New Opportunities for Sustainable Tourism Development along the Silk Road

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A collaborative platform aimed at fostering sustainable and competitive tourism along the historic routes.

3 key areas

- Marketing and Promotion
- Destination Management and Capacity Building
- Travel Facilitation
33 Committed Member States

Albania – Armenia – Azerbaijan – Bangladesh - Bulgaria – China
Indonesia - Iran – Iraq – Israel – Italy – Japan – Kazakhstan
Kyrgyzstan - Mongolia - Pakistan – Romania - Russia - San Marino
Saudi Arabia - Spain – Syria - Tajikistan – Turkey
Turkmenistan - Ukraine - Uzbekistan
The Silk Road is one of the world’s most powerful brands, perhaps even bigger than Disney or Coca-Cola. In my conversations across the region, whether speaking with a Chinese policy official or Egyptian taxi driver, simple mention of the Silk Road brings immediate recognition.

By adopting the concept to explain China’s own regional ambitions, President Xi Jinping has leveraged the brand at little cost. And his early November announcement that China would fund a $40 billion Silk Road Fund rightly caught news headlines around the world.

And yet trying to decipher the implications of China’s strategic ambition is less straightforward. What does it mean in practice?
Why targeting the Silk Road Traveller?
Trip Advisor Travel Trends for the Silk Road
Traveller survey reached 15,711 people

VISA
- 47% more likely to travel to the region if they could obtain single visa to travel to Kazakhstan, Kyrgyzstan, Tajikistan & Uzbekistan

Travel preferences
- 46% would visit as part of a tour
- 39% would travel with family
- 29% would go with friends
- 21% would travel solo

Source: TripAdvisor consumer survey Feb 2017
TOP EXPERIENCES – RANKING

61% of respondents said they were interested in exploring the ancient Silk Road cities.

58% of respondents said they were interested in visiting UNESCO World Heritage Sites on the Silk Road.

44% of respondents said they were interested in trying local Silk Road gastronomy.

39% of respondents said they were interested in attending local festivals and events.
New type of Chinese travellers

Who are China’s FITs?

89% 18-44 YEARS OLD
77% UNDERGRADUATE DEGREE HOLDERS OR HIGHER
44% US $3,117 MONTHLY INCOMES OR MORE

What are their travel aspirations and motivations?

56% REST & RELAXATION
47% NATURE, CULTURE & HISTORY
42% SHOPPING

The Free Independent Travellers

Source: TripAdvisor / China National Tourism Administration 2016 research
1. Marketing and Promotion

Raising the Global Profile of Silk Road Tourism
The Silk Road presented by historian Dr. Sam Willis, focus on cultural heritage and daily lives of SR artisans

6 Silk Road countries: Tajikistan, Uzbekistan, Iran, Turkey, Italy and China

UK and 152 mln subscribers in 120 territories on BBC World
Subscribers in 220 countries

A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey
Silk Road Capacity Building

- Enhancing Silk Road Interpretation and Quality Guide Training Initiative, launched in 2015
- Improvement of the standards of heritage interpretation
- Enhance overall visitor experience to Silk Road heritage sites
- Develop common standards for guides on the Silk Road
- Creation of a national pool of Silk Road trainers
THE WESTERN SILK ROAD TOURISM DEVELOPMENT INITIATIVE
Western Silk Road Stakeholders’ perception on travel motivations

- Silk Road culture (museums, music, artefacts, dances, festivals, etc)
- Silk Road monuments
- Natural Environment and Scenery
- Gastronomy of Silk Road destinations
- Interaction with local communities along the Silk Road
- Voluntourism (Visiting a destination while engaging in volunteering activities)
- Increase self status and prestige
- Extreme sports in Silk Road destinations
- Visiting friends and relatives

Values:
- 4.38
- 4.14
- 4.08
- 4.04
- 3.96
- 3.93
- 3.04
- 3.01
The Dandelion represents Planet Earth—a planet where people, as seeds, travel in a sustainable and responsible way. By travelling, these seeds connect to others through knowledge and culture, and thus build a better future.
How you can contribute

Share your experience on http://www.tourism4development2017.org/
We invite you to share research, publications or articles related to sustainable tourism for development and its five pillars by filling the form below.

You can find out more about the five pillars.

Share your knowledge and allow the world to learn more about how sustainable tourism can be an effective tool for development!

This is a year to share ideas, stories and knowledge!
Get on a map and request the logo!
The near future…

- 6th TOs Forum at ITB (annual)
- 7th Silk Road Task Force Meeting, Valencia, Spain
- 8th International Silk Road Meeting (biennial) – Venue TBC
- Silk Road Seminar (annual), WTM London 2017
- 2 Workshops on Western Silk Road Initiative (EU project)
- And many more…
Thank you!

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Join Us!