Provisional Programme

16-17 October, 2012

Welcome at Zvartnots International Airport and transfer to hotels

17 October, 2012

21.30 Welcome Cocktail
Welcome Cocktail at Cucina, Armenia Marriott Hotel

18 October, 2012

Master of Conference
Dr. Armen Baibourtian, Senior Adviser to the UN Resident Coordinator in Armenia

09.00 – 09.30 Registration

09.30 – 10.15 Opening and Welcome Remarks
- H.E. Mr. Tigran Davtyan, Minister of Economy of the Republic of Armenia
- Mr. Taleb Rifai, Secretary-General of UNWTO

10.15 – 11.00 Keynote speeches: Integration of Universal Values in Responsible Tourism
- Message of Mr. Jorge Sampaio, President, High Representative of the United Nations Alliance of Civilizations
- Mr. Carlos Enrique Bayo Falcón, Director of the newspaper “Público”
- Berge Setrakian, President of the Armenian General Benevolent Union (AGBU)

11.00 – 11.30 Coffee Break

11.30 – 12.30 Panel 1: Tourism, Religion and Inter-Cultural Dialogue
Moderator: Archbishop Nathan Hovhannisyan
- The Armenian Apostolic Church: Rev. Father Asoghik Karapetyan
- The importance of Tourism Ethics: Mr. Helmut Kruger, member of the World Committee on Tourism Ethics
- Case Study: The Way of St.James (Camino de Santiago, Spain): Mr. Jose Paz Gestoso, Managing Director of the Xacobeo Galicia, Spain
- Cyprus: A unique experience of inter-cultural dialogue for the promotion of peace culture: Professor Andreas Philokyprou. Member of the Board of Directors of the Cyprus Tourism Organization
Q&A

12.30 – 15.00 Lunch and Free Time

15.00 – 15.45 Special focus: Tourism and Protection of Cultural Heritage Sites
- Case study: Tourism and Cultural Heritage: Mr. Shulga Cheslav, Deputy Minister of Sports and Tourism of Belarus
- Protection/preservation of World Heritage Sites: Ms. Liubava Moreva, Programme Specialist for Culture from the UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova, and the Russian Federation
- SOS Culture (involvement youth in the preservation of neglected cultural assets): Ms. Barbara Siebert, GIZ, CIM expert/ FPWC Programme Director, EU funded SOS Culture Project

15.45 – 16.00 Coffee Break

16.00 – 17.00 Panel 2: Linkages between Tourism and Intangible Cultural Heritage
Moderator: Levon Chookaszian, Director of UNESCO Chair of Armenian Art History, Yerevan State University
UNWTO Tourism & Intangible Cultural Heritage: Ms. Marina Diotallevi, Programme Manager of the Ethics & Social Dimensions of Tourism, UNWTO
- Case study: The Silk Road: Mr. Cheslav Shulga, Deputy Minister of Sports and Tourism
- Armenian Case Study: Ms. Arev Samuelyan, Deputy Minister of Culture of the Republic of Armenia

Q&A

17.30 Social Programme

19 October, 2012

09.30 – 10.15 Special Focus: Solidarity and Tourism’s Contribution to Poverty Alleviation
- Dr. Mahmood A. Khan, Team Leader, USAID
- Case study: Armenian community development project: Dr. Arman Khachaturyan, CEO, National Competitiveness Foundation

10.15 – 11.45 Panel 3: Corporate Social Responsibility in Tourism
Moderator: Mr. John Downes, International Consultant, USAID/EDMC
- Mr. Lukas Ngedely, Austrian Airlines Country Manager for Armenia
- Mr. Mikkel Krantz, Director of Sales and Marketing, Armenia Marriott Hotel Yerevan
- Mr. Alexander Nurock, Director of Liberty International Incoming Agency, Armenia Q&A

11.45 – 12.15 Coffee Break

12.15 – 12.30 Signing Ceremony: Private Sector Commitment to the Global Code of Ethics for Tourism

12.30 – 12.45 Adoption of the Yerevan Declaration

12.45 Closing Remarks

15:30 Social Programme

SOCIAL PROGRAM

17 October, 2012

21: 30 Welcome Cocktail at Cucina, Armenia Marriott Hotel.

18 October, 2012

12:30 Lunch at Armenia Brasserie, Armenia Marriott Hotel.
17:30 Visit to Mother See of Holy Echmiadzin, the religious center of the Armenian Apostolic Church.
18:00 Reception by His Holiness Karekin II, Supreme Patriarch and Catholicos of All Armenians.
Visit to the Cathedral Museum.
19:30 Dinner at Agape Dining Hall, Echmiadzin.
21:00 Armenian Brandy tasting and national dress show at Zvartnots Historical-Cultural Museum-Reserve.

19 October, 2012

13:30 Lunch at Armenia Brasserie, Armenia Marriott Hotel, hosted by Armenia Marriott Hotel.
15:30 – Visit to Garni pagan temple.
19:30 Visit to Geghard Monastery. Church choir.
20:30 Gala Dinner at Armenia Marriott hotel with performance (including duduk and other national instruments).