UNWTO/EU Western Silk Road Tourism Development Initiative

A short overview

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UNWTO Silk Road Programme
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• Partnership between UNWTO and European Commission DG GROWTH
• Western Silk Road – North and West of the Caspian to the Atlantic
• Geographical remit is wider than European Union
• Aims to utilise the Silk Road to strengthen and diversify tourism offer in relevant countries
• Creating new innovative transnational links
Project

18 months project consisting of:

- Phase 1:
  Western Silk Road Brand Study and Handbook (ongoing)

- Phase 2:
  • Organization of two Capacity Building Workshops (April/June 2017)
  • Establishment of the Western Silk Road Work Group
Western Silk Road Brand Study

- Investigated the brand potential
- Looked at existing perceptions and generated a framework for brand development
- Carried out an initial audit of stories and destinations
- Involved participants from across the whole region
- Collaborated with Members of Silk Road Task Force, UNWTO Affiliate members, Private Sector, Academic partners

Methodology

- Secondary sources analysis
- Semi-structured interviews
- Questionnaire
- National SWOT Analyses
- Focus Groups
National SWOT Analyses

SWOT – Strengths, Weaknesses, Opportunities and Threats

Participants:

1. Armenia
   Russian-Armenian University
   Armenian Institute of Tourism

2. Greece
   Aristotle University of Thessaloniki

3. Italy
   Università di Bologna

4. Russia
   People’s Friendship University of Russia
Types:
• Regional
• Interregional
• National
• Organizational

semi-structured group discussions to understand the existing examples and bridge the gap of the questionnaire.
Silk Road Traveller 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 4.0
- 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
Differences Between Western Silk Road and Classic Silk Road

<table>
<thead>
<tr>
<th>Type of attractions</th>
<th>Tourism infrastructure</th>
<th>Target Markets</th>
<th>Intangible Heritage (Music, Folklore Dances, Festivals, Events)</th>
<th>Gastronomical Experience</th>
<th>Historical Heritage</th>
<th>Arts and Crafts</th>
<th>Natural Environment and Scenery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Values</td>
<td>3.75</td>
<td>4.06</td>
<td>3.5</td>
<td>3.79</td>
<td>3.9</td>
<td>3.69</td>
<td>3.77</td>
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</tbody>
</table>
Has the Silk Road brought you any marketing benefits?

- Yes
- No
Tangible benefits that using the Silk Road has brought

1. Increase of earnings  2. Increase of your...
2. Increase of your...
3. Reaching new markets
4. Expanding your...
5. Expanding your...
6. Expanding your...
7. Improving the quality...
The creation of a Western Silk Road Handbook

Yes: 97.20%
No: 2.80%
Inclusion in Future Western Silk Road Initiative Related Activities

Percentage

<table>
<thead>
<tr>
<th>No</th>
<th>9.90%</th>
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<tbody>
<tr>
<td>Yes</td>
<td>90.10%</td>
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</table>
The Western Silk Road Brand Essence

Authentic  Untapped  Shared  Connecting

WSR Brand Essence

Authentic  Untapped  Shared  Connecting

Positioning Statement:
A thematic journey that links East and West

Brand Personality:
A Modern and Creative Cultural Experience that links East and West, Ancient and

Emotional Benefits:
Sense of exploration and WOW discovering new stories, destinations, and linkages. Cultural awareness and valuing diversity. Creating a feeling of shared heritage and

Rational Attributes:
Cultural heritage attractions, Gastronomy, Textile Heritage, Arts, East meets West, Tales of Great Explorers, Tradition and Crafts, Transnational connections
Next Steps

• Study—soon to be available at http://silkroad.unwto.org

• Western Silk Road Brand Handbook

• Establishment of the Western Silk Road Work Group

• Capacity Building Workshops
Get Involved!

- Participate in the 1\textsuperscript{st} Western Silk Road workshop (26-27 April, in Alexandroupolis, Greece)
- Become a part of the Western Silk Road Working Group (to be launched during the 1\textsuperscript{st} workshop)
- Come to the 2\textsuperscript{nd} Western Silk Road capacity building workshop (June 2017, Bulgaria)
- Get acquainted with the study and handbook
- Send us your feedback and news
Thank you!

UNWTO Silk Road Programme

silkroad@unwto.org
http://silkroad.unwto.org
Looking for your feedback

• Ideas on **how to contribute to this project**: possible project proposals, focus areas, potential partners, especially tour operators interested in transnational tourism partnerships

• An idea of **Silk Road heritage** (for example, arts & crafts, gastronomy, intangible heritage, etc.) **available in your country** and how this could be linked to the Western Silk Road project

• overall **future viability** of the project