

BUSINESS PROGRAMME ARCHITECTURE 5th LET'S TRAVEL! INTERNATIONAL TOURISM FORUM

10-15 JUNE 2025, MOSCOW)

10 JUNE, 12:00-13:30, PLENARY SESSION:

DISCOVERING RUSSIA: HOW TRAVEL IS CHANGING THE COUNTRY





MEETING OF THE NATIONAL EXPERT COUNCIL ON THE DEVELOPMENT OF HUMAN RESOURCES IN THE TOURISM AND HOSPITALITY INDUSTRY

PITCH SESSIONS FOR RUSSIAN AND INTERNATIONAL INVESTMENT PROJECTS	RUSSIAN TOURISM DEVELOPMENT CONFERENCE	OPEN DIALOGUE BETWEEN BUSINESS AND GOVERNMENT OFFICIALS
DIGITALIZING TOURISM: IN SEARCH OF A LEGAL BALANCE PARLIAMENTARY HEARINGS OF THE STATE DUMA'S COMMITTEE ON TOURISM AND TOURISM INFRASTRUCTURE DEVELOPMENT		
INFRASTRUCTURE. INVESTMENT	WORKFORCE	INTERNATIONAL COOPERATION
 The Implementation of Large Investment Projects in the Tourism Sector: Challenges and Opportunities Development of Inclusive Tourism: Strategic Approaches and Government Initiatives Classifying Accommodation Facilities: New Quality Standards for Russian Tourism New Rules for Investing in Cultural Heritage Sites: Preservation Through Development Transport Arteries of Tourism: Improving Infrastructure for Comfortable Travel 	 From Quantity to Quality: Labour Productivity in Tourism HR for the Tourism of the Future: Strategic Private-Public Partnership to Develop Human Capital The Key Role of Guides in Tourism Experiences: Standards, Technologies, and Innovations Your Start in Tourism Russia for Young People: Accessible Routes, Programmes, and Initiatives Travel as a Lifestyle: Youth Ambassadors 	 From Declarations to Partnership: On Reducing Regulatory Barriers with Friendly Countries The Role of Tourism in Preserving Historical Heritage and Strengthening International Ties Travel that Inspires: How to Create an Attractive Image of Russia Abroad Combining Spaces and Harmonizing Cultures: Cross-Border Routes for Tourist Exchanges Meeting of the Intergovernmental Russian-Ethiopian Commission on Economic, Scientific, and Technical

IMPORT SUBSTITUTION AND TECHNOLOGIES

Investing in Hospitality: Various Investment Models

and Enhancing the Efficiency of State Support

 Import Substitution in the Tourism Industry: State Policy Priorities and Industry Solutions

Hospitality Infrastructure: Effective Creation

and Development

- Big Data for Large Tourist Flows: From Statistics to Effective Solutions
- Common Hospitality Standards: The Competitive Advantage of Service Quality
- Ski Resorts in an Era of Change: Innovation and Sustainable Development
- Digital Tourism: How Technologies Are Changing Travel

- The Golden Ring: New Life of a Classic Route
- Russia's Silver Necklace. Reboot
- Expanding Rural Tourism: The Potential of Rural Areas and Small Towns
- Travelling to the East: Opportunities for Tourists Investors
- Strategic Priorities for the Development of Auto Tourism
- Patriotic Routes in the Service of Education

• Event Tourism as a Factor in Regional Development: Experience of Organizing Events in the Kirov Region

• Business dialogue between Russia and Malaysia

Cooperation and Trade

REGIONS

- Magnet Region: State Instruments for Attracting Tourists
- Russia A Territory of Discoveries: Travel in an Era of Change
- Religious Tourism and Pilgrimages in Russia: Issues and Prospects
- Evolution of Tour Operators: Transition to Sustainable Development