

OUR SPEAKERS

SESSION 1

BUILDING A STRONGER SILK ROAD BRAND

John BELL



International journalist and broadcasting expert and tourism consultant

John Bell has been a journalist for prominent media for twenty years, specializing in travel and transport. Starting with the *BBC* in London, he produced and reported for their travel and transport programmes on radio and television. Moving to Channel 4, he edited their first programme on independent travel, “Travelog”, which ran for 10 years reporting from such places as Bhutan and North Korea. John has edited the *CNN* International “Hotspots” worldwide travel show and also makes frequent appearances on *BBC* radio.

John is the former Chairman of the British Guild of Travel Writers, Vice-President of European Travel Press and Vice Chairman of his London Tourist Board, where he helped develop the low cost marketing tools which he uses worldwide when working with tourism bodies, governments and UNWTO. He is also a Fellow of the Royal Geographical Society and a Member of the Royal Aeronautical Society.

Presently, he writes for many national newspapers including *The Independent* and *Mail on Sunday* in the United Kingdom and *The Age* in

Australia. He is an expert on both travel and aviation and is a visiting Lecturer in Tourism Marketing and the Media at London Metropolitan University, Monash University, Melbourne, Australia and The University of Banja Luka.

Roger CARTER



Managing Director, TEAM
Tourism Consulting

Roger Carter is a leading international consultant in tourism destination management and marketing. Since establishing his consultancy, TEAM Tourism Consulting, in 1997, he has worked throughout the UK and in 20 other countries. Previously, he had 25 years senior destination management experience, including 15 years at CEO level, working for tourism boards at national, regional and city level in the UK.

He has worked extensively with the UNWTO, co-authoring five publications and speaking regularly at conferences and seminars on all aspects of destination management and marketing and on the use of e-business by tourism destinations. Roger is the Managing Editor of ‘Destination World’, an e-newsletter produced by TEAM for the global community of tourism destination professionals. Roger has a BSc in Geography from the University of Birmingham and a PhD from the University of Strathclyde. He is a Fellow of the Tourism Society and a Member of the Tourism Management Institute. In recent years he has been Vice President of the International Federation for Information Technology and Travel & Tourism and Expert Adviser to a Tourism Inquiry of the Scottish Parliament.

Nicholas EASEN



Senior Reporter, World Business on CNBC

Nick Easen is an award winning London-based freelance journalist, editor and consultant with eleven years experience contributing to over 35 titles in the consumer and trade press focusing on travel, economic, business and environmental topics. Currently, he serves as a producer and reporter for CNBC's World Business working with FBC Media in London. He is also a producer of television spots for United Nations Television in New York and the United Nations World Tourism Organization (UNWTO) APTN, Reuters and the global international news networks.

Previously, Nick has produced and written for daily television and feature shows for BBC World, Cable News Network (CNN) in both London and Hong Kong, as well as appearing and working on BBC World's Fasttrack travel show. In addition, he has worked on material used by Sky News and National Geographic and has contributed articles to Guardian Unlimited, National Geographic Traveler UK, Real Travel, Fortune, Wanderlust magazine and Forbes.com, TIME magazine (both for Europe and Asia), CNN Traveller, Travel Weekly, Travel Trade Gazette and TTG Business, Africa Investor and Business 2.0 in the United States, and Hong Kong Magazine and Destinasian in Asia. He has also published magazines for World Travel Market (WTM) in London, International Travel Bourse (ITB) in Berlin and a daily newspaper for both the Arabian Hotel Investment Conference (AHIC) and the Arabian Travel Market (ATM) in Dubai.

SESSION 2

MAXIMISING REGIONAL COOPERATION AND NETWORKS

Valere TJOLLE



Publisher and Editor, TravelMole

Valere Tjolle is the sustainable tourism editor for travelmole.com, the world's largest global online community for the travel and tourism industry. He edits Travelmole's vision on Sustainable Tourism, Climate Change, Pro Poor Tourism, and Green MICE. He is an authority and key proponent of direct and alternative marketing and product creation in the travel and tourism industry with over 40 years in-depth hands-on experience at every level. For the last 12 years Valere has specialized in the ethical development and marketing of sustainable tourism projects. Projects have included tourism developments in Africa, USA, UK and Eastern Europe for clients as diverse as the European Union, the World Bank, the Department for International Development and local and international travel and tourism entrepreneurs.

Helene LLOYD

Director, TMI Consulting



Chairman, Supervisory Board, Silk Road Network Non-commercial partnership

Ramon BLECUA CASAS



Consultant and Diplomat, Niermeer Cultural Foundation

Ramon Blecua Casas has a BA in History of Arts, Courses in Internacional Cooperation and Cultural Management and has published several studies and essays on these topics. He has also participated in workshops and conferences on Cultural Diplomacy, Arts Management and Cultural Cooperation in Spain and the Middle East since 2006. Besides participating in these conferences and acting as Spanish representative, Ramon has been invited to lecture by International IDEA, the Latin American Center of Administration for Development, Argentinian Center for Foreign Relations, universities and research centers on issues of

international cooperation, democratic governance and international relations.

