

Supporting excellence along the historic routes Silk Road Training and Capacity Building Programme

20 – 29 NOVEMBER 2017

COURSE PROGRAMME - MADRID

Monday 20th November

9:30 – 10:30 Official Opening

Room Escudos, Hotel Melía Castilla (in front of UNWTO Headquarters in Madrid)

Official Welcome from UNWTO

Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)

Welcome from UNWTO.Themis Foundation

Mr. Omar Valdez, Executive Director, UNWTO.Themis Foundation

Welcome from University of Valencia

Ms. Aurora Pedro, Academic Course Director, Universidad de Valencia

Official welcome from the Sponsors

Ms. Olga Memedovic, Chief, Business Environment Cluster and Innovation Division, Department of Trade, Investment and Innovation, United Nations Industrial Development Organization (UNIDO)

Mr. Numan Cizmecioglu, General Manager, Turkish Airlines Madrid Office

What we want to achieve from this course and short introduction to UNWTO

Ms. Alla Peressolova, Head, UNWTO Silk Road Programme

Video of the International Year of Sustainable Tourism for Development 2017

10:30 – 11:15 UNWTO Key Activities and World Tourism Developments

Presentation on the International Year of Sustainable Tourism for Development

Ms. Cordula Wohlmuther, Head, UNWTO Institutional Relations and Resource Mobilization

UNWTO Technical Co-operation Programme – how it can support you

Ms. Vanessa Satur, Programme Manager, UNWTO Technical Cooperation and Services

11:15 – 12:00 Welcome from UNWTO Secretary-General, Mr. Taleb Rifai

Group Photo and Coffee Break (we move to UNWTO HQ for this at 11.15)

12:15 – 13:30 UNWTO Key Activities and World Tourism Developments (at Escudos Room, Hotel Melia Castilla)

World Tourism Trends and Statistics

Mr. John Kester, Director, UNWTO Tourism Market Trends

Global Tourism and Education

Ms. Lucy Garner, Liaison Officer, UNWTO & UNWTO.Themis Foundation

13:30 – 15:00 “Spanish Tapas” Lunch – Las Fuentes restaurant (next to UNWTO HQ)
15:00 5-10 min walk to the Eurobuilding 2 Hotel to pick up the luggage
16:00 Transfer from hotel by bus to the Atocha station
17:40 Leaving to Valencia by AVE (bullet train – 1.44 min to Valencia)
19:22 Arrival in Valencia. Transfer to the hotel Olympia Universidades
20:30 Welcome cocktail– courtesy of Turismo Valencia Foundation
 At Restaurant Dolium (<http://dolium.es/>), 10 min walk from the hotel

COURSE PROGRAMME – VALENCIA

Tuesday 21st November

9.30 – 10.15 Official Opening of the Course at the University of Valencia

Mr. Guillermo Palao, Vice-principal, International Relations and Cooperation, University of Valencia
 Ms. Sandra Gómez, First Deputy Mayor of Valencia and President of the Fundación Turismo Valencia
 Representative of Agència Valenciana del Turisme
 Mr. José Manuel Pastor, Dean, Faculty of Economy, University of Valencia
 Ms. Alla Peressolova, Head, UNWTO Silk Road Programme, World Tourism Organization
 Ms. Aurora Pedro, Academic Course Director, University of Valencia (include a brief introduction to the course and approach)
 Mr. Ramón López Martín, Vice-principal for Training Policies and Educational Quality
 Official Photo of participants and official representatives

10:30 – 11:00 Valencia on the Silk Road - tourism perspective

Representative of the Agència Valenciana del Turisme

11:00 – 11:30 Coffee break

11:30 – 11:45 General housekeeping and important information for participants

Ms. Aurora Pedro, Academic Course Director

11:45 – 13:30 Transnational Themes and Routes – keynote workshop

Mr David Ward-Perkins, Senior Associate TEAM Tourism Consulting

13:30 – 15:00 Lunch (at the University)

15:00 – 15:30 Introduction to the UNWTO Silk Road Programme

Ms. Alla Peressolova, Head, UNWTO Silk Road Programme

15:30 – 16:30 Participants introduction session

Who you are, you and your countries role in the Silk Road and what you want from the Course- 5 mins each

16.00 “Show, Tell and Taste” Coffee break in the classroom - Share your home, culture and traditions. Through the items you have brought, provide an understanding of the special qualities of your home or destination (with food typical of your destination – please bring non-perishable food representative of your place). Feel free to bring promotional material to illustrate your destination.

