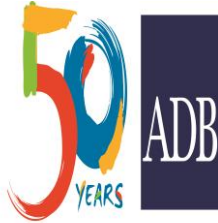




With the participation of



Almaty
Office



Government of the
Xinjiang Uygur
Autonomous Region of
China

Ministry of Culture,
Information and
Tourism of Kyrgyz
Republic

International Conference

1 000 years of Almaty on the Silk Road: prospects for tourism development in the region

Organized by Tourism and foreign affairs department of Almaty city in collaboration with UNWTO, UNESCO, Asian Development Bank, with support of the Government of the Xinjiang Uygur Autonomous Region of China and Ministry of Culture, Information and Tourism of Kyrgyz Republic

29-30 September 2016

Almaty, Republic of Kazakhstan

This year Almaty is celebrating its 1000-year anniversary. By the decision of General Conference of UNESCO at its 38th session celebration of the 1000-year anniversary of Almaty city was officially included in the calendar of commemorative and memorable dates of UNESCO in 2016.

A two-day conference is focused on development of tourism potential of Almaty and strengthening inter-regional cooperation to enhance tourist flow and increase benefits for local communities.

The event is organized by Tourism and foreign affairs department of Almaty city, in collaboration with UNWTO, UNESCO and the Asian Development Bank, with the support of the Government of the Xinjiang Uygur Autonomous Region of China, and the Ministry of Culture, Information and Tourism of Kyrgyzstan.

With the upcoming mega events in the region – EXPO 2017 and Winter Universiade 2017, this conference will provide a timely and valuable collaborative platform for tourism stakeholders from public and private sectors.

The conference will focus on:

- Almaty 1000 years anniversary on the Silk Road.*
- Economic interaction in the framework of the Almaty-Bishkek corridor.*
- Presentation and promotion of the transnational project «Horgos - Almaty – Bishkek – Kashi» tourist route and other topics.*

Participants: Tourism and Foreign Affairs Department of Almaty city, UNWTO, UNESCO, Asian Development Bank (ADB), Government of the Xinjiang Uygur Autonomous Region of China, Ministry of Culture, Information and Tourism of Kyrgyz Republic, International Experts, etc.

Programme

Thursday, 29 September 2016

9.00-9.45 Opening ceremony: (5 min each)

- Opening Remarks by Mr Bauyrzhan Kydyrgaliuly Baibek, Akim of Almaty city
- Remarks by Ms Alla Peressolova, Head of UNWTO Silk Road Programme
- Remarks by Mr Andrei Chevelev, Acting Director, UNESCO Cluster Office for Kazakhstan, Kyrgyzstan and Tajikistan
- Remarks by Mr Pradeep Srivastava, Principal Economist, Regional Cooperation and Operations Coordination Division (CWRC), Central and West Asia Department, Asian Development Bank (ADB)
- Remarks by Mr Li Jidong, Secretary of CPC committee of Xinjiang Uygur Autonomous Region Tourism administration (PRC)
- Remarks by the Mr Azamat Zhamankulov, Deputy Minister of Culture, Information and Tourism of Kyrgyz Republic

09.45-10.15 Networking Coffee Break

10.15-11.40 Plenary session 1,000 years of Almaty on the Silk Road

This plenary session will focus on the prospects for development of Almaty as a hub of the Silk Road tourism and its potential for transboundary cooperation

Moderated by **Prof. Karl Baipakov**, Director of the Centre for Cultural Rapprochement, head of institute of Archeology named after A. Kh. Margulan Ministry of Education and Science of Republic of Kazakhstan, leading expert on Silk Road, academician of the National Academy of Sciences of Kazakhstan, doctor historical science, professor.

