

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

PRODUCT

REGIONAL IDENTITY

- Russia's Tourism DNA: What Makes the Country's Regions Unique?
- Creating a Unique Hook: Who Helps Regions Find Their Identity?

HUMAN RESOURCES AND LABOUR

PRODUCTIVITY

- Competence Centres: How the Industry is Developing its Own World-Class Workforce
- Valued Staff: How AI and Automation Are Boosting Productivity in the Hospitality Industry

AUTOTOURISM

- On the Road: Car Travel as a Standalone Tourism Product

INTERNATIONAL COOPERATION

- Snow, Bears, and Ballet: How Foreign Tour Operators Sell Russia

CREATIVE INDUSTRIES

- Collaborations that Work: Joint Projects Involving Bloggers, Museums, and Tour Operators
- Film Tourism: Retracing the Steps of Your Favourite Movie Characters
- Second Life: Rehabilitating Industrial Zones as Tourist Destinations

IMPORT SUBSTITUTION

- New Points on the Tourist Map of Russia: Creating and Promoting Local Tourism Brands
- It's 100% Russian: Import Substitution in the Tourism Industry

RESORTS AND HOTELS

- The Russian Riviera: The Black Sea Coast in 2026
- The Wellness Revolution: Russian Spa Concepts that Have Become a Global Trend
- National Standards for Growth: Quality Standards for Tourism Infrastructure

VARIETY IN TOURISM

- Space Tourism: What Does it Take to Reach for the Stars?
- Pilgrimages: The Present and Future of Religious Tourism

INFRASTRUCTURE

INVESTMENTS

- Effective Support Mechanisms: From Preferential Loans to a Single Subsidy
- Let's Start with the Most Important Thing: Infrastructure for Tourism or Tourism for Infrastructure?
- Long-Distance Tourism: How to Bring Tourists In
- 'Five Seas and Lake Baikal': Full Steam Ahead to a Resort Fairytale

NEW TERRITORIES

- Historic Territories – Great Opportunities: The Development Potential of the Tourism Industry

TRANSPORT

- Safe and High-Quality Roads: How Developing Transport Infrastructure Helps the Tourism Industry
- Connecting Travel: The Development of Multimodal Transportation
- As the Wheels Turn: Russia's Tourist Trains

INTERNATIONAL COOPERATION

- Russia-Asia: Direct Flights, Simplified Visa Regimes, and What this Has Done for the Industry

**PORT INFRASTRUCTURE FOR WATER TOURISM
(CRUISES, YACHTING)**

- Successful Mooring: The Development of a Mooring Infrastructure in Russia

KEY EVENTS

PLENARY SESSION

ALL-RUSSIAN CONFERENCE

BUSINESS DIALOGUE

**MEETINGS OF TOURISM WORKING GROUPS
AND SUBCOMMISSIONS OF INTERGOVERNMENTAL COMMISSIONS
OF THE RUSSIAN FEDERATION WITH VARIOUS COUNTRIES**

INDUSTRY AWARDS CEREMONY

PROMOTION

DIGITALIZATION

- AI Assistants: Will Artificial Intelligence Replace Traditional Travel Agents?
- Point of Assembly: The Impact of Travel Aggregators on Tourism

TERRITORIAL MARKETING

- The Golden Ring: The Run-Up to an Anniversary
- Russia's Silver Necklace and Pearls
- Discover Russia: Regional Brands that Everyone Can Understand

REGIONAL GASTRONOMY

- Cook, Little Pot, Cook: Features of National Gastronomy Tourism
- Let's Get to Know Each Other: How to Make Russian Wine Popular with the Help of Russian Winemaking and Tourism Centres

INTERNATIONAL COOPERATION

- Digital Passport: Effective Online Promotion Tools
- A Common Cause: Secrets of Collaborations That Increase Tourist Flows

SPECIAL EVENTS

- Event Legacies: What's Left after the Crowds Disappear?
- 'Good Things Come in Small Packages': How Small Towns and Villages Attract Tourists

YOUTH DAY

- Science-Based, Popular, About Tourism: How to Find a Balance between Scientific Tourism and Popular Tourism
- Adventure Time for Young People: Trends in Youth Tourism
- Brave New World: Media Content as a Tool for Developing the Tourism Attractiveness of Regions
- Summer Camps Never Get Boring: Trends in Children's Tourism