



1st International UNWTO Western Silk Road Workshop

Alexandroupolis, 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 and with the support of the European Commission

Event conducted in English

Tuesday, 25 April 2017

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

21:00 Welcome Cocktail
 Official Venue – Astir Egnatia Hotel

Day 1: Wednesday, 26 April 2017

9:00 – 9:30 Official Opening
 Video of the International Year of Sustainable Tourism for Development

Welcome Remarks by:

- H.E. Ms. Elena Kountoura Minister of Tourism
- Governor of Eastern Macedonia and Thrace (tbd)
- Representative from Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (EC) (tbd)
- Video message by UNWTO Secretary – General, Dr. Taleb Rifai

Official Welcome by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

9:30 – 10:00 Presentation of the Tourism Product of Eastern Macedonia and Thrace

10:00 – 10:30 Silk Road Tourism Development Update

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.

Speakers:

- *New Opportunities for Sustainable Tourism Development along the Silk Road* by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

10:30 – 11:00 Official Photo and Networking Break

11:00 – 14:00 Session 1: The Western Silk Road – Findings, Opportunities, and Tourism Intelligence

Session 1 presents the findings for the intensive exploratory research conducted in collaboration with UNWTO Silk Road Programme and stakeholders including National Officials, Universities, Private Sector, and Local communities.

Presentations:

11:00 – 11:20 “TripAdvisor Travel Trends for the Silk Road” by representative of TripAdvisor (tbd)
Discussion on how TripAdvisor can assist with creating knowledge for the Western Silk Road. What the stakeholders want and how TripAdvisor can help the strengthening of Western Silk Road?

11:20 – 11:40 The UNWTO Western Silk Road brand study Tourism Potential study by Mr. Nikolaos Gkolfinopoulos, UNWTO Silk Road Programme
The brand new insights and tourism intelligence from the research on the Western Silk Road brand study on conducted by UNWTO concerning all levels of tourism sector and its potential along the European basing and neighbouring countries involved in the project.

11:40 – 12:10

- The Western Silk Road in Greece: National SWOT Analysis, Dr. Stella Kostopoulou, Associate Professor, Aristotle University of Thessaloniki, Greece
- The Western Silk Road in Italy: National SWOT Analysis, Professor Alessia Mariotti, Bologna University, Italy
- The Western Silk Road in Armenia: National SWOT Analysis, Dr. Lusine Saribegian, Senior Manager and Lecturer of the Department of Management, Business and Tourism, Russian-Armenian University, Armenia
- The Western Silk Road in Russia: National SWOT Analysis. Dr. Svetlana Dikhtyar, Head, Institute of Hospitality business and tourism, Peoples' Friendship University of Russia, Russia

12:10 – 12:15 Coffee Break

12:15 – 13:15 Group Work

Starting with a Q&A, an interactive group activity will identify the tourism related Strengths, Weaknesses, Opportunities, and Threads of developing the Western Silk Road along with solutions and suggestions, drawing upon all the information presented through the presentations.

13:30 – 15:00 Official Lunch hosted by the Region of Eastern Macedonia and Thrace
Venue: Astir Egnatia Hotel

15:30 – 18:00 Session 2: Western Silk Road Marketing Strategies

Session 2 explores the marketing strategies implemented on various levels for the promotion of the Western Silk Road, as well as providing some technical information on how to tailor the Silk Road theme for the use of contemporary marketing instruments

15:30 – 16:00 How to use Facebook Marketing Tools for promoting a destination and a theme like the Western Silk Road.

16:00 – 16:20 Promoting Western Silk Road Nationally: Case study of Greek Social Media, Ms. Polytimi Vrachati, Head of Publications and Audiovisual Department, Greek National Tourism Organisation

16:20 – 16:45 Promoting Western Silk Road Regionally: Case study of Valencia, representative of Turismo Valencia (tbd)

16:45 – 17:00 Promoting the Western Silk Road through Gastronomy, Mr. Leonid Gelibterman, President of the International Center of Wine and Gastronomy, Vice-President of the Federation of Restaurateurs and Hoteliers of Russia

17:00 – 17:05 Coffee Break

17:05 – 18:00 Group Work

Starting with Q&A on the presentation, the work group will identify the marketing needs for promoting holistically the Silk Road Tourism under a new Western Silk Road Brand, which marketing techniques to be adopted, the best practises to share information through social media, and how the National Tourism Organisation can assist the Silk Road regions with storytelling and promotional support.

21:30 Thematic Dinner, hosted by the Region of Eastern Macedonia and Thrace
Venue: tbd (Transfers from the hotel)

Day 2: Thursday, 27 March 2017

09:00 – 12:00 **Session 3: Intra- and Inter- regional cooperation: connecting private and public sector.**

09:00 – 09:15 The Vikings Cultural Route: Regional collaboration and public-private partnerships. Representative of the Vikings Cultural Route (tbd)

09:15 – 09:30 Silk Road Tourism along the Black Sea, Richard Nay, Black Sea - Silk Road Corridor (tbc)

09:30 – 09:40 The role of folklore festivals and events in promoting international cultural tourism, Mr. József Szigetvári, Representative for Hungary, International Council of Organizations of Folklore Festivals and Folk Arts

09:40 – 09:50 The folklore dancing festival of Salamina on the theme of Silk Road, Eleni Thoma, Deputy Manager of Folklore, Lyceum of Greek Women of Salamis

09:50 – 10:00 Lessons learnt from intra-regional cooperation for tourism between Italy, Croatia and Albania by Ms. Silvia Lecci, Project Manager of Vero-Tour, Italy (tbd)

10:00 – 10:10 Intra-regional cooperation through the Silk Road tourism routes – a Tour Operator’s perspective, by Nina Dadayan, Head of Incoming Department, Armenian Travel

10:10 – 10:30 The importance of Tourist Guides in connecting the Western Silk Road – joint presentation by the President of the World Federation Tourist Guide Association, and Ms. Efi Kalampokidou, President, European Tourist Guides Association

10:30 – 10:45 Q&A

10:45 – 11:00 Coffee Break

11:00 – 12:00 Group Work

Exploring the opportunities of regional and intra-regional collaboration along the Western Silk Road for the involved participants through an interactive activity involving brainstorming, debate, and speed networking!

12:00 – 12:30 Conclusions

Concluding Remarks by:

- Ms. Alla Peressolova, Head of UNWTO Silk Road Programme
- Governor of the prefecture (tbc)
- Concluding Remarks by representative of European Commission (tbc)

13:00 – 14:30 Lunch
Venue: tbd

15:00 – 19:00 Technical Tour to the Soufli – the Silk city of Greece.