

PROGRAM**of the events on tourism development****within the framework of the International exhibition "Spring in Gomel"**

May 25, Thursday	
<i>Venue: Athletics Palace, Gomel, Yubileinaya st., 52, conference hall</i>	
15.30- 17.00	<p>Round table "Classics and innovations in tourism - to separate or combine?" (by the example of the project "Catherine's Roads")</p> <p><i>Topics for discussion:</i> <i>Preservation of regional historical and cultural heritage related to the historical heritage of Catherine the Great; interaction of participants in the project "Catherine's Roads" in order to develop areas within the common interests, competencies and opportunities; involvement of local governments, youth councils and other stakeholders to create conditions for the development of regional tourism through the creation of new and development of existing tourism facilities; adult education to form and develop competencies in the field of tourism activities</i></p> <p>Moderator: Irina Bogdanets, Director of the Private Institution "Territory of Development — 21st century"</p> <p>Speakers (up to 5 minutes):</p> <ul style="list-style-type: none"> • Victoria Ladutko, Chairperson of the Gomel Region Council of Deputies • Natalya Sidorova, Deputy Chairperson of Korma District Executive Committee • Denis Yezersky, Head of the Main Department of Ideological Work, Culture and Youth Affairs of the Gomel Regional Executive Committee • Galina Galaktionova, Chairperson of the Committee of the Bryansk Region CCI for the Promotion of Tourism Development and Regional Branding (Bryansk Region, Russian Federation) • Natalya Avraleva, First Secretary of the Russian Embassy in the Republic of Belarus, Head of "Russian House" in Gomel • Tatyana Matyushenko, Director of Grabovskaya School (Gomel Region) • Alina Belova, Head of the Department of Tourism Investment Administration of Smolensk (Russian Federation) • Yuri Kolesnik, Director of the Institute for Advanced Studies and Retraining of the Gomel State Technical University named after P.O. Sukhoi <p>Participants: participants of the Agreement within the framework of the project "Catherine's Roads", stakeholders</p>

May 26, Friday

Venue: Gomel Regional Executive Committee, Lenin ave., 2, ground floor, conference hall

09.00-11.00 **Discussion plarform**
"Time for tourism – learn the experience, build the prospects"

Topics for discussion:

Integrated tourism development as a factor of successful socio-economic development of Gomel region, Interaction of working groups as an effective instrument for development and implementation of joint tourism products, experience and prospective directions for development of tourism sector through partnership and cooperation

Moderator: Pavel Starosvetsky, Head of Sport and Tourism Department of Gomel Regional Executive Committee

Welcome speech: Dmitry Aleinikov, Deputy Chairman of the Gomel Regional Executive Committee

Speakers (up to 5 minutes):

- Elena Alexina, Deputy Chairperson of the Gomel City Executive Committee on Social Issues
- Felix Galiuk, Deputy Chairman of the Mozyr District Executive Committee
- Marina Filonova, General Director of the Gomel Branch of BelCCI
- Antonina Katyanina, President of the Union "Chamber of Commerce and Industry of Bryansk region" (Bryansk region, Russian Federation)
- Alexey Rybakov, Vice-President of the Union "Chamber of Commerce and Industry of the Udmurt Republic" (Russian Federation)
- Alina Belova, Head of the Tourism Department of the Investment Department of the Smolensk Administration (Russian Federation)
- Natalya Avraleva, First Secretary of the Russian Embassy in the Republic of Belarus, Head of "Russian House" in Gomel
- Zhanna Plyshevskaya, director of LLC "TsentrStroyProekt"
- Pavel Mandryka, Deputy Director of the Representative Office of Joint Stock Bank ROSSIYA JSC in Belarus

Participants:

Heads of working groups of the interdepartmental expert and coordinating council for tourism at the Gomel regional executive committee, heads of expert and coordinating councils for tourism at the city executive committees, representatives of foreign authorities and CCI's

May 27, Saturday

Venue: conference hall of the Gomel branch of the BelCCI, Gomel, Irininskaya str., 21

12.30-14.30 **Thematic section "Development of tourism – tribute to fashion or economic necessity?"**

Topics for discussion:

Economy of impressions, creative economy - where is the economy here? Resources and opportunities in tourism development. Issues of branding of territories. Novelty of classic tourism - innovations, new formats, new tools? Or a new tourist? Development of agrotourism. Popularization of active tourism. From crafts and artisans to craft tourism. The atlas of tourist souvenirs and its role in the efficiency of tourist routes and sites.

Moderator: Igor Nazarchuk, Head of the Tourism Department of Sports and Tourism of the Gomel Regional Executive Committee

Speakers (up to 5 minutes):

- Peter Filon, author of excursion routes, organizer of group and traditional tours in the Chernobyl exclusion zone
- Galina Kostyashkina, Head of Sports and Tourism Department of Mozyr District Executive Committee
- Svetlana Selyuk, Territorial Manager of the Craft and Tourism Cooperative "Folk Workshops"
- Vadim Barabanov, Head of the Department of Scientific and Educational and Excursion Work of the Gomel Palace and Park Ensemble
- Representative of PA "Belorusneft"

Participants:

representatives of the tourism industry regions of the Russian Federation (participants of the advertising and information tour, **program**)