



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## 7<sup>th</sup> UNWTO Silk Road Ministers' Meeting – Provisional Programme Sustainable Tourism and Local Silk Road Communities

Wednesday 8 March 2017, 14.00-16.00

'Berlin Room', Hall 7.3, ITB Berlin

*Simultaneous interpretation will be provided in English and Russian*

*Meeting organized by UNWTO, supported by ITB Berlin*

As a region home to outstanding natural landscapes and cultural heritage sites, sustainability is a vital issue for the Silk Road. Coinciding with the *International Year of Sustainable Tourism for Development 2017*, this year's Silk Road Ministers' Meeting will focus on the impact sustainable tourism policies and practices have on local Silk Road communities. Attendance is through invitation only. [Click here](#) to access additional meeting information.

13:15-13:45 **Registration Open**

14:00-14:15 **Official Opening**

*Opening Remarks* by Mr. Taleb Rifai, UNWTO Secretary-General

*Welcome Remarks* by Mr. David Scowsill, President and CEO, WTTC

*Welcome Remarks* by Mr. David Ruetz, Head of ITB Berlin

14.15-14.35 **Silk Road Tourism Development Update**

*New Opportunities for Sustainable Tourism Development along the Silk Road* by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

*TripAdvisor Travel Trends for the Silk Road* by Ms. Helena Egan, Global Director of Industry Relations, TripAdvisor

14.35-15.05 **Keynote Interventions**

*Understanding Sustainable Tourism Development: community integration in West Bengal, India* by Mr. Amitava Bhattacharya, Founder and Director of Banglanatak dot com

*The World Nomad Games and Nomadic Tourism in Kyrgyzstan* by Mr. Azamat Zhamankulov, Deputy Minister of Culture, Information and Tourism of Kyrgyzstan

15.05-15.55 **Ministerial Roundtable moderated by Ms. Christa Larwood, BBC Travel Show**

Based on 3-5 questions submitted by tourism stakeholders active across the Silk Road, Ministers will be able to share their insights and strategies on how to foster sustainable tourism development along the historic routes.

15:55-16.00 **Closing Remarks**

by Mr. Zhu Shanzhong, UNWTO Executive Director