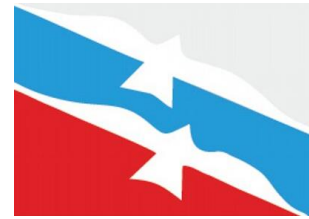


2017
МЕЖДУНАРОДНЫЙ ГОД
УСТОЙЧИВОГО ТУРИЗМА
В ИНТЕРЕСАХ РАЗВИТИЯ



Silk Road Seminar for the Russian regions at Intourmarket 2017

12 March 2017

International Tourism Fair Intourmarket 2017

14.00-18.30

Venue: World Trade Center, Moscow

Simultaneous interpretation will be provided in English and Russian

The seminar is jointly organised by UNWTO Silk Road programme and the Federal Agency for Tourism of the Russian Federation with support of Intourmarket 2017

According to a recent study conducted by the world's largest travel website, TripAdvisor, for UNWTO, over 80% of the global travelers are aware of the Silk Road. At the same time, Forbes magazine identified the Silk Road as one of the most powerful brands currently available.

Russian regions, with their diverse Silk Road heritage, natural and cultural attractions, gastronomy and intangible traditions, are in a great position to leverage from this momentum. By developing innovative tourism products they can directly appeal to the modern traveler in search for authentic experiences.

This seminar will assess the potential of developing Silk Road tourism itineraries and products by bringing together Russian regions with public and private tourism stakeholders.

The seminar will showcase best-practice examples currently being implemented by Russian regions, and will discuss the challenges and opportunities of joint Silk Road marketing and branding, the creation of competitive tourism products and the potential of public-private partnerships. Strategies aimed at safeguarding natural and cultural heritage will also be addressed.

Programme

Venue: Analytical Center for the Government of the Russian Federation, Academician Sakharov Avenue, 12, Moscow, Russia, 107078, phone : +7 495 632-97-96

13:30-14.00 **Registration**

14:00-14:30 **Official Opening**

Official Welcome by Mr. Aleksey Konjushkov, Vice Chairman of the Federal Agency for Tourism of the Russian Federation

Official Welcome by Mr. Zoltán Somogyi, Executive Director for Programme and Coordination, UNWTO

Progress on the UNWTO Silk Road Programme, by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

14.30-15.45 **Presentations by experts**

Results of the Western Silk Road brand research: new opportunities for Russian regions, Mr. Gavin Bell, Tourism Consultant and responsible for elaborating the Western Silk Road Handbook

Good practices of a successful European thematic route and the mechanisms of its governance, Mr. Luca Bruschi, Director, EAVF - Association of Via Francigena, the Council of Europe Cultural Route; international relations officer of the European Cultural Route of the European Historic Thermal Towns, Italy

Potential of gastronomy tourism for Russian regions, Mr. Leonid Gelibterman, President of the International Center of Wine and Gastronomy

Challenges and opportunities of creation a trans-border tourist Silk Road in North-Caucasian Federal District, Mr. Stanislav Aristov, Adviser, Ministry of the Russian Federation for North Caucasus

Development of a thematic route on the example of "The Great Tea Road", Mr. Alexandr Lvov, Vice Chairman of the Coordination Council of the Russian Railway RZD

15.45-16.00 **Networking coffee break**

16.00-17.15 **Presentations of the Russian regions and tour operators**

Moderator Mr. Leonid Gelibterman

Presentations of representatives of the Russian regions

Astrakhan Region, Ms. Galina Zoteeva, Deputy Chairman of the Government of the Astrakhan Region, Minister of Culture and Tourism;

Republic of Dagestan, Mr. Vitaliy Demchenko, Deputy Head of the Ministry of Tourism and Folk Art of the Republic of Dagestan;

Republic of Tatarstan, Mr. Sergey Ivanov, Chairman of the State Tourism Committee for Tatarstan;

Republic of Altai, Ms Tatyana Skurikhina, Head of the Department of Tourism, Recreation, Ministry of Economic Development and Tourism for Republic of Altai;

Republic of Buryatia, "The role of the city of Ulan-Ude in development of cross-border routes along the Silk Road and the Tea Route", Ms. Maria Badmatsyrenova, Deputy Chairman, Head of the Tourism Development Department, Committee for Economic Development and Tourism, Administration of Ulan-Ude;

Republic of Kazakhstan, "Innovative approaches to the creation of a tourist product under the Silk Road brand in Kazakhstan" Ms. Rysta Karabaeva, President of the Capital Tourism Association, Astana, Kazakhstan;

Presentations of representatives of tour operators:

Mr. Alexander Druchenko, Director, "The Great Silk Road", South Ural, Chelyabinsk Region;

17.15-17.45 **Round Table**

Moderator Модератор Mr. Leonid Gelibterman

The round table will be focused on the following questions:

- How can we ensure better cooperation between the regions to optimize mutual benefits?
- What are main obstacles preventing development of inter-regional Silk Road routes in the Russian regions, and how we can to overcome them?
- Priorities to be set in 2017-2018 and means to achieve them

17.45-18.00

Conclusions – defining 3 main key areas of development

Closing remarks by the representative of the Federal Agency for Tourism of the Russian Federation

Closing remarks by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme