New Opportunities for Sustainable Tourism Development along the Silk Road
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

A big THANK YOU to

IRAN
6th UNWTO Silk Road Task Force Meeting Urmia

MONGOLIA
Silk Road Conference on Nomadic Tourism and Sustainable Cities

KAZAKHSTAN
UNWTO Workshop for Inbound Tour Operators and guides training

WTM LONDON
#SilkRoadNOW: Sharing the Experience!
MARKETING AND PROMOTION
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?
Trip Advisor Travel Trends for the Silk Road

Guide prepared for the UNWTO Silk Road Programme - 2016

Guide prepared by TripAdvisor for the UNWTO Silk Road Programme 2017
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
2.8 bln subscribers in 220 countries

A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey
DESTINATION MANAGEMENT AND CAPACITY BUILDING
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
Western Silk Road Stakeholders’ perception on travel motivations

- Silk Road culture (museums, music, artefacts, dances, festivals, etc) - 4.38
- Silk Road monuments - 4.14
- Natural Environment and Scenery - 4.08
- Gastronomy of Silk Road destinations - 4
- Interaction with local communities along the Silk Road - 3.96
- Voluntourism (Visiting a destination while engaging in volunteering activities) - 3.04
- Increase self status and prestige - 3.01
- Extreme sports in Silk Road destinations - 2.93
- Visiting friends and relatives - 2.4

Values are on a scale from 1 to 5, with 5 being the highest priority.
3. Travel Facilitation

Improving air connectivity and “open skies” policies on the Silk Road

2008: 87% required a visa prior to departure to a Silk Road destination

2013: 73% required a visa

Tourism Visa Openness Report for the Silk Road Countries

Report prepared for the 4th UNWTO Silk Road Ministers’ Meeting
Tbilisi, 5 March 2014
In the nearest future…

- 1st Workshop on Western Silk Road Initiative
  26-27 April, Alexandropoulos, GREECE

- 2nd Workshop on Western Silk Road Initiative
  Bulgaria, June

- Silk Road Seminar (annual), WTM London 2017

- And many more…
Thank you!

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