Keynote presentation: Shared Silk Road Heritage: Untapped Potential for Tourism Development by Prof. Karl Baipakov (20 min)

- The Chang'an-Tian-shan Silk Road Corridor and the importance of UNESCO World Heritage inscription by **Mr. Dmitry Voyakin**, *Secretary General of the World Heritage Committee of the Republic of Kazakhstan (15 min)*
- Silk Road as a basis for the formation of the Kazakhstan tourist product by **Ms Roza Asanbayeva**, *President of KTA- Kazakhstan Tourism Association (15 min)*
- Silk Road Cultural Tourism Development : Implication and Application by **Mr Wong Man Kong Peter**, *Chairman, Culture Resources Development Co Ltd, China, Executive Chairman, China Chamber of Tourism (15 min)*
- Q&A (5 min)

11.40-13.00 Panel session I: Taking a Collaborative Approach to Developing Silk Road Tourism

Moderated by **Mr Gavin Bell**, International tourism expert

Keynote presentation: New opportunities for Silk Road tourism through collaborative approach by Ms Alla Peressolova, Head, UNWTO Silk Road Programme (15 min)

- What is the benefit of the Silk Road World Heritage for tourism? Real interest, potential developments and the lessons learned by **Mr Gai Jorayev**, *Institute of Archaeology, University College London* (30 min)
- Collaborative development of transnational Silk Road tourist products: Challenges and Opportunities by **Mr Andreas Flück**, *Rallye/Silk Road Product Director, China Tours* (20 min)
- Potential of Chinese Tourism for sustainable tourism development along the Silk Road by **Mr Kurt Grötsch**, *Chief Executive Officer, Chinese Friendly* (20 min)
- Q&A (5 min)

13.00-14.45 Lunch Break

14.45-16.30 Discussion panel: Almaty-Bishkek Economic Corridor for sustainable development (ADB)

Moderated by **Ms Alla Peressolova**, Head, UNWTO Silk Road Programme

Keynote:

The Almaty-Bishkek Corridor: Trade, Development and Regional Cooperation by **Mr Pradeep Srivastava**, *Principal Economist, Regional Cooperation and Operations Coordination Division (CWRC), Central and West Asia Department, Asian Development Bank (ADB)* (15 min)

How to create an attractive tourism product along the Almaty-Bishkek Corridor. Expert review by **Mr Hwansuk Chris Choi**, *MTA, PhD, professor/grad. Program Coordinator School of Hospitality, Food and Tourism Management College of Business and Economics University of Guelph* (15 min)

Discussion panel will focus on joint development of tourism in the Almaty-Bishkek region, including surrounding oblasts of Chuy, I-K, Zhambyl and Almaty oblast. (60 min)

Panellists:

- **Mr Pradeep Srivastava**, *Principal Economist, Regional Cooperation and Operations Coordination Division (CWRC), Central and West Asia Department, ADB*
- **Mr Hwansuk Chris Choi**, *MTA, PhD, professor/grad. Program Coordinator School of Hospitality, Food and Tourism Management College of Business and Economics University of Guelph*
- **Mr Timur Duisengaliyev**, *Head of Tourism and Foreign Affairs Department of Almaty city*
- **Mr Azamat Zhamankulov**, *Deputy Minister of Culture, Information and Tourism of Kyrgyz Republic*
- **Mr Dauren Valiyev**, *director of Khan Tengri*
- **Mr Aleksandr Petrov**, *director of Silk Road Adventures*
- **Mr Anatoliy Savichev**, *Head of inbound tourism department "Touroperator "Kompas"*
- **Mr Andreas Flück**, *Rallye/Silk Road Product Director, China Tours*

17.00-19.00 Almaty City Tour

20.00-22.00 Reception on behalf of Akim of Almaty city

Friday, 30 September 2016

09.00-09.30 Connecting Land, Spirit and People through the Silk Road

Screening of «On the Trail of Genghis Khan» documentary film by Mr Tim Cope

Travel and tourism is first and foremost an enriching human experience. Inspired by a desire to understand the nomadic way of life, author, film maker and adventurer Mr. Tim Cope embarked on a remarkable journey: 10,000 km on horseback. Accompanied by his Kazakh dog, Tigon, he crossed the Eurasian steppe from Mongolia, through Kazakhstan, Russia, to Hungary retracing the trail of Genghis Khan. This special documentary tells his inspiring Silk Road adventure which has now become a bestselling book and popular television series. It presents his great insights on the role tourism plays in connecting the people to the land they are visiting and experiencing.

