INFORMATION NOTE

In the framework of the VI International Tourist Exhibition “Intourmarket 2011” the Ministry of Sports, Tourism and Youth Policy of the Russian Federation, the Federal Agency for Tourism and the UNWTO will hold a joint seminar with the title “Effective Governance in Tourism Destination Development” on 14 March 2011. During the upcoming event officials from the UNWTO and leading international experts will talk about success stories of effective governance and destination development, highlighting the planning, positioning and promotion of tourist destinations. In addition, they will highlight the role of Public-Private Partnerships in tourism destination development.

Officials from National Tourism Administrations, tourist companies, hotels and other types of accommodations, specialized educational institutions, tourism associations, and representatives of Russian and foreign tourism authorities will be invited to this event.

1. **Venue and time:** 14 March 2011, International Exhibition Centre, Pavilion №2, 10.00-16.00 (information about the conference hall will be available on the web-site of the Federal Agency for Tourism (www.russiatourism.ru) at the beginning of February 2011.

2. **Registration fee:** Registration fee is 3000 rubles. Representatives of executive authorities in the tourism industry (one person), foreign national tourist offices (one person), and Affiliate Members of UNWTO (one person) are exempt from the registration fee.

3. **Registration:** For participating in the seminar it is essential to complete a registration form (attached) and send it to the Organizing Committee before 1 March 2011. In case of paid participation, along with registration form it is important to send the details of the organization for the invoice of the registration fee.

4. **Visa formalities:** The citizens who need a visa in order to participate in the seminar should contact the coordinator of the seminar on the Russian side to clarify necessary visa formalities.

5. **Seminar program:** The Preliminary Program of the Workshop will be published on the website of the Federal Agency for Tourism (www.russiatourism.ru) in early February 2011 and at the UNWTO Website at www.unwto.org.

6. **Working Languages:** The seminar will be held in English and Russian with simultaneous translation.