



Mountain  
Resorts  
of Georgia



## Provisional Program

# 3<sup>rd</sup> EURO-ASIAN MOUNTAIN RESORTS CONFERENCE

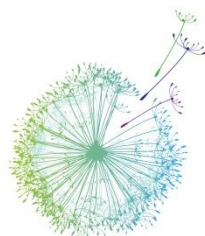
## “Innovative Strategies for Sustainable Mountain Tourism Development”

4 - 7 April, 2017, Tbilisi, Georgia

10-Feb-17

### Background and rationale:

- Pursuant to the previous two editions of the Euro - Asian Mountain Resorts Conference held in Almaty (Kazakhstan) in 2013 and Ulsan (Republic of Korea) in 2015 aims at providing an overview on the mountain destinations within a broader context and covers topics around the three major pillars: i) sustainable development and planning, ii) investments and incentives and iii) operational issues.
- Visitors are increasingly looking for new and diversified experiences in mountain destinations all through the year. The emergence of this new market segment, together with the need for the destinations to adapt their tourism supply to the impact of climate change and to expand the tourism season beyond the peak of winter tourism, presents an excellent opportunity to devise a new strategic approach to mountain tourism
- The Conference will identify once again the current environmental, structural and market oriented challenges in mountain destinations and exploring the opportunities to maximize the economic potential and social change for the local communities through a sustainable mountain tourism development and management
- The Conference will discuss the need to develop a “mountain tourism culture” for stimulating activities in these areas as well as encouraging entrepreneurs to invest in mountain tourism.
- Taking into consideration the context of the International Year of Sustainable Tourism for Development celebrated in 2017 the topic of sustainability will be reflected in the different sessions.



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT

## CONFERENCE PROGRAMME

### Tuesday , 4 April 2017

12:00 - 16:00      Technical Visit: City Tour

10:00 -19:00      Registration of participants at Biltmore Hotel Tbilisi

20:00 - 22:00      Welcome Reception at Biltmore Hotel Tbilisi

### Wednesday, 5 April 2017

Venue: Biltmore Hotel Tbilisi

09:00 - 18:00      Registration of participants

9:00 – 9:25      Opening ceremony

**Master of Ceremony:** tbc

**Welcoming address:**  
**National and local Authorities**

**Opening remarks:**  
**Mr. Taleb Rifai**, Secretary - General, World Tourism Organization (UNWTO)

9:25 – 9:30      Congratulatory Address

**Mr. Heo Eon-Wook**, Deputy Mayor of Ulsan Metropolitan City, Republic of Korea

9:30 – 12:30      **SESSION 1: Setting the Scene: Sustainable Tourism in Mountain Destinations: Challenges and Long-term Outlook**

The session will highlight the potential of various sustainable tourism development approaches that opt for a responsible role of any tourism activity and are in line with the local community's need and which allow them to be involved in the decision-making and investment process. By utilizing local accommodation, food, music, art, crafts and traditions it conserves not only mountain heritage but also safeguards its natural environment. The session will also overview the impact of "climate change" on mountain destinations.

**Keynote:** **Mr. Marcello Notarianni**, International Hospitality and Sustainable Tourism Expert, Nepal

**Moderator:** **Ms. Cathy O'Dowd**, Rock climber, mountaineer & author, South Africa

**Panellists:**

**Mr. George Gotsiridze**, Head of GeoGraphic, Georgia

**Mr. David Lortkipanidze**, General Director of the Georgian National Museum

**Mr. Paul Stephens**, Executive Director and Co-founder, The Transcaucasia Trail Association, USA

**Ms. Sara Manuelli**, Programme and Communications Officer, Mountain Partnership Secretariat, FAO

12:10 – 12:30

**Q/A**

**12:30 – 14:00**      **Lunch break**

**14:00 – 15:30**      **SESSION 2: Mountain Resort Planning: An Integrated Planning Approach and Illustration of Good Practices in Developing Mountain Resorts**

The session will provide an insight into the public policies which must include the launch of “integrated planning” for a sustainable and competitive mountain tourism which must be compatible and integrated with the other sectors (activities) and requirements of the region such as local infrastructure, transport and connectivity, land acquisition and zoning, local communities and tourism stakeholders, natural and cultural resource deployment.

