Tourism Linking Cultures on the Silk Road

UNWTO World Tourism Day at JATA Tokyo – 30 September 2011

In recognition of the significance of the ancient Silk Road as a vehicle for cultural exchange and understanding, UNWTO and JATA will hold a special World Tourism Day event ‘Tourism Linking Cultures on the Silk Road’ at JATA 2011.

Join us to celebrate cultural diversity and the positive impacts of tourism at this special event organized by the World Tourism Organization (UNWTO) and JATA Tourism Forum & Travel Showcase. Discover how UNWTO and over 25 countries are working together to create new opportunities for tourism development along the Silk Road – one of the world’s most culturally significant historic travel routes.

The event will include an Industry Seminar featuring special presentations from UNWTO and leading international destinations, followed by a Networking Cocktail where delegates can meet while enjoying Silk Road culture and cuisine.

Register online at silkroad.unwto.org before 22 September 2011.
**Tourism Linking Cultures on the Silk Road**  
Event Programme - 30 September 2011 - JATA Big Site

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<tr>
<th>TIME &amp; LOCATION</th>
<th>PROGRAMME</th>
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| 16.00 - 16.30   | Registration open for both events:  
East 6 Seminar Room  
‘Tourism Linking Cultures on the Silk Road’ Industry Seminar and Networking Cocktail |
| 16.30 - 16.40   | ‘Tourism Linking Cultures on the Silk Road’ Industry Seminar  
East 6 Seminar Room  
Opening  
Welcome from UNWTO Regional Support Office for Asia and the Pacific and JATA Organizers |
| 16.40 - 16.50   | UNWTO Silk Road Programme: ‘Strengthening cultural links and fostering sustainable development’  
How UNWTO is working with over 25 countries to develop the Silk Road as a leading brand and destination |
| 16.50 - 17.30   | Destinations working together: ‘Reconnecting through the Silk Road’  
Examples from the industry on how strengthening international relations and embracing cultural diversity can both enhance the visitor experience and empower local communities |
| 17.30 - 17.40   | Questions and answers |
| 17.40 - 17.45   | Seminar close |
| 18.00 - 18.15   | ‘Tourism Linking Cultures on the Silk Road’ Networking Cocktail  
Restaurant: Hong Kong Express  
“Lu Pa Lu Ku”  
EAST 3rd floor  
Official welcome and World Tourism Day message  
UNWTO Regional Support Office for Asia and the Pacific, JATA Organizers and Nara City |
| 18.15 - 20.00   | Networking and appetizers, including Silk Road instrumental performance by Tenpyogafu |
| 20.00           | Cocktail close |

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. For more information on how to become involved, please visit silkroad.unwto.org. This event is co-organised by the UNWTO Regional Support Office for Asia and the Pacific www.unwto-osaka.org

Visit the UNWTO – Silk Road City Nara stand at JATA Hall A28