UNWTO will be running a 2 hour workshop designed to empower Silk Road stakeholders to better understand, engage and work with the international travel trade. International tourism experts will present on multiple areas shaping the industry and discuss the opportunities, challenges and necessities of managing a tourism destination and/or product of important natural and cultural heritage. Moreover, a speed-networking session allowing participating tour operators and additional stakeholders to showcase their latest products to an international audience will also be included in this year’s exciting event. To register and for more information, please contact silkroad@unwto.org

Programme

14:00-14:05 Official welcome by Mr. Suman Billa, Director, Technical Cooperation and Silk Road Department, UNWTO

14:05-14:20 Presentation: “How the private sector can help boost tourism investments along the historic routes” by Mr. Patrick Fritz, Technical Coordinator, Technical Cooperation and Silk Road Department, UNWTO

14:20-15:00 Strategic assessment of the Silk Road: best-practice examples and lessons to be learnt

- The Belt and Road Initiative – Challenges and Opportunities for Mobility, Local Development and Tourism by Prof. Harald Pechlaner & Hannes Thees, Chair of Tourism/ Center for Entrepreneurship at Catholic University of Eichstätt-Ingolstadt.
- Inclusive and Sustainable Tourism Development: the role of culture and local empowerment by Mr. Amitava Bhattacharya, Founder and Director of Banglanatak.com

15:00-15:55 Silk Road stakeholders networking session
Silk Road tourism stakeholders will be given a 3-minute time-slot to present their main products and/or tourism ideas to an audience composed of public and private tourism stakeholders. Enough time will be secured for stakeholders to subsequently discuss common synergies within a B2B context.
Silk Road Strategy Forum
5 March 2020, 14:00-16:00
West Room, Palais

North Entrance;
Access through Hall 19;
Once inside the Palais, room located on the right hand side.