



UNWTO Workshop for Inbound Tour Operators

Almaty, Kazakhstan –Venue TBC

1 October 2016, 09:00 – 13:00

Meeting organized by United Nations World Tourism Organization (UNWTO) in collaboration with Great Southern Touring Route Australia

Hosted by the Almaty Department of Tourism

UNWTO will be running a 4 hour workshop designed to empower inbound Almaty-Bishkek tour operators to better understand, engage and work with the international travel trade.

This workshop will look at the relationship between market presence and distribution on the Silk Road. It will help operators gain a clearer understanding of who they are marketing to, and will enable them to be more strategic when selecting agents and distribution channels

Workshop delivered by **Mr. Roger Grant**, Director, Great Southern Touring Route

The presentation focuses on the key aspects of inbound tourism:

- Your Customer
- Your Market
- Your Product
- The Distribution Chain
- Pricing
- Sales and Marketing
- Digital Strategy
- Sales Missions and Travel Shows

About the Moderator:

Mr. Roger Grant, Director, Great Southern Touring Route (pictured left)



Roger Grant has been the Executive Director of Tourism Greater Geelong and The Bellarine (Destination Management Organisation) for the last 21 years. Tourism Greater Geelong and The Bellarine is recognised throughout Australia as a 'best practice partnership model' that has delivered significant economic benefit for all the communities involved.

Tourism Greater Geelong and The Bellarine is a partnership between the tourism industry, Local Government and State Government, and represents over 400 tourism businesses and three Local Government areas.

Ten years ago as Executive Director, Roger established a dedicated unit within Geelong Otway Tourism / Tourism Greater Geelong and The Bellarine to focus on Business Tourism (meetings, conferences and exhibitions). This was a highly successful strategy with Geelong Otway Tourism winning the Victorian and the Australian Tourism Awards for Business Tourism each year since 2004, reaching Hall of Fame status.

Australia's Great Southern Touring Route has been working with the travel trade for over 21 years, the marketing partnership represents over 70 operators and is now included in the majority of travel trade programs featuring travel to Australia. Great Southern Touring Route has embraced digital technology with websites and apps that support the trade and consumers. Partnerships and joint marketing campaigns with the travel trade and airlines has further enhanced the close working relationship with industry. It is from this long established and industry leadership perspective that Great Southern Touring Route is supporting the World Tourism Organization Silk Road Project.

Roger's experience, formal study and extensive global travel allow him to provide a unique insight into tourism and the visitor economy.



1 October 2017, 14.30-17.30

Workshop by Chinese Friendly company, Affiliate Member of UNWTO

“Strategic Knowledge of the Chinese Tourism Market – Understanding the Chinese Tourist”

With an annual stake of over 120 million international tourists, and with estimates predicting an increase to 200 million by 2020, China is reshaping the global tourism market and creating endless opportunities for host destinations.

With over 25 years of experience in the field, Dr. Kurt Grötsch, CEO of Chinese Friendly and Dean of Cathedra China, will share his insights on how to engage and successfully attract the Chinese traveller. By focusing on practical tools and case-studies, this workshop will provide a coherent understanding of the indispensable Chinese tourism market and set the basics of understanding of what is “experience engineering” for Chinese and other tourism markets.

About the Speaker:

Dr. Kurt Grötsch, Founder and CEO of Chinese Friendly International enterprise, Chinese Friendly Arts Association and the Premium Pass Project. Master’s degree in Philology and Psychology; Ph.D. in Philosophy and Arts, University of Erlangen-Nürnberg, Germany, MBA Executive in Madrid, Founding President of Cátedra China/China Chair. Director of the Flamenco Dance Museum, Sevilla, Spain.



Kurt Grötsch’s formal intercultural studies and lectures in outstanding Universities all over the world allow him a deep understanding of transcultural movements and intercultural experiences, what finally is tourism. Based on his practical experiences in the leisure field, particularly theme park management, Universal Expositions, in cultural and heritage tourism, in his professional approach he applies methods of experience engineering in order to generate lasting emotions in touristic destinations.

To make tourism and cultural understanding easier and to generate pleasant experiences for Chinese Travelers in international destinations, he created the Chinese Friendly hospitality and quality system, together with Chinese and Western experts, now with partners mainly in Europe, Latin America, Africa and Asia. New service concepts allow him in his capacity of a cultural and tourism entrepreneur to launch such products as the “Premium Pass” for the Chinese Travel Market, as well as to develop proposals for the Silk Road project, creating *Chinese Friendly Silk Road Offices* in Central Asia in order to implement private sector tourism projects in the Central Asian region.