

Provisional Programme

16-17 October, 2012

Welcome at Zvartnots International Airport and transfer to hotels

17 October, 2012

21.30 **Welcome Cocktail**
Welcome Cocktail at *Cucina*, Armenia Marriott Hotel

18 October, 2012

Master of Conference Dr. Armen Baibourtian, Senior Adviser to the UN Resident Coordinator in Armenia

09.00 – **Registration**
09.30

09.30 – **Opening and Welcome Remarks**
10:15 - H.E. Mr. Tigran Davtyan, Minister of Economy of the Republic of Armenia
 - Mr. Taleb Rifai, Secretary-General of UNWTO

10.15 – **Keynote speeches: Integration of Universal Values in Responsible Tourism**
11.00 -Message of Mr. Jorge Sampaio, President, High Representative of the United Nations Alliance of Civilizations
 -Mr. Carlos Enrique Bayo Falcón, Director of the newspaper “Público”
 -Berge Setrakian, President of the Armenian General Benevolent Union (AGBU)

11.00 – **Coffee Break**
11.30

11.30 – **Panel 1: Tourism, Religion and Inter-Cultural Dialogue**
12.30 Moderator: Archbishop Nathan Hovhannisyan
 - The Armenian Apostolic Church: Rev. Father Asoghik Karapetyan
 - The importance of Tourism Ethics: Mr. Helmut Kruger, member of the World Committee on Tourism Ethics
 - Case Study: The Way of St.James (Camino de Santiago, Spain): Mr. Jose Paz Gestoso, Managing Director of the Xacobeo Galicia, Spain
 - Cyprus: A unique experience of inter-cultural dialogue for the promotion of peace culture: Professor Andreas Philokyprou. Member of the Board of Directors of the Cyprus Tourism Organization
Q&A

12.30 – Lunch and Free Time
15.00

15.00 – **Special focus: Tourism and Protection of Cultural Heritage Sites**
15.45 - Case study: Tourism and Cultural Heritage: Mr. Shulga Cheslav, Deputy Minister of Sports and Tourism of Belarus
 - Protection/preservation of World Heritage Sites: Ms. Liubava Moreva, Programme Specialist for Culture from the UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova, and the Russian Federation
 - SOS Culture (involvement youth in the preservation of neglected cultural assets): Ms. Barbara Siebert, GIZ, CIM expert/ FPWC Programme Director, EU funded SOS Culture Project

15.45 – **Coffee Break**
16.00

16.00 – **Panel 2: Linkages between Tourism and Intangible Cultural Heritage**
17.00 Moderator: Levon Chookaszian, Director of UNESCO Chair of Armenian Art History, Yerevan State University

- UNWTO Tourism & Intangible Cultural Heritage: Ms. Marina Diotallevi, Programme Manager of the Ethics & Social Dimensions of Tourism, UNWTO
 - Case study: The Silk Road: Mr. Cheslav Shulga, Deputy Minister of Sports and Tourism
 - Armenian Case Study: Ms. Arev Samuelyan, Deputy Minister of Culture of the Republic of Armenia
- Q&A**

17.30 **Social Programme**

19 October, 2012

- 09.30 – **Special Focus: Solidarity and Tourism’s Contribution to Poverty Alleviation**
10.15 - Dr. Mahmood A. Khan, Team Leader, USAID
 - Case study- Armenian community development project: Dr. Arman Khachatryan, CEO, National Competitiveness Foundation
- 10.15 – **Panel 3: Corporate Social Responsibility in Tourism**
11.45 Moderator: Mr. John Downes, International Consultant, USAID/EDMC
 - Mr. Lukas Negedly, Austrian Airlines Country Manager for Armenia
 - Mr. Mikkel Krantz, Director of Sales and Marketing, Armenia Marriott Hotel Yerevan
 - Mr. Alexander Nurock, Director of Liberty International Incoming Agency, Armenia
Q&A
- 11.45 – **Coffee Break**
12.15
- 12.15 – **Signing Ceremony: Private Sector Commitment to the Global Code of Ethics for Tourism**
12:30
- 12.30- **Adoption of the Yerevan Declaration**
12:45
- 12.45 **Closing Remarks**
- 15:30 **Social Programme**
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SOCIAL PROGRAM

17 October, 2012

21: 30 Welcome Cocktail at Cucina, Armenia Marriott Hotel.

18 October, 2012

- 12:30 Lunch at Armenia Brasserie, Armenia Marriott Hotel.
17:30 Visit to Mother See of Holy Echmiadzin, the religious center of the Armenian Apostolic Church.
18:00 Reception by His Holiness Karekin II, Supreme Patriarch and Catholicos of All Armenians.
 Visit to the Cathedral Museum.
19:30 Dinner at Agape Dining Hall, Echmiadzin.
21:00 Armenian Brandy tasting and national dress show at Zvartnots Historical-Cultural Museum-Reserve.

19 October, 2012

- 13:30 Lunch at Armenia Brasserie, Armenia Marriott Hotel, hosted by Armenia Marriott Hotel.
15:30 – Visit to Garni pagan temple.
19:30 Visit to Geghard Monastery. Church choir.
20:30 Gala Dinner at Armenia Marriott hotel with performance (including duduk and other national instruments).