**Moderator: Ms. Cathy O’Dowd**, Rock climber, mountaineer and author, South Africa

**Panellists:**

**Mr. Aleksandre Onoprishvili**, Head of the Mountain Resorts and Development Company, Georgia

**Mr. Pascal Roux**, CEO, MDP Consulting, France

**Dr. Fiona Pià**, Laboratory of Architecture and Urban Mobility, Federal Institute of Technology, Lausanne (EPFL) and Architect Partner at dl-a, designlab-architecture, Geneva, Switzerland

**15:10 – 15:30**      **Q/A**

**15:30 – 16:00**      **Coffee Break**

**16:00 – 17:30**      **SESSION 3: Investment and Incentive Policies: Legislative Framework and Investment Friendly Practices**

The session will focus on how to develop the necessary legislative framework and effective tools to attract investors for a sustainable and competitive mountain tourism development and management. The presentations will also touch upon the public-private partnership structures for an efficient and goal-oriented management models and practices.

**Moderator: Ms. Cathy O’Dowd**, Rock climber, mountaineer & author, South Africa

**Panellists:**

**Mr. Mamuka Khazaradze**, Chairman of the Supervisory Board of TBC Bank, Georgia

**Dr. Frithjof Ehm**, European Commission, Directorate General for Regional and Urban Policy, Competence Centre Macro-regions and European Territorial Cooperation (tbc)

**Mr. Matthias Jäggi**, CFO, Andermatt Swiss Alps, Switzerland

**Mrs. Nathalie Saint-Marcel**, Deputy Director, Cluster Montagne, France

**Mr. Mahmoud Hashemi**, Director, Iran Mountaineering & Sport Climbing Federation

**17:10 – 17:30**      **Q/A**

**20:00**      **Evening Event (Venue: tbc)**

## Thursday, 6 April 2017

### 9:00 – 10:30 **SESSION 4: Product Diversification and Attracting New Markets: A Strategic Approach to Improve the Positioning of Mountain Destinations**

Although skiing seems to remain the major travel motivation for the mountain tourism customer, new market segments and related consumer behaviour urge mountain destinations to adapt to change, diversify the product and attract niche markets. It is also possible to extend the season and be able to achieve the return on investment. The session will explore the needs of the new markets through illustrative cases.

**Moderator: Ms. Cathy O'Dowd**, Rock climber, mountaineer and author, South Africa

#### **Panellists:**

**Mr. George Chogovadze**, Head of the Georgian National Tourism Administration

**Mr. Laurent Vanat**, Vanat Consulting, Switzerland

**Dr. Wolfgang Arlt**, China Outbound Tourism Research Institute, Germany

**Mr. Josef Zenhäusern**, Expert FIS Development Programme, International Ski Federation (FIS), Switzerland

10:15 – 10:30 **Q/A**

10:30 – 11:00 **Coffee Break**

### 11:00 – 12:30 **SESSION 5: New Revolutionary Tools for Mountain Destinations: Innovation and the Digital Media**

The session will discuss the huge impact of innovative initiatives and the digital media to capture the target markets and to offer a high quality and smart visitor experience.

**Moderator: Ms. Cathy O'Dowd**, Rock climber, mountaineer and author, South Africa

#### **Panellists**

**Mr. Guram Adamia**, Head of IT Department, Mountain Resorts Development Company, Georgia

**Mr. Konstantin Feustel**, Founder, GEIOS Digital Destination Management, Germany

**Mr. Peter Knudsen**, CEO, BLIP Systems, Denmark **(tbc)**

**Mr. Rafael Olmedo**, Chairman of the Innovation Committee on Mountain Security and Permanent Advisor on Research, Development and Innovation Cluster de Montaña, Madrid, Spain

11:15 – 12:30 **Q/A**

**12:30 – 13:30      Technical Conclusions and Closing Remarks**

**Mr. Christopher Hinteregger**, UNWTO Consultant, Austria

**Ms. Esencan Terzibasoglu**, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

**Local authorities**

**13:30 – 14:30      Lunch****14:30 – 16:30      B2B networking event****Day 3: Friday, 7 April 2017****10:00 –              Optional Excursions to Ski Resorts**