1st International UNWTO Western Silk Road Workshop
Alexandroupoli, Greece
Hotel Astir Egnatia
26-27 April 2017

Provisional Programme

Workshop co-organised by UNWTO, Ministry of Tourism of Greece and Region of Eastern Macedonia and Thrace, in cooperation with and supported by the European Commission
Event conducted in English and Greek – simultaneous interpretation provided on-site

Tuesday, 25 April 2017

Workshop attendees are expected to arrive in Alexandroupoli. For more information, please consult the General Information Note.

21:30 Welcome Cocktail
Official Venue – Astir Egnatia Hotel

Day 1: Wednesday, 26 April 2017

9:00 – 9:30 Official Opening
Welcome Remarks by:
- H.E. Ms. Elena Kountoura, Minister of Tourism of Greece
- Mr. Christos Metios, Governor of Eastern Macedonia and Thrace, Greece
- Video message by Deputy Director-General Mr Antti Peltomäki, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (EC)
- Ms. Alla Peressolova, Head of the UNWTO Silk Road Programme
- Video message by Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

09:30 – 09:45 Official Photo

09:45 – 10:45 Tourism Development Update: Silk Road and Greece
Speakers:
- New Opportunities for Sustainable Tourism Development along the Silk Road by Ms. Alla Peressolova, Head of the UNWTO Silk Road Programme
- Presenting the Greek National Tourism Organization by Mr. Dimitris Tryfonopoulos, Secretary-General, Greek National Tourism Organization
- Presentation of the Tourism Product of Eastern Macedonia and Thrace by Mr. Antoniadis Constantinos, Deputy Governor of Tourism, Region of Eastern Macedonia and Thrace
- Aegean Airlines in 2017 by Ms. Irini Sidiropoulou, Sales Manager North Greece & Ionian islands, Aegean Airlines

The 1st International UNWTO Western Silk Road Workshop is organised in the framework of the cooperation between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission (EC) and has received funding from the European Union’s COSME Programme (2014-2020). The sole responsibility for the content of this event lies with the organiser. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.
Chamber of Evros in 2017 by Mr. Christodoulos Topsidis, President, Chamber of Evros

10:45 – 11:15 Networking Break

11:15 – 13:45 Workshop Session 1 on the Western Silk Road: Challenges and Opportunities

Workshop 1 presents the main findings of the Western Silk Road research conducted by UNWTO in collaboration with National Tourism Administrations, academic institutions, local communities and private sector tourism stakeholders.

Introductory presentation: The UNWTO Western Silk Road brand study and its tourism potential by Mr. Nikolaos Gkolfinopoulos, UNWTO Silk Road Programme

Moderator: Mr. Nikolaos Gkolfinopoulos, UNWTO Silk Road Programme

Roundtable discussion focused on the Western Silk Road National SWOT results. With the participation of:

- Dr. Stella Kostopoulou, Associate Professor, Aristotle University of Thessaloniki, Greece
- Dr. Lusine Saribegian, Senior Manager and Lecturer of the Department of Management, Business and Tourism, Russian-Armenian University, Armenia
- Mr. Vasily Dikhtyar, Professor, Institute of Hospitality business and tourism People’s Friendship University of Russia
- Mr. Paolo Baraldi, Researcher, M.S. Tourism Economics and Management, University of Bologna

12:45 – 13:45 Group Work and Discussion

Based on the roundtable discussion, attendants will be divided into groups and assess the Strengths, Weaknesses, Opportunities, and Threats of developing the Western Silk Road as a trans-national tourism route. Each group will then present their individual findings.

14:00 – 15:00 Lunch hosted by the Region of Eastern Macedonia and Thrace

Venue: Astir Egnatia Hotel

15:30 – 18:00 Workshop Session 2 on the Western Silk Road: Marketing Strategies and Tools

Workshop 2 will explore the potential of the Western Silk Road from a marketing and promotional perspective. Guest presentations will assess the potential of the brand and will provide technical information on how to strategically use the Western Silk Road in a targeted and effective way.