Prior to his current position, he has served as Deputy Head of Mission in Teheran, Deputy Consul General in Buenos Aires, Cultural Counsellor in Cairo, Chief of Cabinet of the Director of the Cervantes Institute, Head of the Office of the Director of the Institute for Cooperation with Latin America in the Spanish Agency for International Cooperation, Advisor of the Deputy minister for International Cooperation and Latin America, and Cooperation Aid Coordinator for Guatemala. Ramon is also fluent in English, French, Italian, and Portuguese with knowledge of Persian, Greek and Arabic.

Alla PERESSOLOVA



Silk Programme Manager, UNWTO

Alla Peressolova has extensive experience in tourism development and communications issues.

Over her 20 years of service at UNWTO she has specialised in press, communications and international trade fairs. Alla played a key role in the development of UNWTO's TourCom - Tourism Communications programme and has brought these communications workshops to many destinations across the Silk Road. Her recent appointment as Silk Road Programme Manager adds to her current portfolio of positioning UNWTO at the major international

fairs and the coordination of major events including the Ministers' Summits. Alla has extensive experience working with Silk Road countries and her favourite travel experiences across the Silk Road include XXXX

SESSION 3

DRIVING DEVELOPMENT THROUGH THE SILK ROAD BRAND

Anita NIRODY



Resident Coordinator, United Nations – Uzbekistan

Anita Nirody has extensive experience in international development and management issues - working with international organizations including the United Nations, International Financial Institutions and Non-governmental organizations. She has held various senior management positions with UNDP, working with countries in Latin America, Africa, Asia-Pacific, Arab States and the Europe-CIS regions – at country, regional and headquarters levels.

Prior to her current appointment as the United Nations Resident Coordinator in Uzbekistan, Anita served as UNDP Country Director for Afghanistan, Chief of the UNDP's Sub-Regional Office, Senior Capacity Development Advisor for Asia, Director of UNDP's Operational Policies and Applied Research Group, and Global Coordinator of UNDP-managed Trust Fund on Capacity

Development. She holds Master's degrees in International Development from Boston University and International Relations from the American University, USA, along with Master's and Bachelor's degrees in Political Science from Delhi University, India.

Gavin BELL



Community-based economic development practitioner

Gavin Bell is an independent practitioner specialising in community based tourism development and sustainable rural development. His experience comes from over 20 years of being active in working with protected areas and rural communities. Since leaving the UK, the focus of his activities have been in the transition countries of South Eastern Europe and the Caucasus. He was project manager of an innovative and successful integrated rural development project in Saxon region of Transylvania and has worked to support the development and implementation of community food and tourism projects in Georgia, Bosnia Herzegovina, Romania and Republic of Moldova both as a consultant and in a voluntary capacity.

SESSION 4

STRATEGIC PRODUCT
DEVELOPMENT AND
DESTINATION MANAGEMENT

Eike Otto



Tourism Consultant and Trainer,
Sustainable-tourism.com

Eike Otto has been working as consultant for tourism and regional development for over 20 years. In 2005, after several leading positions in international consulting firms, working in regional development, urban planning and environmental projects, he decided to continue as independent expert specializing in sustainable tourism development, with a focus on the interplay between economic development and the preservation of the natural and cultural heritage. In this position, Eike has conducted projects in fields consisting of cross-border tourism development, destination management, visitor interpretation- and guiding, tourism marketing and in environmental issues, such as energy efficiency and environmentally friendly architecture.

Born in Wetzlar, Germany, he currently lives near Berlin, Germany where he works in the Balkan region (Montenegro and Bosnia Herzegovina), in the Ukraine and conducts tourism training courses in Usbekistan as well as guest lectures at different universities throughout Germany. Eike studied landscape planning and completed a postgraduate study

course in tourism management at the Free University of Berlin.

Paul Wilson



Travel Writer and Journalist,
Author of Trailblazer Silk Road
Guidebook

Paul Wilson began travelling the world and establishing himself as a traveler and Travel Writer in the 1990s. Living all over the globe he realized his passion lied in The Silk Road, so in 2000 he set off on his first trip from West to East (Damascus to Beijing) and has since made the trip several times, traveling by different methods and routes.

In 2003, Paul published the first practical guide on how independent travelers could travel across the whole Silk Route by land, from the Mediterranean to the Pacific, called the *The Silk Roads* for the UK publisher Trailblazer. The third edition of his guide book is recently released worldwide. Paul first started researching the lives of such Silk Road champions as Alexander The Great, Ibn Battuta and Xuan Zang at Oxford University where he studied Ancient and Modern History. He currently lives in Sydney Australia and writes for various Travel magazines and Travel shows on Radio and TV, both in Australia and the UK.