



**ITB**  
BERLIN



Cultural route  
of the Council of Europe  
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du Conseil de l'Europe



## 8<sup>th</sup> UNWTO Silk Road Tour Operators' Forum

Thursday 7 March 2019, 14.00-16.00

'Palais West Room', ITB Berlin

The forum will be held in English

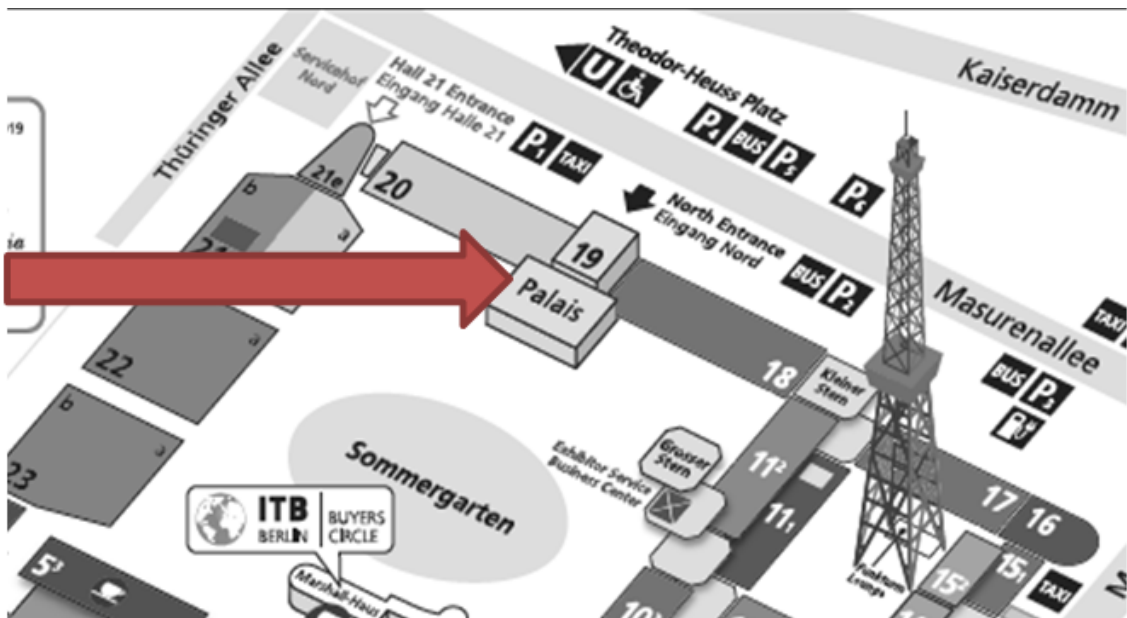
The World Tourism Organization (UNWTO), supported by [EastguidesWest](#) and the [Phoenicians Route](#), will be running a 2 hour forum focused on improving cooperation between the various tourism stakeholders active within the sphere of cultural tourism routes.

Following introductory presentations on cooperation opportunities and recent activities happening along the [Silk Road](#) and the Phoenicians Route, plus a country presentation by the Republic of Azerbaijan, a training session will be held centred on stakeholder expectations and service quality. Both tour operators and locally based Destination Management Companies (DMC's) face similar difficulties when planning and marketing specialised tours and tourism packages. By looking at best-practice examples currently being implementing within the field, strategies on how to build and maintain trust among partners will be discussed. *Trustworthiness* and service excellence will thus be presented as the key elements ensuring a balanced approach between the demand and supply sides of the tourism industry. The forum will conclude with a question and answer session, where participants will be able to share their own ideas and experiences.

For more information, please contact [silkroad@unwto.org](mailto:silkroad@unwto.org)  
To register for this event, please click [here](#).

### Programme

- 14:00-14:05** *Official welcome* by Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)
- 14:05-14:25** *Keynote Intervention* by Mr. Nikolaos Gkolfinopoulos, Silk Road Project Specialist, Technical Cooperation and Silk Road Department, World Tourism Organization (UNWTO)
- 14:25-14:40** *Keynote Intervention* by Dr. Antonio Barone, Director of the Phoenicians' Route, Italy
- 14:40-14:50** *"Wine Route along the Silk Road"* Silk Road country presentation by Ms. Sakina Asgarova, Industry Associations Manager, Azerbaijan Tourism Board
- 14:50-15:30** *Training Session* by Ms. Sjannie Hulsman-Louwers, Co-Founder & Owner EastguidesWest: "Increase tourism revenue together"
- 15:30-15:55** *Open-debate and Q&A with participants*



### How to get to the 'Palais West Room':

- The Palais is located directly in front of the **North Entrance / Hall 19**;
- Once inside Hall 19, go up the stairs and enter the **Palais**;
- Once within the main hall of the Palais, the **West Room** will be on your **right hand side**.