Tourism Linking Cultures on the Silk Road

UNWTO World Tourism Day at JATA Tokyo - Friday 30 September 2011

TECHNICAL SEMINAR PROGRAMME

16.30-16.40 - WELCOME

Nobuyuki Horie, Deputy Chief
UNWTO Regional Support Office for Asia and the Pacific

The **UNWTO Regional Support Office for Asia and the Pacific** has the vital role of promoting mutual understanding through international tourism exchange in the Asia-Pacific region, a region characterized by diverse cultures and histories. The Office also strives to contribute to the economic prosperity and political stability of Member States.

Junzo Hikita, Charter Coordinator of Outbound Travel Division
Japan Association of Travel Agents (JATA)

An association sanctioned by the Minister of Land, Infrastructure, Transport and Tourism based on the Travel Agency Law, the **Japan Association of Travel Agents (JATA)** seeks to improve the quality of services provided to travelers to and from Japan. It contributes to the development of the travel and tourism industry through a variety of activities including disseminating information, encouraging cooperation among members, and promoting the development of businesses and legislation that will benefit the membership and the industry at large.

16.40-16.50 – INTRODUCTION TO UNWTO SILK ROAD PROGRAMME

Johanna Devine – Strategic Development
Silk Road Programme, World Tourism Organization (UNWTO)

The **UNWTO Silk Road Programme** is an initiative of the World Tourism Organization (UNWTO), a specialized agency of the United Nations. In collaboration with Member States, UNESCO and other UN agencies, the private sector and civil society, the Silk Road Programme aims to enhance sustainable tourism development and promote cultural diversity along the historic Silk Road route.

16.50 - 18.00 – DESTINATIONS RECONNECTING THROUGH THE SILK ROAD

PEOPLE'S REPUBLIC OF CHINA

Xilong Zhang – Director
China National Tourism Authority (CNTA) Tokyo

China National Tourism Administration (CNTA) is directly regulated by the State Council, responsible for developing, promoting and regulating China's tourism industry.
CNTA has 19 representative offices in Tokyo, Osaka, Seoul, Singapore, New Delhi, Kathmandu, New York, Los Angeles, Toronto, London, Paris, Frankfurt, Madrid, Zurich, Rome, Moscow, Sydney, Hong

REPUBLIC OF UZBEKISTAN

Akana Masaoka - Marketing Manager
Uzbektourism Japan Representative Office

AJT, Inc. is the Uzbektourism representative in Japan as well as the Passenger Sales Agent for Uzbekistan Airways. Uzbektourism is committed to promoting tourism development in Uzbekistan, Central Asia and the Great Silk Road, while recognising the culture and historic significance for the Japanese outbound market.

Bakhriddinov Mansur - Representative
Uzbek Fund Forum Japan

The **Forum of Culture and Arts of Uzbekistan Foundation**, established in February 2004, is a voluntary self-controlled nongovernmental association of citizens and public organizations pursuing the goal of supporting domestic science, culture, education and sports.

REPUBLIC OF CROATIA

Edouard Tripkovic Katayama - Head
Croatian National Tourism Board (CNTB) Representative Office Japan

The **Croatian National Tourism Board** is a national tourist organization founded with a view to promoting and creating the identity, and to enhance the reputation of, Croatian tourism. The mission also includes the planning and implementation of a common strategy and the conception of its promotion, proposal and the performance of promotional activities of mutual interest for all subjects in tourism in the country and abroad, as well as raising the overall quality of the whole range of tourist services on offer in the Republic of Croatia.

CNTB has offices in 19 countries and Tokyo office is the only one in Asia. CNTB Japan organizes presentations, workshops, events, campaigns, study tours for travel agents and journalists and participate to travel fairs. The Silk Road is of great significance to Croatia for many reasons, particularly as the homeland of Silk Road explorer Marco Polo.

REPUBLIC OF AZERBAIJAN

Chingiz Mursalov
Improtex Travel

Improtex Travel specialises in cultural and heritage tours across Azerbaijan and along the Silk Road and is one of Azerbaijan's leading travel agencies. Improtex Travel has over 20 years' experience in building tourist itineraries for a diverse range of markets across a number of destinations. Improtex Travel, along with its regional partners is currently involved in promoting and marketing the Caucasus region as the 'Crossroads of Civilisation'.