



MINISTRY OF ENVIRONMENT
AND TOURISM



International Silk Road Conference on Nomadic Tourism and Sustainable Cities

Ulaanbaatar, Mongolia | 13-15 October 2016
Best Western Premier Tuushin Hotel

Programme

Simultaneous interpretation will be available in English, Mongolian, Chinese and Russian.

The Conference is jointly organized by the World Tourism Organization (UNWTO), the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA)

Wednesday, 12 October 2016

Participants to arrive in Ulaanbaatar. Airport transfers will be provided.

Registration will be available all day at the Best Western Premier Tuushin Hotel (official conference venue)

19:30 **Welcome Reception (Venue: Best Western Premier Tuushin Hotel)**

Day 1: Thursday, 13 October 2016

08:00 – 09:00 **Registration of participants**

09:00 – 10:00 **Opening Ceremony**

Mr. Enkhbold Miyegombo, Chairman of the State Great Hural (Parliament) of Mongolia

Mr. Taleb Rifai, **Secretary-General**, World Tourism Organization (UNWTO)

Ms. Oyunkhorol Dulamsuren, Hon. Minister, Ministry of Environment and Tourism of Mongolia

Mr. Dong Yan Zhang, President of the World Cities Scientific Development Alliance (WCSDA)

Mr. Batbold Sundui, Mayor of Ulaanbaatar city, Mongolia

Moderator: Ms. Sodontogos Erdenetsogt, Chief of National Secretariat to establish 2nd compact agreement with the US Millennium Challenge Corporation

Official Photo of Opening Ceremony with Heads of Delegation

10:00 - 10:30 Networking / Coffee Break for participants

Press Briefing with UNWTO Secretary-General and the Minister of Environment and Tourism of Mongolia

10:30 – 11:55 Plenary Session:

The Silk Road Today: Opportunities for Nomadic Tourism and Sustainable Cities

Linked through a shared history and a common cultural heritage, the 33 Silk Road Member States are in a unique position to leverage from each other by collaborating in a number of areas, especially marketing, product development, tourism route development, travel facilitation, cross border initiatives and the sustainable development of Silk Road Cities. As long-term success along the Silk Road will rely on the dedicated input, engagement and support from all industry stakeholders, this session will set the scene by addressing the opportunities, challenges and main themes relating to the development of Silk Road tourism. A special focus will also be laid on the role of nomadic tourism in safeguarding local heritage and maintaining natural resources, while contributing to the development of local economies.

Moderator : Ms. Sodontogos Erdenetsogt, Chief of National Secretariat to establish 2nd compact agreement with the US Millennium Challenge Corporation

Speakers:

Ms. Alla Peressolova, Head, UNWTO Silk Road Programme: “Taking a Collaborative Approach to Developing Silk Road Tourism”

Mr. Paco Buerbaum, COO, IPK International – World Tourism Marketing Consultants GmbH, Germany: “Opportunities, Challenges and Economic Outlook of the Silk Road region”

Dr. Gansukh. Damba, Advisor to the Minister of Environment and Tourism of Mongolia: “Nomadic Tourism for Mongolia: Critical Issues within the Silk Road”

Ms. Jennifer Siu-Fong Yeung, Executive Director of Chinese Government Innovation and Research Center, Vice Chairman of WCSDA, Honorary Chairman of Shenzhen Municipal Economic Association, President and Founder of UNESCHAF

11:55 – 12:25 Keynote Presentation:

Mr. Tim Cope: “The Potential of Nomadic Tourism along the Silk Road”

Inspired by a desire to understand the nomadic way of life, author, film maker and adventurer Tim Cope embarked on a remarkable journey: 6,000 miles on horseback across the Eurasian steppe from Mongolia, through Kazakhstan, Russia, and the Ukraine, to Hungary retracing the trail of Genghis Khan. From novice rider to travelling three years on a saddle, - accompanied by his Kazakh dog, Tigon - Tim learnt to fend off wolves and would-be horse-thieves, and grapple with the extremes of the steppe as he crossed sub-zero plateaux, the scorching deserts of Kazakhstan and the high-mountain passes of the Carpathians. In this special presentation, Tim will talk about his inspiring Silk Road adventure, which has also become a bestselling book and a popular television series.

12:25 – 12:45 Keynote Presentation:

Mr. Tim Quigley, Chairman, Sister Cities International: “Sustainable Cities”

Today, not only smart and eco urban development, but also culture, education, peace, friendliness and diplomatic relations have become major factors in sustainable cities. As such, to provide more comfortable living conditions for our later generations, urgency for increased multi-faceted social cooperation and participation has grown.

12:45 - 14:00 Lunch (Venue: Best Western Premier Tuushin Hotel)

14:00 – 15:45 Creating a Stronger Business Environment for the Growth of Nomadic Tourism

As a rising niche tourism market, nomadic tourism has the potential to attract new investment opportunities and support the development of local economies. This session will focus on strategies and best-practice examples aimed at securing a competitive and sustainable business environment, and assess the role of Foreign Direct Investment (FDI) in generating revenue and creating job opportunities.

