5th **UNWTO** Silk Road Ministers’ Meeting

**Strengthening Cooperation through Transnational Route Development**

Wednesday 4 March 2015, 11.00-13.00, ‘Berlin Room’, Hall 7.3 at ITB Berlin

Ministers and high level officials will have the opportunity to provide input on how tourism routes are creating opportunities for trans-boundary cooperation, collaborative destination marketing, product development, public-private partnerships, and the safeguarding of natural and cultural heritage.

The Meeting will look at how thematic tourism routes are being successfully developed along the Silk Road and beyond, including the inscription of the first Silk Road Heritage Corridor on the UNESCO World Heritage List, the VeRoTour Venetian Routes project, the Maritime Silk Road and the Spice Route project, amongst others.

The meeting follows the decision of the UNWTO Executive Council to exchange experiences and explore the potential of new international and regional tourism routes, as agreed at its 98th Session held in Santiago de Compostela on 4-6 June 2014.

**10.15-10.45 / REGISTRATION OPEN**

**11.00-11.15 / OPENING REMARKS**

Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

Mr. David Ruetz, Head of ITB Berlin

**11.15-11.50 / PRESENTATIONS**

‘The Silk Road: Enhancing tourism route development across three continents’

*Ms. Alla Peressolova,* Head of UNWTO Silk Road Programme

The UNWTO Silk Road Programme is a platform for engaging 31 UNWTO Member States on sustainable tourism projects in three key areas: marketing and promotion; destination management and capacity building and travel facilitation. This presentation will provide an overview of recent progress and plans for 2015, particularly with regard to UNWTO’s ongoing work on route development.

‘Transnational coordination and local impact - finding a beneficial balance’

*Mr. Tim Williams,* Institute of Archaeology, University College London and Director, Ancient Merv Project

Over the last ten years, a team of experts at UNESCO, ICOMOS and UCL, have conducted ground-breaking research into the Silk Road’s sites and routes as part of the transnational Silk Roads World Heritage Serial Nomination project. This project has involved unprecedented collaboration between State Parties and in 2014, the Chang’an-Tianshan Corridor crossing Kyrgyzstan, China and Kazakhstan was inscribed on the UNESCO World Heritage List. This presentation will look at the value of transnational approaches and the benefits for sustainable tourism development.

**11.50-12.55 / MINISTERS’ ROUNDTABLE DISCUSSION**

Ministers will be invited to share their viewpoints and experiences on a number of key issues relating to route development, focusing on the following key points:

- What are the major barriers to establishing transnational routes along the Silk Road?
- Which steps can be taken to improve cooperation and optimise the opportunities?
- What are the priorities that should be set for transnational route development in 2015/2016?

This discussion will be moderated by Mr. Tim Williams, University College London

**12.55-13.00 / CLOSE**

Mr. Zoltan Somogyi, Executive Director for Programme and Coordination, UNWTO

**14.00-16.00 / ITB BERLIN SILK ROAD VIP WALK**

At this invitation only event, Silk Road countries will showcase their world-renowned hospitality to senior officials from UNWTO and Messe Berlin on an organized tour of the Silk Road pavilions.
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‘Unlocking the potential of adventure tourism on the Silk Road’
Mr. Christopher Doyle, Executive Director-Europe, Adventure Travel Trade Association

Adventure tourism is one of the fastest growing sectors of the travel industry, attracting high yield customers, supporting local economies, and encouraging sustainable practices. The 2014 UNWTO/ATTA Global Report on Adventure Tourism highlights the potential of adventure tourism for countries looking for new and sustainable sources of growth. This presentation will highlight the key findings of the report and will include a look at ATTA’s cross-border development projects.

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Simultaneous interpretation will be provided in English and Russian.

This Meeting is by invitation only.

Register online at silkroad.unwto.org or contact silkroad@unwto.org for more details.

NEW! ACCESS ‘Berlin Room’ via Berlin City Cube or Hall SCH 7

Event hashtag: #silkroadtourism