation in English, Greek and Russian will be provided

Preliminary Programme*

Tuesday, 9 October

Arrival of participants

21:00

Welcome reception offered by the hosts at the Grand Hotel Palace

Wednesday, 10 October (Venue: Thessaloniki Concert Hall – M2)

Transfers from the Grand Hotel Palace to leave at 09:00 from the hotel lobby.

09:45 - 10:30

Opening Ceremony

- H.E. Ms. Elena Kountoura, Minister of Tourism, Ministry of Tourism, Greece
- Mr. Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)
- Mr. Apostolos Tzitzikostas, Governor, Region of Central Macedonia, Greece
- Mr. Yiannis Boutaris, Mayor, City of Thessaloniki

10:30 – 10:40

Official photo

10:40 - 12:00

Silk Road Ministerial Roundtable: “The Silk Road within a globalised tourism framework: tourism priorities, regional development plans and the role of the historic routes”

Tourism Ministers and Heads of National Tourism Administrations from the Silk Road Member States, representatives of International

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

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Organizations and leading representatives from the private sector will share a roundtable focused on assessing the geopolitical potential of the Silk Road, with a special emphasis placed on its role as a transnational tourism route.

12:00 – 12:15

Wrap-up and Q&A

12:15 – 12:35

Themed coffee break with Greek delicacies

12:35 – 13:15

Presentations by event partners

- Region of Central Macedonia
- Aristotle University of Thessaloniki
 - Rector of the Aristotle University
 - Dr. Stella Kostopoulou, Associate Professor, Head of the European Interdisciplinary Silk Road Tourism Centre, Aristotle University of Thessaloniki, Greece

13:15 - 14:45

Lunch at the Thessaloniki Concert Hall – M1

15:00 – 16:30

Panel Session 1: Tourism Growth through Transnational Cooperation: best-practice examples from the Silk Road and beyond

- Mr. Robert Travers, UNWTO Expert: “The 21st Century Maritime Silk Road: tourism opportunities and impacts”
- Prof. Dimitrios Buhalis, Head, Department of Tourism and Hospitality, Faculty of Management, Bournemouth University
- Ms. Helene Lloyd, Director, TMI Consultancy
- Mr. Kai Markus Xiong, Extreme Athlete and Activist, “Run My Silk Road”
- Mr. Nikolaus Lohmann, CEO, Earth TV

16:30 – 17:00

Coffee Break

17:00 – 18:30

Panel Session 2: Resilience and the Silk Road: tourism research, data collection and the future of travel

- Mr. Andrew Aley, Head, Experience Businesses – Europe, Middle East and Africa (EMEA), TripAdvisor

- Representative of Aegean Airlines
- Dr. Joseph M. Cheer, Lecturer, Monash University, Melbourne, Australia
- Representative of Thessaloniki Tourism Organization
- ISTHIA – Toulouse School of Tourism, Hospitality Management and Food Studies, University of Toulouse – Jean Jaurès

- 18:30 End of the first day of the meeting. Participants to be transferred from the Thessaloniki Concert Hall directly to the Rotonda World Heritage site and then to the thematic dinner.
- 19:00 – 22:30 Concert at the Rotonda World Heritage Site followed by a Thematic Dinner at the Port of Thessaloniki
- 22:30 Return to the Grand Hotel Palace or alternative Nightlife Programme

Thursday, 11 October (Venue: Grand Hotel Palace)

- 08:30 - 10:00 **B2B Networking Breakfast**
- Networking session aimed at Silk Road Member States and private sector stakeholders
- 10:00 - 13:30 **Joint UNWTO and PATA Session: Connecting Asia and Europe through the Silk Road**
- Introduction:**
- Mr. Mario Hardy, CEO, PATA
 - Ms. Daniela Wagner, PATA
- Workshop Session:**
- Thessaloniki Convention Bureau
 - Ms. Essa Saulat, Founder, Esplorio (London)
- 13:40 - 14:00 **Closing Ceremony**
- Mr. Shanzhong Zhu, Executive Director, UNWTO
 - Ms. Voula Patoulidou, Deputy Regional Governor, Region of Central Macedonia, Greece

14:00 – 15:30	Lunch at the Grand Hotel Palace
16:00 – 18:30	City Visit of Thessaloniki (optional)
21:00 – 23:00	Thematic Dinner at the Byzantine Museum of Thessaloniki
23:00	Return to the hotel or Nightlife Programme

Friday, 12 October

09:00 – 15:00	Technical Tour to Aigai and the museum of the Royal Tombs
15:30	Return to hotel and departure of participants

Event Partners:



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