



4th UNWTO Silk Road Task Force Meeting

Radisson Blu Iveria Hotel
Tbilisi, Georgia
7-8 July, 2014

Provisional Programme

*English-Russian simultaneous interpretation will be provided
Meeting jointly organised by UNWTO and Georgian National Tourism Administration
Held in collaboration with Routes Silk Road (6-8 July 2014)*

Background:

The UNWTO Silk Road Task Force, made up of representatives from Member States and other key stakeholders, plays a decisive role in determining the key strategies of the UNWTO Silk Road Programme, as well as driving the implementation and exchange of best practices. This 4th Meeting of the Silk Road Task Force will be held in collaboration with the first Routes Silk Road, a historic event that will see the world's leaders in aviation convene in the beautiful Silk Road city of Tbilisi.

Sunday, 6 July

Depending on individual schedules, Silk Road Task Force Members arriving on Sunday may participate in the Routes Silk Road organized events including: morning city tour, Day 1 of Strategy Summit and Welcome Reception. See Routes Silk Road website for up to date information.

Day 1: Monday, 7 July

9.00- 11.30 Routes Silk Road Strategy Summit (Day 2)

Silk Road Task Force Members to attend Sessions 1 & 2 of Day 2 of the Routes Silk Road Strategy Summit

The Routes Silk Road Summit brings together industry leaders in a series of moderator led panel discussions to debate some of the key aviation and route development issues from across the Silk Road region.

(Room Location TBC)

12.00 – 12.45 Official Welcome and Keynote Presentations

(Delegates to move to Task Force Meeting Room)

Moderated by Mr. Zoltán Somogyi, UNWTO Executive Director for Programme and Coordination

Speakers:

- *Welcoming Remarks* by Mr. Giorgi Sigua, Head, Georgian National Tourism Administration
- *Celebrating 20 years of Silk Road Tourism* by Ms. Alla Peressolova, UNWTO Silk Road Programme Manager

13.00-14.00 Networking Lunch with Routes Silk Road hosted by the Georgian National Tourism Administration (GNTA)

14.00-15.30 Workshop on Action Plan Focus Area I: Marketing and Promotion

Moderated by Mr John Bell, UK Travel Reporter and Broadcasting Expert

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – omt@unwto.org / unwto.org

According to UNWTO research, the Silk Road is the most discussed tourism route on social media worldwide. This session will look at how destinations can capitalise on this unique destination brand. Topics will include:

- How can the Silk Road brand present new marketing opportunities for destinations?
- How can Silk Road countries better implement cooperative marketing opportunities with neighbouring countries and destinations?
- What are the key marketing and promotion initiatives that Silk Road Member States would like to see launched in 2014/2015?

15.30 – 15.45 **Networking Break**

15.45 – 17.15 **Workshop on Action Plan Focus Area II: Capacity Building and Destination Management**

Moderated by Mr. Peter DeBrine, Programme Specialist, Sustainable Tourism, UNESCO

This session will begin with an overview of the extensive work that UNESCO has been implementing, together with UNWTO, to develop a sustainable tourism development plan for the Silk Road's unique heritage. Broader topics will include:

- What are the current priorities for capacity building in destinations along the Silk Road?
- How can National Tourism Administrations collaborate more effectively to foster sustainable tourism development?

17.15 – 17.30 **Wrap-up on Day I by moderator, introduction to Day II**

17.30 – 19.15 **Tbilisi Silk Road Walking Tour organized by GNTA**

19.30 - 22.00 **Routes Silk Road Gala Dinner sponsored by GNTA and United Airports of Georgia**

Day II: Tuesday, 8 July

9.00 – 10.30 **Workshop on Action Plan Focus Area III: Travel Facilitation**

Moderated by Mr John Bell, UK Travel Reporter and Broadcasting Expert

This session will look at the critical challenges of visa facilitation and connectivity along the Silk Road, drawing on the findings of UNWTO's recent *Tourism Visa Openness Report for the Silk Road Countries* and the outcomes of the Routes Silk Road Strategy Summit.

- Research shows that Silk Road countries are improving their visa policies, but are they doing enough from a collaborative perspective to open up the borders for travel in the long term?
- How can Silk Road destinations engage better to enhance route development in 2014/2015? When will we see low cost carriers connecting the Silk Road?

10.30-10.45 **Networking break**

10.45-12.15 **Maximising engagement in the Silk Road Action Plan 2014/2015**

This wrap-up session will focus on the meeting's conclusions and further steps to be implemented by the partners

13.00 – 17.00 **Lunch and Silk Road Technical Tour organized by Georgian National Tourism Administration**

Important links:

UNWTO Silk Road Programme silkroad.unwto.org

Routes Silk Road: www.routesonline.com/events/171/routes-silk-road-2014/

Georgian National Tourism Administration: gnta.ge/

United Airports of Georgia www.airports.ge/