



REPUBLIC OF BULGARIA
Ministry of Tourism

2nd International UNWTO Western Silk Road Workshop

Sofia, Bulgaria
Sofia Hotel Balkan
27-28 June 2017

Programme

Workshop co-organised by UNWTO and the Ministry of Tourism of Bulgaria, in cooperation with and supported by the European Commission

Event conducted in English and Bulgarian – simultaneous interpretation provided on-site

Monday, 26 June 2017

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

20:30 Welcome Dinner / Cocktail
Sofia Hotel Balkan Restaurant

Day 1: Tuesday, 27 June 2017

08:00 – 08:45 Registration open for participants

09:00 – 10:00 Official Opening

Welcome Remarks by:

- H.E. Ms. Nikolina Angelkova, Minister of Tourism of the Republic of Bulgaria
- Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)
- Video message by Mr. Eric Philippart, Special Councillor, Responsible for the 2018 EU – China Tourism Year, European Commission (EC)

10:00 – 10:30 Official Photo and Networking Break

10:30 – 11:30 Tourism Development Update: Silk Road and Bulgaria

Speakers:

- New Opportunities for Sustainable Tourism Development along the Silk Road by Ms. Alla Peressolova, Head of the UNWTO Silk Road Programme
- Presentation by Ms. Assoc. prof. Mariana Tian PhD, Institute for Historical Studies, Bulgarian Academy of Sciences

11:40 – 13:00 Western Silk Road Update by Mr. Gavin Bell, UNWTO Consultant

UNWTO will present the main findings of the research conducted on the transnational tourism potential of the Western Silk Road. The results presented, plus the feedback received from the 1st Workshop, will be used to assess the future progress of the Western Silk Road. The presentation will be followed by a Q&A-session.

The 2nd International UNWTO Western Silk Road Workshop is organised as part of the cooperation agreement 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.

13:00 – 15:00 Lunch Break (Sofia Hotel Balkan Restaurant)

15:00 – 18:30 Specialised Session on Product Development and Tourism Quality

15:00 – 15:15 Product Development from a national perspective: case-study of Bulgaria

Speaker:

- Ms. Savina Nedyalkova – Rupelieva, Chief Expert, Tourism Policy Directorate, Ministry of Tourism of the Republic of Bulgaria

15:15-16:45 Developing the Western Silk Road: the importance of product development

Speaker:

- Ms. Ethna Murphy, Ethna Murphy Consulting, Tourism Development through Partnership and Innovation
Ethna Murphy has twenty eight years of extensive experience in leading national and international tourism development projects, a proven track record in the design, delivery and management of innovative tourism development initiatives. This session will provide a general overview of the importance of product development, and key needs that will have to be addressed when dealing with the development of the Western Silk Road.

16:45 – 17:00 Break

17:00 – 18:30 Quality Standards and Tourism Certification on the Western Silk Road

Speaker:

- Ms. Maria Cruz Cadiz Gomez, Technical Manager, Spanish Institute for Quality Tourism
The Western Silk Road is a powerful brand, but is this enough to attract tourists and ensure their loyalty? Are destination management organizations on the Silk Road ready to welcome tourists with a high level of customer service? This presentation will look at how DMOs can improve their approach to standards. Over the last few years, there has been significant improvement in quality standards, and this presentation will share insight into the tools that can help tourism SMEs offer improve services.

20:30 / 21:00 Official Dinner hosted by the Ministry of Tourism of the Republic of Bulgaria
Restaurant Vodenitzata

Day 2: Wednesday, 28 June 2017

09:30 – 10:30 **Presentation on the Western Silk Road Working Group by Ms. Elena Dubinina, UNWTO Silk Road Programme**
Presentation to be followed by a group discussion

10:40 – 12:00 **Western Silk Road Speed-Networking Session**

Each participant will be given a 3-minute time slot to present their ideas, interests and/or cooperation proposals to an international audience composed of public and private tourism stakeholders. Stakeholders with similar interests will then have a chance to discuss common synergies within a B2B context.

12:00 – 12:20 **Feedback on the Western Silk Road Speed-Networking Session and Wrap-Up**

12:30 – 13:00 **Conclusions**

Concluding Remarks by:

- Ms. Alla Peressolova, Head of UNWTO Silk Road Programme
- Mrs. Milka Nanova, Director of International Cooperation and Investments, Ministry of Tourism of the Republic of Bulgaria

13:00 – 14:30 Lunch (Restaurant Stariq Chinar)

14:30 – 20:30 Technical Tour

20:30 Dinner (Capo Mediterranean Restaurant)

