

PROGRAMME ARCHITECTURE

**SUMMER 2024
MOSCOW, VDNH**

STATE POLICY

- Government Initiatives
- Rules Altering the Future Development of the Tourism Market (National Project 2025–2030)
- New Regional Tourism Development Programmes. Unified Subsidy
- Non-Financial State Support Tools to Develop and Promote Tourism in Russia
- Year of the Family. Tourism's Potential to Enable Positive Social Change
- Electronic Voucher. Optimization of Legislation and Effective Solutions

INTERNATIONAL COOPERATION

- International Cooperation in Tourism and a Country's Foreign Policy
- Inbound Tourism: Multifaceted Cooperation and Development Priorities
- Expanding Visa-Free Travel with Friendly Countries
- Tourism Logistics and State Priorities. Plans to Improve Air Services

CREATING A TOURISM PRODUCT

- Experience of Trailblazers. Analysing Demand and Finding New Destinations
- Creating a Product That Will Fly: Tourism Product for a Digital Society
- Leadership in Times of Change. Expertise for the Development of Tourism
- Hype or Trend? Unpacking Tourism Products and Checking Viability
- The Transformative Power of Travel. Developing Local Communities and Stimulating Economic Growth
- Industrial Tourism
- Successful Strategies for Inclusive Tourism
- Auto Tourism. Creating Unique Routes
- Unconventional Paths. Creating Routes in New Territories

INVESTING IN FUTURE INFRASTRUCTURE

- Tools and Conditions for Investors: Barometer of a Region's Success
- Investment Map of the Regions. Business Ideas
- Tourism Infrastructure Projects. Launch and Implementation Strategies
- Creation of Comfortable Infrastructure for Tourism Clusters: A Driver of Tourism Development in Russia
- Analysis of the Hotel Market. How to Handle the Shortage of Quality Rooms
- Raising Investment and Implementing PPP Projects in the Tourism Sector
- Roadside Infrastructure and Campsites: A Driver of Regional Development
- All-Season Mountain Resorts and Amusement Parks. How to Ensure Stable Business
- Development of Tourism Routes. Government and Business Initiatives

PEOPLE AND PROFESSIONS

- Training Personnel in the Tourism Industry. Future Skills Map and Bridging the Gap between Education and the Industry's Needs
- The New Generation of Tourism Workers. What Are Their Values, Motivation, and Expectations? .
- Securing Employee Loyalty. How to Earn Trust
- HR Analytics: Boosting Employee Engagement
- Artificial Intelligence and Working with the Future: Impact on Vocational Training Methodology and the Evolution of Existing Professions
- Optimization and Quality Solutions: How to Boost Labour Productivity in the Tourism Industry

MARKETING TERRITORIES

- How to Create a Reliable Tourism Brand That Will Boost Customer Recognition and Loyalty
- Marketing Collaborations for Tourist Destinations: A Strategic Offer for Travellers
- How to Improve Tourist Flow Management: Understanding Data and Interaction Tactics
- The Destination and Me. Turning Wanderlust into a Tourism Success Story

TRANSPORT

- Transport Logistics in Tourism. Destinations and New Logistics Chains for Tourism Routes
- How to Maintain the Current Pace of Air Transportation Development
- Expanding Interregional Routes and the Transport Accessibility of Russia's Regions
- Development of Auto Tourism and Transport Infrastructure
- Multimodal Recreation. Travel on a 'Single' Ticket
- Cruises in Russia. Practice
- Travel to Spaceports

SERVICES AND TECHNOLOGIES

- Using Technologies to Develop Smart Tourism Infrastructure
- Customer-Specific Travel: The Impact of Technology on Personalized Travel Experiences
- Technological Transformation in Travel
- Travel Technology Pain Points. How to Find and Optimize Ineffective Business Processes
- Data Analytics in the Travel Industry: Advantages and Real-Life Examples
- Artificial Intelligence and Marketing in Travel and the Hotel Business

ALL-RUSSIAN CONFERENCE
ON TOURISM DEVELOPMENT

YOUTH DAYS. TOURISM: A TOUR
OF THE PROFESSION.

INVESTMENT PROJECT EXHIBITION AND PITCH SESSION: TOURISM PROJECTS