09.30-10.45 Panel session II: Presentation and discussion on the transnational project of a tourist route “Horgos - Almaty - Bishkek – Kashi”

The Silk Road boasts an extensive network of overland and maritime routes which can play an important role in connecting destinations and promoting complimentary products. Yet many routes lack adequate infrastructure, interpretation or marketing to support or encourage visitation. This session will discuss what is needed to make a new route sustainable and attractive for travellers.

Moderated by **Mr Timur Duisengaliyev**, Head of Tourism and Foreign Affairs Department of Almaty city

- *Introduction of the project by **Mr Timur Duisengaliyev**, Head of Tourism and Foreign Affairs Department of Almaty city*
- **Ms Zhanar Alchimbayeva**, head of Tourism department of Almaty region
- **Hwansuk Chris Choi**, MTA, PhD, Program Coordinator School of Hospitality, Food and Tourism Management College of Business and Economics University of Guelph
- **Mr Li Jidong**, secretary of CPC committee of Xinjiang Uygur Autonomous Region Tourism administration (PRC)
- **Mr Azamat Zhamankulov**, Deputy Minister of Culture, Information and Tourism of Kyrgyz Republic
- **Mr Dauren Valiyev**, director of Khan Tengri
- **Mr Aleksandr Petrov**, director Silk Road Adventures
- **Mr Anatoliy Savichev**, Head of inbound tourism department “Touroperator “Kompas”
- Q&A

10.45-11.15 Networking Coffee Break

11.15-12.30 Panel session III: Building a Tourism Route for Success – international experience and innovative approaches

This session will demonstrate how to effectively develop tourism routes to enhance destination marketing, public-private partnerships and job creation while safeguarding natural and cultural heritage.

Moderated by **Mr Timur Duisengaliyev**, Head of Tourism and Foreign Affairs Department of Almaty city

Case Study 1: Australia's Great Southern Touring Route

Delivered by Mr Roger Grant, Director, Great Southern Touring Route

Australia's Great Southern Touring Route (GSTR) is as a partnership between four Regional Tourism Boards pooling marketing resources to grow visitation and maximise yield across the state of Victoria. GSTR is recognised as an outstanding partnership model, whereby individual operators can engage with the travel trade's global distribution network in an efficient and cost effective way. This presentation will outline the challenges and triumphs of the GSTR's 20 years of experience in developing one of Australia's most successful tourism routes (35 min)

Case Study 2: Connecting food, nature and culture for Rural Community based Tourism, delivered by Gavin Bell, International expert, Food Nature and Culture

The last few years have seen an increasing recognition of gastronomy as a driver for tourism. This study will show how the importance of food reaches far beyond the high end restaurants into traditional rural communities providing opportunities for tourist to discover the real authentic heritage of a destination. It will demonstrate that rural tourism can provide high quality high value tourism products that enhance national image. (35 min)

Q & A

12.30-14.30 Lunch Break

14.30-16.00 Panel Session III: The Future of Silk Road Travel - Social Media, Mobile and the Booking Revolution

In the digital age, travel and tourism evolving at a rapid rate and marketers have to be at the top of their game to keep ahead. What lies in store for the future of travel? How can the Silk Road stay ahead in a world where forces such as social media and the sharing economy are constantly changing the rules?

Moderated by **Mr Micheal Turtle**, International blogger and journalist

Keynote: *How using bloggers in your marketing strategy can help reach the right travelers* **by Mr Micheal Turtle**

- **Mr Pavel Spitsyn**, General Manager of SABRE for Central Asia: *Booking technology opportunities of global distribution system for SilkRoad countries*
- **Mr Yaroslav Akulich** – *representative of TopTripTip*
- Q & A

16.00-16.30 Coffee Break

16.30-17.00 Technical conclusions, closing remarks and conference recommendations

17.00-17.10 Signing the Memorandum of cooperation between Tourism and foreign affairs department of Almaty city, Tourism department of Almaty region, Asian Development Bank, Government of the Xinjiang Uygur Autonomous Region of China and Ministry of Culture, Information and Tourism of Kyrgyz Republic

17.10-17.30 Closing ceremony

20.00-22.00 Folklore show and a Gala dinner

Friday, 1 October 2016

09:00 – 13:00 with coffee break

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

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

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

14:30 – 17:30 with coffee break

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.