



Eastern
Macedonia
& Thrace
Greece

1st International UNWTO Western Silk Road Workshop

Alexandroupoli, Greece

Hotel Astir Egnatia

26-27 April 2017

Provisional Programme

*Workshop co-organised by UNWTO, Ministry of Tourism of Greece and Region of Eastern Macedonia and Thrace, in cooperation with and supported by the European Commission
Event conducted in English and Greek – simultaneous interpretation provided on-site*

Tuesday, 25 April 2017

Workshop attendees are expected to arrive in Alexandroupoli. For more information, please consult the General Information Note.

21:30 Welcome Cocktail
 Official Venue – Astir Egnatia Hotel

Day 1: Wednesday, 26 April 2017

9:00 – 9:30 Official Opening

Welcome Remarks by:

- H.E. Ms. Elena Kountoura, Minister of Tourism of Greece
- Mr. Christos Metios, Governor of Eastern Macedonia and Thrace, Greece
- Video message by Deputy Director-General Mr Antti Peltomäki, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (EC)
- Ms. Alla Peressolova, Head of the UNWTO Silk Road Programme
- Video message by Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

09:30 – 09:45 Official Photo

09:45 – 10:45 Tourism Development Update: Silk Road and Greece

Speakers:

- *New Opportunities for Sustainable Tourism Development along the Silk Road* by Ms. Alla Peressolova, Head of the UNWTO Silk Road Programme
- *Presenting the Greek National Tourism Organization* by Mr. Dimitris Tryfonopoulos, Secretary-General, Greek National Tourism Organization
- *Presentation of the Tourism Product of Eastern Macedonia and Thrace* by Mr. Antoniadis Constantinos, Deputy Governor of Tourism, Region of Eastern Macedonia and Thrace
- *Aegean Airlines in 2017* by Ms. Irimi Sidiropoulou, Sales Manager North Greece & Ionian islands, Aegean Airlines

The 1st International UNWTO Western Silk Road Workshop is organised in the framework of the cooperation between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission (EC) and has received funding from the European Union's COSME Programme (2014-2020).

The sole responsibility for the content of this event lies with the organiser. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.

- Chamber of Evros in 2017 by Mr. Christodoulos Topsisidis, President, Chamber of Evros

10:45 – 11:15 Networking Break

11:15 – 13:45 **Workshop Session 1 on the Western Silk Road: Challenges and Opportunities**

Workshop 1 presents the main findings of the Western Silk Road research conducted by UNWTO in collaboration with National Tourism Administrations, academic institutions, local communities and private sector tourism stakeholders.

Introductory presentation: *The UNWTO Western Silk Road brand study and its tourism potential* by Mr. Nikolaos Gkolfinopoulos, UNWTO Silk Road Programme

Moderator: Mr. Nikolaos Gkolfinopoulos, UNWTO Silk Road Programme

Roundtable discussion focused on the Western Silk Road National SWOT results. With the participation of:

- Dr. Stella Kostopoulou, Associate Professor, Aristotle University of Thessaloniki, Greece
- Dr. Lusine Saribegian, Senior Manager and Lecturer of the Department of Management, Business and Tourism, Russian-Armenian University, Armenia
- Mr. Vasily Dikhtyar, Professor, Institute of Hospitality business and tourism People's Friendship University of Russia
- Mr. Paolo Baraldi, Researcher, M.S. Tourism Economics and Management, University of Bologna

12:45 – 13:45 Group Work and Discussion

Based on the roundtable discussion, attendants will be divided into groups and assess the Strengths, Weaknesses, Opportunities, and Threats of developing the Western Silk Road as a trans-national tourism route. Each group will then present their individual findings.

14:00 – 15:00 Lunch hosted by the Region of Eastern Macedonia and Thrace
Venue: Astir Egnatia Hotel

15:30 – 18:00 **Workshop Session 2 on the Western Silk Road: Marketing Strategies and Tools**

Workshop 2 will explore the potential of the Western Silk Road from a marketing and promotional perspective. Guest presentations will assess the potential of the brand and will provide technical information on how to strategically use the Western Silk Road in a targeted and effective way.

