Introduction to the UNWTO Silk Road Programme

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#silkroadtourism
Today’s presentation:

- Overview of the Silk Road Programme
- Progress in 2014
- Silk Road Action Plan 2014/2015
- Events and activities 2015
Key focus areas:

- Marketing & Promotion
- Capacity Building and Destination Management
- Travel Facilitation
1) Marketing & Promotion
2) Destination Management & Promotion

UNESCO/UNWTO Silk Road Heritage Corridors Tourism Project

Kazakhstan  Kyrgyzstan  Tajikistan  Uzbekistan  China
Product Preferences Along the Chang’an-Tianshan Corridor

- **ANCIENT CITIES**: 91% of respondents prefer this activity.
- **WORLD HERITAGE SITES**: 88% of respondents prefer this activity.
- **MUSEUMS AND ART GALLERIES**: 81% of respondents prefer this activity.
- **HIKING AND TREKKING**: 77% of respondents prefer this activity.
- **ECOTOURISM**: 77% of respondents prefer this activity.
- **WALKING TOURS**: 68% of respondents prefer this activity.
- **ADVENTURE EXPERIENCES**: 58% of respondents prefer this activity.
- **EDUCATIONAL ACTIVITIES**: 34% of respondents prefer this activity.
- **SHOPPING**: 26% of respondents prefer this activity.
- **VOLUNTARY WORK**: 11% of respondents prefer this activity.
VeRoTour Project
www.verotour.eu

Objectives:

• Introduce sustainability as a key element of competitiveness
• Support the development of sustainable tourism products
• Focus on small and medium-sized enterprises (SMEs)
3) Travel Facilitation
Upcoming Events 2015

- 4th UNWTO Silk Road Tour Operators’ Forum with ATTA (5 March)
- 5th UNWTO Silk Road Task Force Meeting, 23-24 April, Seoul, Republic of Korea
- 7th UNWTO International Meeting on Silk Road Tourism, 18-20 June 2015, Xi’an China
Thank you!

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