16.30 – 18.30 Introduction to Project and Group Work

Mr John Bell and Mr Gavin Bell, Experts and Course tutors

Course participants will be divided into groups and focus on identifying development needs and potential areas for developing transnational tourism projects.

20:00 Dinner

Wednesday 22nd November

9:30 – 12:30 Presentation and break out workshop: Bringing Destinations to Life

Ms Daniela Wagner, Travel Weekly Group, and Mr Nicholas Montemaggi, CMO iambassador

Part 1: Why should you work with the travel trade?

Over 60% of complex bookings continue to be made through travel agents. How can destinations present work with the travel trade to educate them and to compete with.

Part 2: 'The benefit of bloggers'

This workshop will feature case studies regarding how bloggers are involved in your communication and marketing strategy while promoting cross-border collaborations.

11:00 – 11:15 Coffee Break – can we have it in the room?

12:30 – 13:30 Workshop: Planning the cross-cultural tourism experience on the Silk Road

Keynote presentation: Understanding the contemporary traveler and experiential marketing

Dr. Luisa Andreu, Market Research and Commercialization, Director of Double Degree in Tourism and Business

The workshop will focus on creation and management of the experience based tourist product.

13:30 – 15:00 Lunch (at the University)

15:00 – 16:00 The Fascinating history of Valencia – Silk, Silk Road and Sea

Prof. Daniel Muñoz, Faculty of History and Geography

16:00 – 17:00 Workshop on Transnational Inventory of Resources

Dr. Rubén Arandis, Lecturer in Tourism, Faculty of Geography - Inventory of Resources – Methodology – Silk Road Inventory in Valencia

17:00 Coffee in the classroom

17:00 – 19:00 Project Development Review

20:00 Valencia evening – courtesy of Valencia Tourism Board (Patronato de Turismo de la Diputación de Valencia) Venue: Valencia Club Cocina, la Plaza San Felipe Neri (20 min walk)

Presentation of “Del Troç al Plat” tourism development initiative of the Valencia Tourism Board

Thursday 23rd November

9:00 – 13:00 Visit to the National Museum of Ceramics and learn about its work related to the Silk Road
History walk – visit to the Patriarch's Church and the old building of the University of Valencia
Visit to the Tourist Information Centre of the City Hall (Ayuntamiento)

13:30 – 14:30 Lunch (at the University)

14:45 – 15:45 The taste of hospitality – gastronomy and tourism

Dra. Marisa Ramos Abascal, Faculty of Tourism and Gastronomy, Universidad Anáhuac, Mexico
The Participants will learn from the Mexican experience in the touristic activity after the 2010 UNESCO recognition of the Traditional Mexican cuisine as part of the Representative List of the Intangible Cultural Heritage of Humanity. The presentation will also focus on how the Silk Road destinations can benefit from working together to develop transnational tourist routes and experiences based on the rich and diverse shared gastronomy heritage.

15:45 – 16:30 Community based food tourism

Mr. Gavin Bell, International Expert on tourism and protected areas

16:35 – 19:00 Leave for the Valencia Tourism Training Center (25 min. walk)

Valencian Wine Tasting by Sommelier Miquel Angel Minguet Cuartero

A brief introduction to the world of wine, enotourism and basic keys to make a wine tasting. Taste Valencian wines with D.O. (Denominación de Origen) Valencia, specially selected for this activity - courtesy of D.O.Valencia.

20:00 Dinner

Friday 24 November

9:00 – 10:00 Digital Marketing (video conference)

Prof. Dimitrios Buhalis, Head of Department Tourism and Hospitality, Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University, UK

10:00 – 11:00 The media and YOU

Mr. John Bell, International journalist and broadcasting expert and tourism consultant

Working with the media to benefit the journalist, the consumer and your budget. Despite the huge growth in social media the traditional outlets of newspapers, magazines, radio and television still command world-wide audiences in the billions. In this session, we learn about the opportunities offered by the traditional media, the challenges which they currently face and the benefits that such co-operation brings.

