

Tour Operators' Forum on the Silk Road

Creating a Stronger Business Environment for Growth



Thursday 8 March 2012, Palais West Room ITB Berlin, Germany

With its richly diverse cultural heritage and its wealth of natural tourism attractions spanning across 12,000 kilometres of ancient routes, the Silk Road as a unique network of tourism destinations has significant potential for growth. Commercial interest across the region has grown considerably in recent years, with ancient connections between the Middle East and Asia being revitalized in a surge of trade and investment in energy, infrastructure, and manufacturing. Stronger economies, improved infrastructure and connectivity, advances in information technology and enhanced mobility are creating new opportunities for tourism.

Yet a number of barriers are hindering tourism development in the Silk Road countries. Visa and border crossing formalities, transport infrastructure, corporate governance and quality assurance are just some of the issues that require the attention of stakeholders to ensure positive growth in the regions.

This seminar will bring tour operators together to discuss the role they can play in overcoming the challenges for doing business on the Silk Road. Conclusions and recommendations from this session will be included in the UNWTO Silk Road Action Plan 2012/2013.

Organized by UNWTO - Supported by ITB Berlin

To register for this event, please visit silkroad.unwto.org or contact silkroad@unwto.org

Visit the UNWTO stand at ITB Hall 20/127

Event participants:



UNWTO TOUR OPERATORS' FORUM PROGRAMME

Creating a Stronger Business Environment for Growth

Thursday 8 March 2012 - 11.00-12.30 - Palais West Room ITB Berlin, Germany

10.30-10.55

Registration Open

11.00-11.05

Welcome

Zoltan Somogyi, Executive Director UNWTO

11.10-11.20

The UNWTO Silk Road Action Plan 2012/2013: Engaging all Stakeholders for Sustainable Growth

Alla Peressolova, Manager UNWTO Silk Road Programme

11.20-11.30

Improving the Visitor Experience for Better Business

Mr. Andreas Müseler, Vice Chairman, TOI - Tour Operators' Initiative for Sustainable Tourism Development & Sustainability Manager REWE GROUP Touristik

11.30-11.40

Enhancing Business through Collaboration - The Central Asian Tourism Association

Fattokh Nabievich Faizullaev, Chairman, Tadjik Association of Tour Operators (TATO), Naut Kusters, European Centre for Eco and Agro Tourism (ECEAT)

11.40-11.50

Visas, borders and logistics – Recommendations from a Central Asian perspective

Farkhad Rasulev, Dolores Travel LLC (Uzbekistan)

11.50-12.10

Open discussion

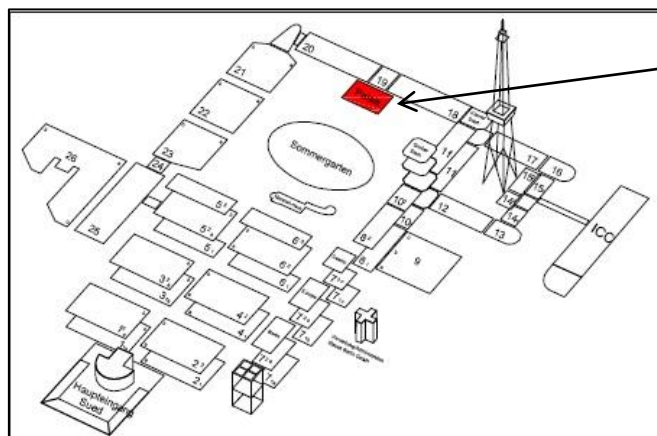
12.10-12.20

Conclusions and summary of recommendations

12.20-12.45

Networking and refreshments

The UNWTO Silk Road Programme is an initiative of the **World Tourism Organization (UNWTO)**, a specialized agency of the United Nations. In collaboration with Member States, UNESCO and other UN agencies, the private sector and civil society, the Programme aims to enhance sustainable tourism development and promote cultural diversity along the historic Silk Road route. UNWTO Member States involved in this initiative include Albania, Armenia, Afghanistan, Azerbaijan, Bulgaria, China, Croatia, DPR Korea, Egypt, Georgia, Greece, India, Iran, Iraq, Israel, Italy, Japan, Jordan, Kazakhstan, Mongolia, Pakistan, Republic of Korea, Russian Federation, Saudi Arabia, Syrian Arab Republic, Tajikistan, Turkey, Ukraine and Uzbekistan. For more information on how to become involved, visit silkroad.unwto.org.



Room location:

Palais West Room
(Situated within Palais
located between Halls
18 & 20)

