

Alla Peressolova



Ms. Alla Peressolova is an International expert on sustainable tourism and thematic routes development with strong expertise on the Silk Road destinations and specific experience and success in creating and implementing regional, national and local tourism initiatives, development of marketing strategies and action plans.

As a former Head of the Silk Road Programme at the United Nations World Tourism Organization (UNWTO), Alla Peressolova created a collaborative platform for 34 countries and effectively developed joint activities to raise a profile of the Silk Road tourism and support Silk Road destinations in the responsible and sustainable tourism development across three regions of Europe, Asia and Middle East. She was also responsible for the UNWTO's relations

with the major international fairs. Over the years she established strong alliances with over 20 international and regional fairs, developing on-going programmes and events. She was in charge of such successful events as the Ministers' Summit, gathering over 100 ministers of tourism every year at WTM, London. Among her other projects are numerous communications and awareness campaigns, and international conferences.

She has particular skill and experience with creating, managing and marketing specific tourism initiatives incorporating a wide variety of tourism providers and co-operative ventures including Private/Public partnerships. With a 28 years-long career at the UNWTO, she has extensive international experience including projects with the UNESCO and the European Commission. She is a frequent speaker at the international forums.



Alla will give a presentation titled *"Silk Road Programme: A collaborative approach to transnational tourism routes"* in the first afternoon plenary session (16:15-17:15).