11:00 – 11:30 Coffee Break

11:30 – 12:30 Tourism Marketing for Millennials

Mr. Nikolaos Gkolfinopoulos, Tourism Intelligence and Research Officer, UNWTO Silk Road Programme

12:30 – 13:30 Practical Exercise: Social media and how to use the Silk Road Programme social channels to your benefit

Ms. Elena Dubinina, Capacity Building Officer, UNWTO Silk Road Programme

13:30 – 15:00 Lunch at the University

15:00 – 17:00 Workshop: The Via Dinarica Experience - Building transboundary trekking routes and-breaking down cultural barriers post conflict

Mr. Tim Clancy, tourism consultant and developer

This workshop will focus on Tourism Product, Tourist Routes and their creation

17:00 Coffee in the classroom

17:00 – 18:00 Group Work: Stimulating project development

18:00 – 18:45 The Importance of Heritage Interpretation for Visitor Experience

Mr. Gavin Bell, International Expert on tourism and protected areas

The presentation will focus on the importance of building a connection between the visitor and the site to create memorable visits that promote understanding and engender support for conservation of heritage. It will also provide links to practical toolkits that can support their activities and those of colleagues in their own countries.

Briefing for Weekend Field Trips

20:00 Dinner

Saturday 25th November

9:00 – 12:45 Experience Valencia as the Silk Road Destination

Technical tour including the Valencian Silk Exchange (La Lonja de la Seda), St. Nikolas Church (Valencia's Sistine Chapel), the Valencian Silk district "Velluters", and the Museum and College of High Silk Art (Technical tour is courtesy of Turismo Valencia Foundation)

12:45 – 13:30 Light lunch – Tasting traditional Valencian "Coques" at the Museum and College of High Silk Art

Leisure Time

16:30-18.00 Visit to the Valencia City of Arts and Science <http://www.cac.es/es/home.html>

Leisure Time

20:00 Dinner downtown

Sunday 26th November

9:30 – 13:00 Visit to Valencia BIO park with Gavin (Optional)

13:30 – 15:00 Lunch

15:00 – 17:00 Leisure Time

20:00 Dinner

Monday 27th November

09:30 – 13:30 Workshop: Insight in China as a Source Market
Mr. Kurt Grötsch, CEO Chinese Friendly International

The workshop will focus on challenges and opportunities of destinations targeting and catering to Chinese tourists.

Group work on creating a Destination Strategic Plan for Chinese visitors and how the visitors' economy should adjust to tailor tourist product to this particular market.

11:00 – 11:30 Coffee Break

13:30 – 15:00 Lunch at the University

15:00 – 18:00 Project Development Group work with John Bell, Gavin Bell and Tim Clancy

17:00 Coffee in the classroom

20:00 Dinner

Tuesday 28th November

9:30 – 10:15 Destination Management: the successful lessons of the City of Valencia
Mr. Joan Carles Cambrils, Deputy Director, Turismo Valencia (TBC)

10:15 – 11:00 UV International Cooperation - Tourism and Food Safety: The case of Egypt
Ms. Lucía Fernández

11:00 – 11:30 Coffee Break

11:30 – 12:30 UV International Cooperation – Presentation of the Project TALIS and its potential for the Silk Road Ms. María Alcantud-Díaz

The Project TALIS UV connects people to destinations and cultures through their creative writing and illustration workshops, through their stories. This way, we encourage language learning, mutual understanding and intercultural and literary education.

12:30 – 13:30 Workshop on Creative industries, tourism and social shopping

Part 1: Strategic plan for shopping tourism development

Mr. Antonio Santos del Valle, Director for Institutional Relations and Tourism, Innova Tax Free Group

13:30 – 15:00 Lunch (at the University)

15:00 – 17:00 **Cont.** Workshop on Creative industries, tourism and social shopping

Part 2: Communication and promotion plan

Mr. Alvaro Garnica Alvarez-Alonso, CEO, Global Journey Consulting

Break out groups and project development

16:00 Coffee in the classroom

17:15 Visit to Valencia Tourism Training Center and Show Cooking

(25 min walk)

Show Cooking "Valencia tastes good: travel by our senses"

Prof. Maria Cruz Martinez

Learn about the typical local dishes elaborated with the food which is most representative of the Valencian cuisine and find out how it is related to the Silk Road

Wednesday 29th November

09:00 – 09:30 Guest Presentation by Turkish Airlines

Mr. Jose Calvo, Marketing Representative, Turkish Airlines Valencia Office

09:30 – 10:00 Review Meeting on project development

10:00 – 13:15 Group Work on project development – roving tutor support

11:00 – 11:30 Coffee Break

13:15 – 13:30 Meet-back together

13:30 – 15:00 Lunch

15:00 – 17:00 Project Presentations part 1

17:00 Coffee in the classroom

17:00 – 18:00 Project Presentations part 2

18:00 – 18:30 Closing Ceremony

20:00 Farewell Dinner

Thursday 30th November

Departure of Participants

