



6th UNWTO International Meeting on Silk Road Tourism Dunhuang, Gansu, China 1-3 August 2013

Simultaneous interpretation will be provided in English, Russian and Chinese

August 1 (Thursday)

Venue: Feng Yue Theater, the Silk Road Dunhuang Hotel, Dunhuang

Breakfast will be served in the Starry Lounge and in the Fengshi Restaurant.

09:00-09:45 **Opening and Welcome Session**

Moderated by: Mr. Zhu Shanzhong, Vice Chairman, China National Tourism Administration

- Opening remarks by Mr. Taleb Rifai, Secretary-General, UNWTO
- Congratulatory remarks by Mr. Shao Qiwei, Chairman of CNTA
- Welcome remarks by Mr. Wang Sanyun, Party Secretary of Gansu Province

09:45-10:00 Networking Break

10:00-11:00 **Keynote Session:**

Setting the Scene: the Silk Road Today

Moderated by: Dr. Victor Wee, Former Chairman, Tourism Malaysia

- World Tourism Trends and Implications for Silk Road Countries by Mr. Xu Jing, UNWTO Regional Director for Asia and the Pacific
- Chinese Government Policy towards Silk Road Tourism Development by Prof. Dai Bin, President, China Tourism Academy
- Taking a Collaborative Approach to Developing Silk Road Tourism, with special introduction to new Silk Road Member States by Ms. Alla Peressolova, UNWTO Silk Road Programme Manager

11:00-12:15 **Panel Session 1:**

Creating a Stronger Business Environment for Growth

Moderated by: Mr. Wong Man Kong Peter, Executive Chairman, China Chamber of Tourism

- Planning for Growth: Azerbaijan's National Strategy for Tourism Development by Mr. Nazim Samadov, Deputy Minister, Ministry of Culture and Tourism of the Republic of Azerbaijan
- Private Sector Participation in Tourism Development by Madam Wang Ping, Chairman of China Chamber of Tourism
- Opportunities and Challenges for Promoting Investment in the Silk Road by Mr. Yongfu Ouyang, Economic Affairs Officer, Division on Investment and Enterprise,

World Tourism Organization - a Specialized Agency of the United Nations

United Nations Conference on Trade and Development (UNCTAD)

- The Value of Investing in Local Economic Development and Sustainable Tourism by Mr. You Ji, Urban Specialist, Sustainable Development Department, World Bank
Q&A

12:30-13:30 Lunch (Fengyi Restaurant and Fengshi Restaurant)

14:00-15:30 **Panel Session 2:**

The Role of Silk Road Cities

Moderated by: Mr. Peter DeBrine, Programme Specialist Sustainable Tourism, United Nations Educational, Scientific and Cultural Organization (UNESCO)

- Policy and Practice: Developing Quality City Tourism in Uzbekistan by Mr. Anvar Termikhodjaev, Deputy Chairman of "Uzbek Tourism" National Company
- Fostering Sustainable Tourism through the Alliance of Silk Road Cities by Mr. Shin Yong-Eon, Director-General, Tourism Bureau, Ministry of Culture, Sports and Tourism of the Republic of Korea
- Sustainable Venice: Enhancing Tourism Offer and Improving Quality of Life by Mr. Pietrangelo Petteno, Council Member of Veneto Region and CEO, Marco Polo System GEIE
- Interpretation along the Silk Road: Why it is important and How to improve it by Mr. Graham Barrow, Associate Director, Imagemakers

Q&A

15:30-15:45 Signing Ceremony - Adoption of Global Code of Ethics for Tourism by China Chamber of Tourism and Chinese Industry representatives

15:45-16:00 Networking Break

16:00-17:15 **Panel Session 3:**

Facilitating Travel to Reconnect the Silk Road

Moderated by: Mr. Suman Billa, Secretary to Government, Department of Tourism Kerala, India

- The Value of Facilitating Travel: Highlights from the UNWTO Reports on Visa Facilitation and Best Practices from the Silk Road by Ms. Johanna Devine, UNWTO Silk Road Programme Assistant
- Improving Visa Procedures for Growth and Development in Tajikistan by Mr. Maliksho M. Nematov, Chairman, Committee of Youth Affairs, Sports and Tourism of the Republic of Tajikistan
- The Impact of Air Services Liberalisation on the Growth of Tourism in Asia by Dr. Victor Wee, Former Chairman, Tourism Malaysia
- Free Skies and Open Borders: Proven Results from Georgia by Ms. Rusudan Mamatsashvili, Head, Planning and Development Department, Georgian National Tourism Administration

