



Strengthening Cultural Links & Fostering Sustainable Tourism Development

文化の繋がりを強め、持続可能な
観光開発の促進



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UNWTO Silk Road Programme

1. About UNWTO
2. Why tourism?
3. World Tourism Day
4. Silk Road & opportunities for tourism development



1. UNWTOとは
2. なぜ観光?
3. 世界観光デー
4. シルクロードと観光促進の機会



Leading international organization in travel & tourism since 1946:

- global forum for tourism policy issues
- practical source of know-how

国連主導の国際的な観光促進機関、1946年より。

- 観光政策において世界的なフォーラム
- 観光のノウ・ハウ実践的な支援



OUR MEMBERS

- 161 countries and territories
- 400+ Affiliate Members from over 80 countries

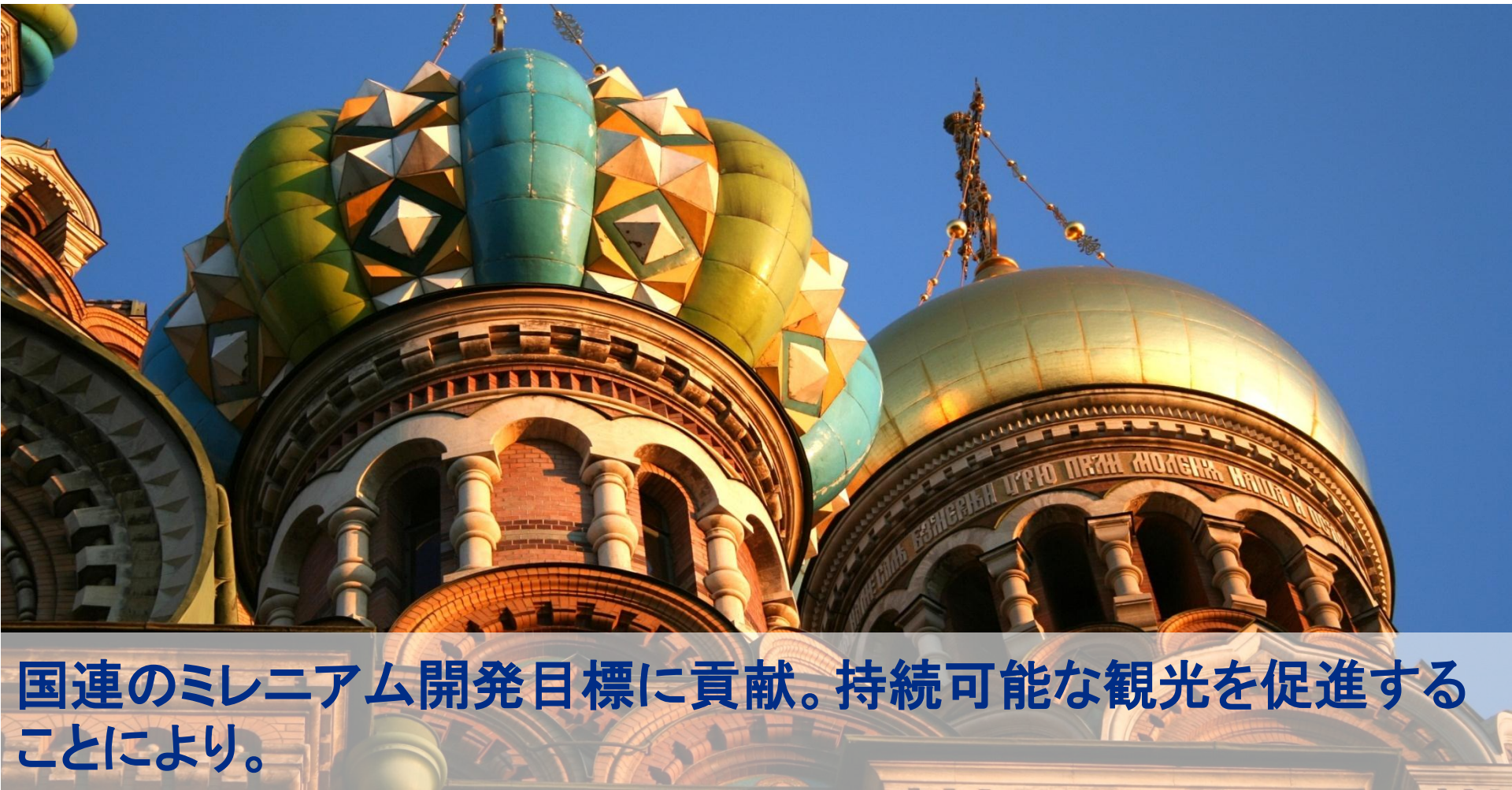
UNWTOのメンバー

- 161カ国と地域
- 80カ国から400以上の賛助会員

MISSION・目的



To contribute to the UN Millennium Development Goals by promoting the development of **responsible, sustainable and universally accessible tourism**



国連のミレニアム開発目標に貢献。持続可能な観光を促進することにより。

...why
tourism...?

...なぜ観光...？

TOURISM is...

one of the world's top job creators
...providing 75 million direct jobs worldwide



観光は...

直接的な雇用を生み出す

....a lead export sector

- 30% of the world's exports of services (US\$ 1 trillion a year)



....重要な輸出セクター

- 世界の輸出総額の30% (毎年1兆米国ドル)

....a vehicle for fostering peace & cultural understanding



....平和と文化への理解を高める手段

...celebrating World
Tourism Day...