Moderator: Mr. Amartuvshin Dorjsuren, Senior Lecturer, Geography Department, School of Science, National University of Mongolia

Speakers:

Ms. Banzragh Margad, Head of Department of Tourism Coordination, Ministry of Environment and Tourism of Mongolia: “Case Study: The Rise of Mongolian Tourism”

Mr. Zandra G. Sangadiyev, Minister, the Ministry of the Economy of the Republic of Buryatia, Russian Federation

Ms. Oyundelger Dagva, Head of Sales and Marketing, MIAT – Mongolian National Airlines: “Air Connectivity to Mongolia”

Mr. Gantumur Damba, President, Mongolian Tourism Association: “Investment Policy for enforcing nomadic tourism”

Mr. Gerard Brown, Head of International Partnerships, Jacobs Media Group

15:45 – 16:15 Networking coffee break

16:15 – 18:00 Addressing Cultural and Environmental Concerns while Safeguarding Nomadic Heritage: how tourism can help

With an abundance of natural and cultural tourism sites, the Silk Road is rapidly becoming one of the most visited international travel routes. Although to be welcomed, an increase in visitation also brings challenges, such as the protection of the environment and the maintenance of necessary heritage standards. This session will assess the potential and challenges of developing nomadic tourism trails and products in-line with the principles contained in the Sustainable Development Goals (SDGs).

Keynote Speech by Ms. Marielza Oliveira, Director and UNESCO Representative to the People's Republic of China, the Democratic People's Republic of Korea, Japan, Mongolia and the Republic of Korea

Moderator: Mr. Gavin Bell, International Tourism Consultant

Speakers:

Ms. Purevjav Dorjjugder, Director, International Institute for the Study of Nomadic Civilizations: "Sacred Sites Network of Nomads and the New Silk Road Tourism"

Ms. María Ángeles Martínez Minguenza, Head of the International Relations Unit of the Secretariat of Tourism of Spain, Ministry of Industry, Energy & Tourism of Spain: "Tourism in Spain: cultural and environmental issues in the Way of Saint James"

Mr. Enkhtaivan Radnaa, Director, Nomadic Journeys LLC of Mongolia: "Nomadic Tourism and Sustainable Development"

Mr. Surenbaatar Nergui, Director of Business Development, Juulchin World Tours Corporation: "Community-based sustainable tourism in Mongolia"

**19:00 Dinner hosted by the Minister of Environment and Tourism of Mongolia (Venue: Corporate Hotel & Convention Centre)
Departure to venue at 18:30 (transfers from hotel)**

Day 2: Friday, 14 October 2016

09:20 – 09:40 Keynote Presentation by Yury Gabrov, Ethnographer, Museum of Nomadic Culture, Moscow: "Connecting Land, Spirit and People through Nomadic Culture"

Travel and tourism is first and foremost an enriching human experience. By focusing on the personal stories of those who enliven a tourism route, Mr. Gabrov, ethnographer of the Museum of Nomadic Culture Moscow, will share his insights on the role nomadic tourism plays in connecting the people to the land they are visiting and experiencing.

09:40 – 10:00 Networking Coffee Break

10:00 – 12:00 Unlocking the Potential of Nomadic Tourism through innovative approaches and themed events

According to research conducted by UNWTO, 80% of global travellers are aware of the Silk Road. This session, primarily focused on nomadic tourism products, will explore how to make the most of this potential by discussing strategies and best-practice examples in the areas of marketing and promotion, and capacity building.

Moderator: Mr. John Bell, International Broadcasting Expert and Tourism Consultant

Speakers:

Ms. Egshig Shagdarsuren, Dr.Ling., Associate professor, Department of Asia Studies, School of Sciences, Faculty of Humanities, National University of Mongolia: “Creating a nomadic tourism brand through combining Silk Road and Tea Road programme concepts”

Mr. Azamat Zhamankulov, Deputy Minister of Culture, Information and Tourism of Kyrgyzstan: “Nomadic Tourism in Kyrgyzstan”

With more than 40 countries participating in the World Nomad Games 2016, this unique cultural event is a highlight in Kyrgyzstan’s tourism season. Held by the Tian-Shan Mountains and the Issyk-Kul Lake, the event celebrates common Nomad heritage and traditions available throughout the region. Mr. Zhamankulov will present the World Nomad Games as a best-practice example in the field of nomadic tourism promotion.

Mr. Alexander Golkov, Mayor, Ulan-Ude City Administration (Republic of Buryatia)

Mr. Michael Turtle, Blogger and Social Marketing Expert: “Blog-marketing strategy reaching the nomad travellers”

Mr. Christoph Santner, Producer at RealMakers Production: “Future and Digital Nomads”

12:00 – 14:00 Lunch (Venue: Best Western Premier Tuushin Hotel)

14:00 – 15:00 Conclusions by the moderators

15:00 – 16.00 Closing

Ms. Oyunkhorol Dulamsuren, Hon. Minister for Environment and Tourism of Mongolia

Mr. Zhu Shanzhong, Executive Director for Technical Cooperation and Services, World Tourism Organization (UNWTO)

Mr. Dong Ye, General Secretary, World Cities Scientific Development Alliance (WCSDA)

19:30 Farewell Dinner (Venue: Chinggis Khaani Khuree Ger Camp)
Departure to venue at 18:30 (transfers from hotel)

Day 3: Saturday, 15 October 2016

10:00-19:00 Technical Tour: Terelj National Park

Terelj National Park is situated in the steppe regions of the south-western part of Khentii mountain range, 50 km northeast of the capital city Ulaanbaatar. Popular tourist destination and a national park since 1993, Gorkhi-Terelj is known for its huge granite blocks and cliffs as well as meadows rich in wild flowers. The park is named after a plant (Latin: ledum) abundant in the area, which blossoms in spring. The forests of the park are full of birch, cedar, pine, willow, larch and aspen. Wildlife includes foxes, wolves, squirrels and more than 250 types of birds. The alpine scenery and the fantastic rock formations of Terelj national park fascinate imagination of the travelers.

19:30 Dinner (Best Western Premier Tuushin Hotel)