Moderator: Mr. Patrick Fritz, Technical Coordinator, UNWTO Silk Road Programme

Guest presentations by:

- *TripAdvisor Travel Trends for the Silk Road* by Mr. Gavin Greene, Manager, Industry Strategy & Outreach, TripAdvisor
- *Linking tourism development and local communities: A model for the Western Silk Road* by Ms. Emma Taveri, Destination Makers
- *Promoting Western Silk Road Nationally: Case study of Greek Social Media* by Ms. Polytimi Vrachati, Head of Publications and Audiovisual Department, Greek National Tourism Organization
- *Silk Road Integration: the best-practice example of Valencia* by Mr. Vicente Haba, Head of Tourism Product Development, Turismo Valencia

17:00 – 18:00 Group Work and Discussion

Based on the presentations, attendants will be divided into groups and assess the marketing needs and the tourism brand potential of the Western Silk Road. Each group will then present their individual findings.

18:30 – 19:30 Visit to Alexandroupoli and Ethnological Museum of Thrace organised by the Region of Eastern Macedonia and Thrace

21:00 Thematic Dinner, hosted by the Region of Eastern Macedonia and Thrace
Venue: Astir Egnatia Hotel

Day 2: Thursday, 27 April 2017

09:30 – 12:00 **Workshop Session 3 on the Western Silk Road: governance structures and themed approaches**

Workshop 3 will focus on how to practically develop and implement the Western Silk Road; that is, participants will assess the advantages of establishing a Western Silk Road Workgroup, the opportunities of developing public-private partnerships and similar initiatives.

Moderator: Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

Guest presentations by:

- *The folklore dancing festival of Salamina on the theme of Silk Road* by Ms. Kelina Digenaki, Deputy Manager of Folklore, Likion Hellinidon Salaminas (Lyceum of Greek Women of Salamis)
- *Youth-camps and the Tourism Development of Local Communities along the Greek Silk Road* by Ms. Helena Zouboulidou, Camp Leader, Greek Guiding Association
- *Transmitting Western Silk Road Heritage* by Ivana Ćuruvija, International Lead Trainer, World Federation of Tourist Guides Association (WFTGA)
- Mr. Mahmood Mousa, Director General, Ministry of Culture and Tourism of Iraq

10:30 – 11:00 Networking Break

11:00 – 11:45 Roundtable discussion with the participation of:

- Mr. George Kalamantis, Director of International and European Relations, Hellenic Ministry of Culture and Sports, Representative of Greece to the Council of Europe Enlarged Partial Agreement on Cultural Routes
- *Black Sea Silk Road Corridors* by Mr. Nikolas Petropoulos, President, European Regional Framework for Co-operation
- *VeroTour and Lessons learnt for for tourism* by Ms. Silvia Lecci, Project Manager, Italy
- *A Tour Operator's perspective: Intra-regional cooperation through the Silk Road tourism routes* by Ms. Nina Dadayan, Head of Incoming Department, Armenian Travel
- *Tourist Guides highlighting the European Silk Road* Ms. Efi Kalampoukidou, President, European Federation of Tourist Guide Association

11:45 – 12:30 Group Work

Based on the roundtable discussion, participants will be divided into groups and assess the proposed governance structures and initiatives. Each group will then present their individual findings.

13:00 – 13:30 Conclusions

Concluding Remarks by:

- Ms. Alla Peressolova, Head of UNWTO Silk Road Programme
- Mr. Evangelos Lampakis, Mayor of Alexandroupoli, Greece
- Mr. Christos Metios, Governor of Eastern Macedonia and Thrace, Greece

13:45 – 15:00 Lunch
Venue - Astir Egnatia Hotel

15:30 – 22:00 Technical Tour to Soufli – the silk town of Greece. For more information please consult the
Technical Tour Note

Dinner included in the technical tour