Q&A

18:30 Dinner hosted by Gansu (Mogao Grand Hotel No.1 banquet hall)

21:00-22:30 **Opening Ceremony of the 3rd Dunhuang Silk Road International Tourism Festival and Cultural Performance** (Singing Sand Dunes and Crescent Spring Square)

August 2 (Friday)

Venue: Feng Yue Theater, the Silk Road Dunhuang Hotel, Dunhuang

Breakfast will be served in the Starry Lounge and in the Fengshi Restaurant.

- 09:00-10:00 **Panel Session 4:**
Addressing Environmental Concerns and Safeguarding Heritage
Moderated by: Mr. Xu Jing, UNWTO Regional Director for Asia and the Pacific
- Facing the Challenges of World Heritage and Tourism
by Mr. Peter DeBrine, Programme Specialist Sustainable Tourism, United Nations Educational, Scientific and Cultural Organization (UNESCO)
 - Environmental Changes and Conservation of Ancient Sites along the Silk Road in China
by Dr. Wang Xudong, Executive Council Member, ICOMOS China and Deputy Director, Dunhuang Academy
 - UNWTO Observatories: the Test Field of Tourism Sustainability
by Prof. Bao Jigang, Director of Monitoring Center for UNWTO Sustainable Tourism Observatories, Sun Yat-sen University
 - Protecting Heritage and Promoting Peace through the Spice Route Initiative
by Mr. Suman Billa, Secretary to Government, Department of Tourism Kerala, India
- Q&A**
- 10:00-10:15 Networking Break
- 10:15-11:30 **Panel Session 5:**
Developing and Enhancing Silk Road Product
Moderated by: Mr. Jens Thraenhart, Chair, PATA China Chapter and Founder, Digital Innovation Asia
- Historical Recollection of Product Development in China
by Ms. Xu Fan, Senior Expert for Tourism Marketing
 - Diversifying Tourism Offer on the Silk Road: Iraq Case Study
by Mr. Mahmood Abduljabbar Mousa, Director-General, Ministry of Tourism and Antiquities of Iraq
 - Silk Road Heritage 3P Development: Preservation, Promotion and Product
by Mr. Wong Man Kong Peter, Executive Chairman, China Chamber of Tourism
 - Unlocking the Potential of Social Media
by Mr. Jens Thraenhart, Chair, PATA China Chapter and Founder, Digital Innovation Asia
 - A Vision for the Maritime Silk Road
by Mr. Asanuma Tadaaki, Chief of UNWTO Regional Support Office for Asia and the Pacific
- Q&A**
- 11:30-11:40 Networking Break
- 11:40-12:10 **Special session:** Gansu Silk Road Products Showcase and Tourism Cooperation Promotion
- 12:10-12:25 **Closing Session:**
Closing Remarks by Mr. Zoltán Somogyi, Executive Director for Member Relations and Services, UNWTO
Closing Remarks by Mr. Li Rongcan, Vice Governor, Gansu Province
- 12:30-13:30 Lunch (Fengyi Restaurant and Fengshi Restaurant)

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- 14:00-17:00 Technical visit to Dunhuang Mogao Grottoes
- 18:00-19:30 Dinner (Fengyi Restaurant and Fengshi Restaurant)
- 20:00-21:30 Technical visit to Crescent Lake (5 kilometers south of Dunhuang)

August 3 (Saturday)

Breakfast will be served in the Starry Lounge and in the Fengshi Restaurant.

- 08:30-10:30 Technical visit to Yumen pass
- 10:30-13:30 Technical visit to Yadan National Geo-park
- 13:30-14:30 Lunch in Yadan (Restaurant of Yadan National Geologic Park)
- 14:30-17:30 Return to hotels after a visit to Yangguan
- 18:30-19:30 Dinner (Fengyi Restaurant and Fengshi Restaurant)

For those participants who must depart from Dunhuang on the afternoon of August 3, an optional technical visit to the Yangguan Heritage Museum will be organised in the morning.