Engaging Universities along the Silk Road: the example of Valencia
1. Collaborating with UNWTO since the mid 90’s
2. 2007 Agreement between UNWTO and the University of Valencia –
3. TedQual Certification: Degree in Tourism
4. 2013-2015: Vice-President of UNWTO Affiliate Members Committee ---
   Spain becomes member of the UNWTO Silk Route Programme
1. Collaboration since the mid 90’s

Tourism Education Committee

Main Challenges:
- Generate knowledge in tourism
- Convergence in Tourism studies – Grade in Tourism/Vocational training
- The need to improve training/educational skills for public servers in NTO

Active participation of the UV
1. Collaboration since the mid 90’s

- UNWTO publication: Educando Educadores en Turismo - Educating the Educators in Tourism (Spanish, Russian)

- Teaching Curso Educando Educadores en Turismo (Paraguay, Colombia, etc.)
1. Collaboration since the mid 90’s

- Elaborating **materials for specific courses**. Courses for long term public servers in the Ministries/Departments of Tourism in different countries

- Teaching **Tourism Policy Strategy Course** (Puerto Rico, Argentina, México, etc.)
2. Since the Agreement UNWTO-UV in 2007

- Publications: Climate Chang and Tourism (PUV – Themis Foundation). Authors mainly from the UV.

- Research: tourism education

- Participation in the Knowledge Network
2. Since the Agreement UNWTO-UV in 2007

- Participating in the Committee elaborating UNWTO TedQual Certification

- TedQual Journal

- TedQual Meetings (Coimbra, Rimini, Bonn, etc.)
2. Since the Agreement UNWTO-UV in 2007

- **UNWTO Volunteers Programme**: Tabasco (México), Argentina, Uruguay, Colombia, Kars (Turkey), Senegal, Mali…
2. Since the Agreement UNWTO-UV in 2007

- Course *Tourism and International Cooperation for Development* (Spanish Edition). With the support of AVT and TV:
  - 5 editions
  - Students coming mainly from Spain and Latin America
TedQual Certification – Degree in Tourism UV

Since 2009

Renewal in 2014
4. 2013-2015: Vice-President of UNWTO Affiliate Members Committee

- The UV elected in 2013: Vice-president of the Affiliate Members Committee
- The UV asked to become member of the S R Programme (ITB, Berlin March 2015)
- Spain member of the UNWTO Silk Road Programme: April 1st 2015
València: Silk Road Committed University
- Comission Silk Road UV: Vice-Rector RRII Cooperation, UNWTO Focal Point UV, Faculty of Economy, Faculty of Geography, Instituto Confucio, UNESCO Chair UV, Degree in Gastronomy.
La Universitat de València se implica en la recuperación de la Ruta de la Seda

Exposición: “Cartografía de los caminos. Dunhuang y el románico en la Península Ibérica”

I Encuentro “La Ruta de la Seda en la Universitat de València”

Ciclo de Conferencias

Presentación del viaje “Ruta de la Seda”

Congreso Internacional de las Rutas de la Seda en España y Portugal: presentación documento histórico datado en Valencia el 13 de octubre de 1479.
Sungdon Hwang has met with Internationalisation and Cooperation Principal and Vice-principal to analyse the activities related to the Silk Route that will be developed at Universitat de València and also to prepare the second general assembly about this university union.

Dr. Hwang, professor of Hankuk University of Foreign Studies in Seoul and Secretary of Silk Road University Network (SUN) has visited Universitat de València, as well as the city, which also belongs to the cities that are developing activities around the historic Silk Road that joined orient and western commercially and culturally.

He has met with Internationalisation and Cooperation Principal and Vice-principal of Universitat de València, Dr. Esteban Morillo and Dr. Guillermo Palao, in order to analyse the wide range of activities that Universitat de València will conduct throughout 2016 in coordination with the other institutions that form the Silk Route consortium in Valencia.
Engaging Universities along the Silk Road

What for?
La Universitat, a wide range of activities

TEACHING
- Undergraduate studies
- Postgraduate studies

CULTURE & SCIENTIFIC DISSEMINATION
- Conferences, Music, Theatre, Awards, Poetry, Exhibitions...

RESEARCH
- Basic & applied sciences
- Spin-off companies

KNOWLEDGE TRANSFER
- Serving our society

COOPERATION & SOLIDARITY
- Local & international
Summary

- Universities are key agents in the development of any economic activity, and specially Tourism for their contribution to: education and training, research, knowledge transfer, knowledge dissemination, Cooperation and Solidarity.

- Transmittng Sustainability Principles—Global Code of Ethics in Tourism

Sustainable Tourism for Development