Moderator: Mr. Patrick Fritz, Technical Coordinator, UNWTO Silk Road Programme

Guest presentations by:

- TripAdvisor Travel Trends for the Silk Road by Mr. Gavin Greene, Manager, Industry Strategy & Outreach, TripAdvisor
- Linking tourism development and local communities: A model for the Western Silk Road by Ms. Emma Taveri, Destination Makers
- Promoting Western Silk Road Nationally: Case study of Greek Social Media by Ms. Polytimi Vrachati, Head of Publications and Audiovisual Department, Greek National Tourism Organization
- Silk Road Integration: the best-practice example of Valencia by Mr. Vicente Haba, Head of Tourism Product Development, Turismo Valencia

17:00 – 18:00 Group Work and Discussion
Based on the presentations, attendants will be divided into groups and assess the marketing needs and the tourism brand potential of the Western Silk Road. Each group will then present their individual findings.

18:30 – 19:30  Visit to Alexandroupoli and Ethnological Museum of Thrace organised by the Region of Eastern Macedonia and Thrace

21:00  Thematic Dinner, hosted by the Region of Eastern Macedonia and Thrace
Venue: Astir Egnatia Hotel

Day 2: Thursday, 27 April 2017

09:30 – 12:00  Workshop Session 3 on the Western Silk Road: governance structures and themed approaches

Workshop 3 will focus on how to practically develop and implement the Western Silk Road; that is, participants will assess the advantages of establishing a Western Silk Road Workgroup, the opportunities of developing public-private partnerships and similar initiatives.

Moderator: Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

Guest presentations by:
- The folklore dancing festival of Salamina on the theme of Silk Road by Ms. Kelina Digenaki, Deputy Manager of Folklore, Likion Hellinidon Salaminas (Lyceum of Greek Women of Salamis)
- Youth-camps and the Tourism Development of Local Communities along the Greek Silk Road by Ms. Helena Zoumboulidou, Camp Leader, Greek Guiding Association
- Transmitting Western Silk Road Heritage by Ivana Ćuruvija, International Lead Trainer, World Federation of Tourist Guides Association (WFTGA)
- Mr. Mahmood Mousa, Director General, Ministry of Culture and Tourism of Iraq

10:30 – 11:00  Networking Break

11:00 – 11:45  Roundtable discussion with the participation of:
- Mr. George Kalamantis, Director of International and European Relations, Hellenic Ministry of Culture and Sports, Representative of Greece to the Council of Europe Enlarged Partial Agreement on Cultural Routes
- Black Sea Silk Road Corridors by Mr. Nikolas Petropoulos, President, European Regional Framework for Co-operation
- VeroTour and Lessons learnt for tourism by Ms. Silvia Lecci, Project Manager, Italy
- A Tour Operator’s perspective: Intra-regional cooperation through the Silk Road tourism routes by Ms. Nina Dadayan, Head of Incoming Department, Armenian Travel
- Tourist Guides highlighting the European Silk Road by Ms. Efi Kalampoukidou, President, European Federation of Tourist Guide Association

11:45 – 12:30  Group Work

Based on the roundtable discussion, participants will be divided into groups and assess the proposed governance structures and initiatives. Each group will then present their individual findings.

13:00 – 13:30  Conclusions
Concluding Remarks by:

- Ms. Alla Peressolova, Head of UNWTO Silk Road Programme
- Mr. Evangelos Lampakis, Mayor of Alexandroupoli, Greece
- Mr. Christos Metios, Governor of Eastern Macedonia and Thrace, Greece

13:45 – 15:00  Lunch
Venue - Astir Egnatia Hotel

15:30 – 22:00  Technical Tour to Souflī – the silk town of Greece. For more information please consult the Technical Tour Note
Dinner included in the technical tour