



Tourism as an Element of Sustainable Development International Conference

October 6, 2011

**Neidgart Mansion
31, Zakhariyevskaya Str., St.Petersburg**

PROGRAM

- 9.30 – 10.00** **Registration of the participants**
- 10.00 – 11.30** **OPENING SESSION:**
- 10.00 – 10.15** **Welcome address**
 Academician Irina Osokina, RANS,
 on behalf of the Cleaner Production and Sustainable Development Centre, Co-
 Chair of the Conference
- Opening statement Russia**
 Irina Aleynikova,
 Chief specialist, Department for socio-economic and financial monitoring,
 Apparatus of Plenipotentiary of the President of the RF in NWFD
- Opening statement UNEP**
 Helena Rey,
 Tourism Programme Officer,
 Global Partnership for Sustainable Tourism, UNEP
 Co-Chair of the Conference
- 10.15 – 10.45** **Setting the scene: Sustainable Tourism, Ecotourism, Green Economy, and
Resources Efficiency**
 Helena Rey,
 Tourism Programme Officer,
 Global Partnership for Sustainable Tourism, UNEP
 Co-Chair of the Conference

10.45 – 11.15	<p>Good examples and the regional strategy on Sustainable tourism in the Nordic Countries <i>Kairi Pääsuke,</i> BEAC Regional Working Group on Tourism</p>
11.15 – 11.45	<p>COFFEE-BREAK Bar, Neidgart Mansion</p>
11.45 – 13.00	<p>MORNING SESSION:</p>
11.45 – 12.05	<p>Tourism Challenges in the Russian Federation and Way Forward <i>Tamara Vlasova,</i> President, National Academy of Tourism</p>
12.05 – 12.25	<p>Sustainable Tourism Investment and Financing Tools – The example of the French government <i>Emmanuelle Matras-Swynghedauw,</i> Project manager, Ministry of Ecology, Sustainable Development, Transportation and Housing of France</p>
12.25 – 12.45	<p>Practical and profitable Sustainable Hotels - “A Clean conscience is a good pillow” <i>Jan Peter Bergqvist,</i> “Sleep Well” Sustainable Business Adviser, Sweden</p>
12.45 – 13.00	<p>Eco-hotels in Russia <i>Natalia Galechyan,</i> Eco-Union, St.Petersburg</p>
13.00 – 14.00	<p>LUNCH Bar, Neidgart Mansion</p>
14.00 – 17.30	<p>AFTERNOON SESSION:</p>
14.00 – 14.20	<p>Russian Natural Reserves and Tourism, Perspectives, Challenges, and Stumbling Blocks <i>Sergey Pankevich,</i> Deputy Director, Nizhne Svirsky State Natural Reserve</p>
14.20 – 14.40	<p>Ecotourism in practice How to build profitability with quality and sustainability <i>Bror Olov Forsell</i> Eco tourism tour operator, Kalvefalls, Sweden</p>
14.40 – 14.55	<p>Eco-tourism Development Perspectives in Western Part of Kotlin Island <i>Yulia Korzhova,</i> Chief, Museum of Kronshtadt History Tourist Informational Centre of St.Petersburg State University</p>
14.55 – 15.10	<p>Local Population Involvement in Eco-Tourism Development. Kenozero National Park, Baikal Region, and Altay Case Studies <i>Andrey Volkov,</i> Manager, Sustainable Development Foundation</p>
15.10 – 15.25	<p>Realization of Silver Ring Touristic Recreational Zone Concept in Territorial Planning Documentation <i>Tatiana Vargina,</i> Team Manager, NIIP of Town Planning (Scientific-Research and Project Institute on General Plans and City Development Projects Elaboration)</p>

- 15.25 – 15.45** **BREAK**
- 15.45 – 16.00** **Experience of Sustainable Tourism Formation in Saint Petersburg**
Olga Razumovskaya,
Chief Executive Officer, Nonprofit Partnership Open World Association
- 16.00 – 16.15** **Hospitality Sustainable Development Concept in Saint Petersburg**
Konstantin Anglinov,
Head, Tourism and Hospitality Department, Noncommercial Educational
Entity VPO St.Petersburg Hospitality Institution
- 16.15 – 16.30** **Ecology of Perception as a Tourism Development Factor**
Svetlana Metel,
Supervisor, Department for Practices and Probations, Noncommercial
Educational Entity VPO St.Petersburg Hospitality Institution
- 16.30 – 17.30** **PANEL DISCUSSION:**
RUSSIAN PRIORITIES AND CHALLENGES IN SUSTAINABLE
TOURISM SECURING