

FORUM THEME: 'DIFFERENT CULTURES – COMMON VALUES: UNITING PEOPLE THROUGH TRAVEL'

PRODUCT

REGIONAL IDENTITY

- Tourism Workforce 2030: In-Demand Professions and Skills of the Future
- New Trends in Industrial Tourism as a Tool for Regional Socioeconomic Development
- Tectonic Shifts: How Digital Platforms Are Transforming Tourism

CREATIVE INDUSTRIES

- Film Tourism: Retracing the Steps of Your Favourite Movie Characters

RESORTS AND HOTELS

- State Standards for Growth: Quality Benchmarks for Tourism Infrastructure
- Unified Hospitality Standards for Business Tourism: The Key to the Industry's Sustainable Growth

VARIETY IN TOURISM

- Inclusive Tourism: Government Initiatives and Best Practices from the Regions and Businesses

- Meeting of the Organizing Committee for the Celebrations of the 60th Anniversary of the Establishment of the Golden Ring Tourism Route

- Pilgrimage Routes: The Present and Future of Religious Tourism

- Medical Tourism: What Russia Can Offer International Tourists

- Ecotourism: A Country's Calling Card

- Why It's Important to Develop Tourism and Hospitality in Cities with High Scientific and Technological Potential

- Science Museums of the World: Anchor Tourist Destinations

- Keep Your Loved Ones Near: Travelling as a Family

- Formula for a Tourism Boom: How Event Tourism Is Turning Regions into Audience Magnets and Creating New Markets

- The United Caucasus: What Unites Us in the Eyes of Tourists

- Tourist Safety on Challenging Routes

- The Tourism Code of Atomic Cities and Restricted Territories

INFRASTRUCTURE

INVESTMENTS

- An Effective Mechanism for Supporting the Tourism Industry – Preferential Loans for the Construction of Hotels and Major Points of Attraction
- New Tourism Clusters in the Russian Arctic: Investment, Infrastructure, and Logistics
- Investment Project Pitch Session

TRANSPORT

- Kilometres of Impressions: How Road Infrastructure Is Driving Auto-Tourism
- See Russia by Car: 131 Travel Routes
- On Rails and Waves: Commonalities between Cruise Tourism and Train Travel

INTERNATIONAL COOPERATION

- Russia–Asia: Direct Flights, Simplified Visas, and the Impact on the Industry
- Tourism of National Importance: The Strategic Potential of International Cooperation
- Russia–UAE Tourism Dialogue: A Success Story
- Modern Tourism and the Interconnectedness of the Economies of the Asia-Pacific

YOUTH DAY

- Science Tourism: Where Science Meets Adventure
- Brave New World: Media Content as a Tool for Enhancing Regional Tourism Appeal
- Who Wants to Be a Traveller?
- Careers in Tourism: From Intern to Top Manager and Business Owner
- The «More Than a Trip» Academy: Knowledge That Guides You toward an Amazing Future
- Beyond Tour Guides and Hoteliers: How to Build a Career at the Intersection of Finance, Technology and Travel?

SEMINARS

- From the Top Down: Rethinking Excursions as a Tourism Option
- Crafting a Unique Proposition: Who Helps the Regions Discover Their Identity?
- Practical Seminar on Building Creative Management Teams for Russia's Regions
- A Second Life: The Revitalization of Industrial Zones
- Tourism Information Centres as Key Elements Of Hospitality Infrastructure

PROMOTION

DIGITALIZATION

- Partnerships as a Growth Engine: Technology, Business, Marketing, and Values
- Digital Diplomacy in Tourism: Soft Power, Technology, and Cultural Codes

TERRITORIAL MARKETING

- The Golden Ring's Golden Age: Uniting Business, Regions, and Tourism behind a Strong Brand
- The Silver Ring of Russia and Its Pearls
- The Off-Season: Smoothing Out the Tourist Flow

- Landing Tourists: How Regions Can Enhance Tourism Potential and Attract Visitors

- Discover Russia: New Tourism Products for International Audiences and Innovative Promotion Strategies

REGIONAL GASTRONOMY

- The Magic Pot: The Unique Flavours of National Gastrotourism
- Time to Get Acquainted: How to Promote Domestic Wine through Russian Winemaking and Tourism Centres

INTERNATIONAL COOPERATION

- Snow, Bears, and Ballet: How Travel Agencies Present Russia to International Travellers

- When Tourism Turns into Emigration: How Foreigners Visit Russia's Regions and Stay There to Live

KEY EVENTS

PLENARY SESSION

MEETING OF THE RUSSIAN STATE COUNCIL'S TOURISM COMMISSION

BUSINESS DIALOGUE

MEETINGS OF THE FOLLOWING INTERNATIONAL WORKING GROUPS:

RUSSIA–CHINA

PRESENTATION OF INDUSTRY AWARDS