



5th UNWTO Silk Road Task Force Meeting

Seoul, Republic of Korea
The Plaza Hotel – Maple Hall Room
23-24 April, 2015

Programme

English-Russian simultaneous interpretation will be provided

Meeting jointly organised by UNWTO and the Ministry of Culture, Sports and Tourism of the Republic of Korea

Background:

The UNWTO Silk Road Task Force plays a decisive role in determining the key strategies of the UNWTO Silk Road Programme, as well as driving the implementation and exchange of best practices. The 5th Meeting will be an important step in our joint efforts to address the three key areas of work outlined in the UNWTO Silk Road Action Plan 2014/2015.

The Republic of Korea served as a cultural bridge between the Asian continent and neighbouring islands for centuries. This 5th Task Force Meeting will take place in Seoul, one of Asia's most dynamic capital cities.

Wednesday, 22 April

Task Force members to arrive in Seoul at own leisure.

Day I: Thursday, 23 April

Venue: Maple Hall, the Plaza Hotel

9.00 – 9.45 **Official Welcome and Presentations**

Speakers:

- *Official Welcome* by Mr. Taleb Rifai, UNWTO Secretary-General (via video message)
- *Opening Remarks* by Mr Shanzhong Zhu, UNWTO Executive Director for Technical Cooperation and Services
- *Welcoming Remarks* by Kim Chul-min, Director General, Ministry of Culture, Sports and Tourism of the Republic of Korea
- *Silk Road Action Plan Progress Update* by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

9.45-11.00 **Workshop on Marketing and Promotion**

Moderated by Ms Johanna Devine, Technical Coordinator, UNWTO Silk Road Programme

The Silk Road is becoming an increasingly recognised tourism brand and is attracting the attention of major media entities such as the Discovery Channel and National Geographic Traveller. This session will look at:

- What are the most effective ways to use the Silk Road for branding and promotion?
- Which countries are achieving this most successfully?
- How should we prioritise which activities to focus on for 2015/2016?

11.00-11.30 **Networking break**

11.30-12.30 **Travel Facilitation Briefing**

Moderated by Ms Alla Peressolova, Head of UNWTO Silk Road Programme

In 2014, Silk Road countries continued to make positive improvements to visa policies, and the Routes Silk Road event in Tbilisi Georgia has made a positive impact on enhancing aviation connectivity across the region.

This session will enable Task Force representatives to report on progress made over the last 12 months relating to:

- Improvements to visa policies (visas on arrival, evisas, etc.)
- Aviation growth and route development
- Border crossing management

12.30-14.00 **Lunch at the Plaza Hotel**

14.00-16.00 **Workshop on Capacity Building and Destination Management**

Moderated by Mr. Peter DeBrine, Programme Specialist, Sustainable Tourism, UNESCO

In 2014, the first Silk Road Heritage Corridor was inscribed on the World Heritage List. Other heritage corridors and tourism route projects are being developed across the Silk Road and beyond.

- What are the current priorities for capacity building in destinations along the Silk Road?
- Which destination management planning models are most effective for Silk Road countries?
- How can National Tourism Administrations collaborate more successfully to foster sustainable tourism development?

16.00-19.00 **Free time at leisure**

19.00 **Welcome Dinner hosted by Ministry of Culture, Sports and Tourism of the Republic of Korea**
Venue: Diamond Hall, the Plaza Hotel

Day II: Friday, 24 April

9.00-11.30 **Building a Tourism Route for Success**

The Silk Road boasts an extensive network of overland and maritime routes which can play an important role in connecting destinations and promoting complimentary products. Yet many routes lack adequate infrastructure, interpretation or marketing to support or encourage visitation. This session will demonstrate how to effectively invest in tourism routes to enhance destination marketing, public-private partnerships and job creation while safeguarding natural and cultural heritage.

This interactive workshop will be run by Mr Roger Grant, Director of Australia's Great Southern Touring Route (GSTR). The GSTR is as a partnership between four Regional Tourism Boards pooling marketing resources to grow visitation and maximise yield across the state of Victoria. This presentation will outline the challenges and triumphs of the GSTR's 20 years of experience in developing one of Australia's most successful tourism routes. It will provide a step-by-step guide to route development on the Silk Road, looking at product gap analysis, economic impact, digital strategies and governance models.

11.30-12.00 **Networking break**

12.00-13.00 **Wrap-up Session and close**

This wrap-up session will focus on the meeting's conclusions and next steps to be implemented.

13.00 – 17.00 **Lunch and Silk Road Technical Tour organized by the Ministry of Culture, Sports and Tourism of the Republic of Korea**

19.00 **Farewell dinner hosted by Ministry of Culture, Sports and Tourism of the Republic of Korea**

Saturday 25 April

Task Force members to depart at leisure.