



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



6th UNWTO Silk Road Tour Operators' Forum

Thursday 9 March 2017, 14.00-16.00

'Palais West Room', ITB Berlin

*Workshop organized by UNWTO in collaboration with the Graduate Tourism Program of Monash University, Australia
Supported by ITB Berlin*

For the second time at ITB Berlin, UNWTO will be running a 2 hour workshop designed to empower Silk Road tour operators to better understand, engage and work with the international travel trade. Tour operators will meet young tourism professionals from the Graduate Tourism Program of Monash University, a widely acknowledged program for its high-quality educational standards and industry orientation. The workshop offers tour operators a unique chance to gain instant feedback on their tourism products and engage in discussions with young international industry professionals regarding marketing and selling strategies.

Provisional Programme

Language: English

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| 14.00-14.05 | Official welcome by Mr. Zhu Shanzhong, UNWTO Executive Director |
| 14.05-14.15 | Keynote Intervention by Ms. Alla Peressolova, Head of the UNWTO Silk Road Programme: <i>"The UNWTO Silk Road Action Plan 2016/2017: achieved milestones, and upcoming opportunities"</i> |
| 14.15-14.30 | Keynote Intervention by Dr. Jeff Jarvis, Director: Graduate Tourism Program; Monash University, Australia: <i>"The Billion Dollar Youth Tourism Market" The latest market insights and product development trends in the independent traveller market</i> |
| 14:30: 14:35 | Workshop Introduction by Mr. Peter Clay, Industry Researcher, Graduate Tourism Program; Monash University, Australia: <i>"Selling to the millennials"</i> |
| 14.35-15.30 | Session 1: Selling to the millennials A limited number of Tour Operators will have the chance to "sell" their products and get instant feedback regarding their marketing tactics from the young tourism professionals. |
| 15.30-16.00 | Session 2: Interactive Networking Session Tour Operators will be divided into 5 sub-groups and will be paired with 2-3 Young Tourism Professionals. An interactive/ debate style discussion focused on how to tailor the Silk Road tourism products to meet the demands of the millennials will ensue. |

About the Speakers:



Mr. Zhu Shanzhong, Executive Director, UNWTO

Currently Executive Director at the World Tourism Organization (UNWTO), from late 2008 to 2013 Mr. Zhu was Vice Chairman of China National Tourism Administration (CNTA). As Vice Chairman, Mr. Zhu was responsible for overseeing international relations, marketing and promotion in domestic and overseas markets, tourism security and the establishment of a public service network.

Mr. Zhu previously served CNTA in different capacities, namely as Director of the CNTA Sydney Office, Director of the CNTA New York Office, Deputy Director-General of the International Marketing Department and Director-General of the Marketing and Communication Department of CNTA. He received his Master's Degree in Tourism Economic Management from the Graduate School of New York New School in 1988. He also has a Bachelor Degree in English Language and Literature from Nanjing University in China.



Ms. Alla Peressolova – Head of the UNWTO Silk Road Programme

Alla Peressolova has worked at UNWTO for over twenty years in different areas and is currently in charge of the UNWTO Silk Road Programme, creating a collaborative platform for effective activities to raise a profile of the Silk Road tourism and support Silk Road destinations in the responsible and sustainable tourism development across three regions of Europe, Asia and Middle East. Currently 33 countries across 3 continents are actively engaged in the Programme.

Prior to it she was responsible for the UNWTO's relations with the major international fairs. Over the years she established strong alliances with over 20 international and regional fairs, developing on-going programmes and events. She was in charge of such successful events as the Ministers' Summit, gathering over 100 ministers of tourism every year at WTM, London. Among her other projects are numerous communications and awareness campaigns, and international conferences.



Dr Jeff Jarvis - Director of the Graduate Tourism Program Monash University, Australia

Dr Jarvis has an industry background in international marketing and advertising and has developed an international research reputation in the high yielding segment of independent travellers and backpacker tourism following the publication of his report *The Billion Dollar Backpackers*.

Recently he was invited by the UNWTO to present at the World Tourism Conference on the role independent travellers and backpackers play in the development emerging economies. Jeff has also worked in association with the Aga Kahn Development Network (AKDN) on tourism education and development in East Africa. Jeff has published research projects in association with industry partners on patterns of tourism development throughout Australia as well internationally on Fiji, Bosnia, Estonia and Vietnam. He has regularly been invited to provide input to the strategic planning process of organisations such as Tourism Victoria, Tourism Australia and Tourism Fiji as well as professional media commentary on the tourism industry for the Australian Broadcasting Commission (ABC), Radio National, Radio Australia, Estonian Public Broadcasting (ETV), Sky News UK, The Age, The Herald Sun, The Australian and CNN amongst others.