...世界観光デーを祝う

WORLD TOURISM DAY 世界観光の日

27 September every year since 1970 毎年9月27日 (1970年から)



- Raising awareness about the importance of tourism and its social, cultural, political and economic value

Tourism and the Silk Road

観光とシルク・ロード



ZHANG QIAN



ALEXANDER THE GREAT



MARCO POLO

‘...the most important route
in the history of mankind...’

‘...人類の歴史においてもっと
も重要な道...’

THE **BRIDGE** BETWEEN THE EAST & WEST

- Network of routes - both overland & maritime - dating back to 100 BC
- Channel of trade between ancient empires of China, India, Persia & Rome
- Exchange of dialogue, art, ideas & technology
- Silk, spices, glass, furs, perfume, livestock...
- Buddhism, Islam, Hinduism, Christianity...

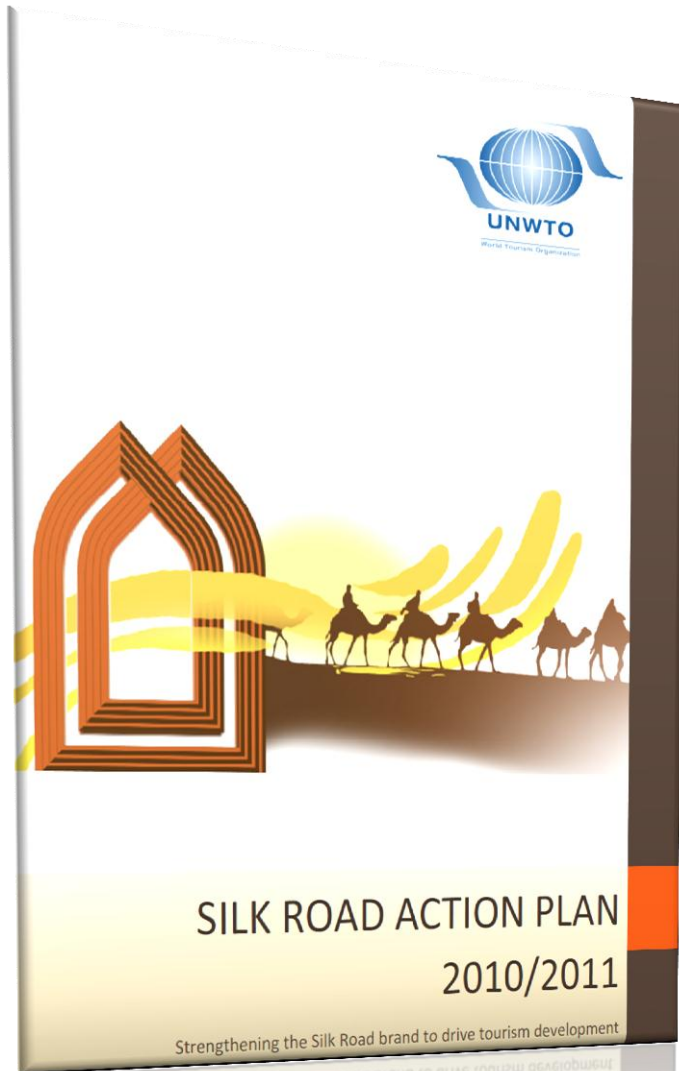


The Silk Road then...

The Silk Road now...

- Economies growing stronger in Asia & Middle East and increased outbound travel
- New destinations emerging and opening up
- Improved connectivity via transnational rail links and new air routes
- Internet accessibility & role of social media
- Gaining political momentum: “Let's work together to create a new Silk Road” - Hillary Clinton, US Secretary of State, 2011

UNWTO SILK ROAD ACTION PLAN 2010/2011



A framework for:

- ✓ collaborative marketing
- ✓ capacity building
- ✓ raising the profile of Silk Road tourism

- ✓ マーケティング
- ✓ 研修と教育
- ✓ シルクロードへの関心を高める

UNWTO SILK ROAD ACTION PLAN 2010/2011



28 COMMITTED MEMBER STATES TO DATE



Albania - Armenia - Afghanistan - Azerbaijan - China - Croatia - DPR Korea
R Korea - Egypt - Georgia - Greece - India - Iran - Iraq - Israel - Italy - Japan
Jordan - Kazakhstan - Mongolia - Pakistan - Russian Federation
Saudi Arabia - Syrian Arab Republic - Tajikistan
Turkey - Ukraine - Uzbekistan



STRENGTHENING CULTURAL LINKS

文化の繋がりを強める

- ✓ Cooperative marketing
- ✓ Ministerial and industry meetings
- ✓ Events and festivals
- ✓ Education & science (UNESCO)

- ✓ マーケティングの協力
- ✓ 政府と産業界の会合
- ✓ イベントと祭り
- ✓ 教育と科学 (UNESCO)

Dialogue



Networking



Best
practices



Education



FOSTERING SUSTAINABLE DEVELOPMENT

持続可能な観光開発の促進

Through:

- ✓ Capacity building in regional areas
- ✓ Environmental and heritage management
- ✓ Promoting responsible travel



- ✓ 各地元での研修
- ✓ 環境と遺跡の管理
- ✓ 責任ある旅の促進

thank you.....!
ありがとう... !