7th UNWTO Silk Road Task Force Meeting

“The Silk Road as a case-study”

Valencia, 30th March

María Ruiz – Valencia Region Tourist Board
2015: First steps of the project

- **Year 2015**: Spain joins the UNWTO Silk Road Programme and Valencia is designated as focal point of the UNESCO Silk Road Platform.
- **Regional Parliament statement, July 2015**
- **Regional government: Development of a strategy led by the Valencia Region Tourist Board**

- **Signature of an Agreement of collaboration between different entities / institutions, May 2016**
  - Valencia Region Government, Department of Tourism
  - Valencia Region Government, Department of Culture
  - Valencia City Hall
  - Unesco/Valencia Mediterráneo Center
  - Universitat de València
  - Colegio del Arte Mayor de la seda (College of the Greater Art of Silk
  - Chamber of Commerce of Valencia
  - Colegio del Arte Mayor de la Seda/Silk Museum
OBJECTIVES

• Develop a strategy aimed at the creation of a tourist offer based on the silk tradition and the heritage resources, through different actions of research, creation of routes or itineraries, diffusion and promotion.

• Collaborative governance

PHASES OF THE PROJECT

1ª.- Identification of agents
   Identification of resources linked to silk.
   Basically institutional and cultural character.

2ª.- Implementation of a tourism strategy: Implication of the sector.
   - Local population
   - Tourists
SPECIAL CHARACTER OF THE PROJECT: DIFFERENT TO OTHER TOURIST PRODUCTS

- Connected to our identity and history
  - Considering local population

- Strong institutional component
  - Need of coordination

- New tourist product
  - Need of research and training

- WIDE PRODUCT WITH MANY EXTENSIONS
LINES OF ACTION

✓ Corporate image of the project
✓ Research and dissemination of cultural resources
✓ Tourist information material
✓ Agreement with the UNESCO Center Valencia
✓ Other components:
  ✓ Music
  ✓ Festivals
  ✓ Gastronomy
  ✓ Fashion
  ✓ Handicrafts
  ✓ Education
Corporate image of the project

Necessary for an effective promotional policy around the history and resources of our silk legacy and to get visibility.

Call for project:

- Association of Designers of the Region of Valencia (ADCV)
- Professional Association of Illustrators of Valencia (APIV)
- Association of Advertising Communication Companies (ComunitAD)

Trying to transmit two ideas: textile manufacturing and itinerary
Creation, process of inspiration: from an old bodice

Designs present along the entire Silk Road pomegranate
VI century, Egypt
Research and dissemination of existing resources

SILK TRADITION RESOURCES INVENTORY

- We consider it necessary to map the patrimonial resources related to the history of the silk in the Region.
- What and where
- We created a model of questionnaire to have information about the resources that have value from a tourist point of view. Tokens to complete
- The target was to identify 100 resources of the three provinces of the Region that had to meet the requirements previously established

The work was given to the University of Valencia
Requested data

Name of the cultural resource

Location

Type:

- Museum
- Monument
- Local Festivals, folklore
- Gastronomy
- Silk workshops

Description and resource history

If It can be visited

Diffusion channels

Tourist services: brochures, tours
Research and dissemination of existing resources

International Silk Congress
"The routes of silk in Spain and Portugal"

Collaboration with the Universitat de València

Cultural tourism projects need to be scientifically based.

- State of the question on the influence exerted by the cultivation of mulberry and the manufacture of silk in the history of Spain and Portugal.

To know the insertion of the two countries in the international routes of silk and to correctly assess the important cultural and patrimonial legacy that has been derived from the exercise of these activities.

- Due to the importance and the protagonism of Valencia in the silk trade in the peninsula, an important part of the contents were focused in the Region of Valencia.
- Important presence of tourist guides
RESEARCH ACTIVITIES

Cycle of conferences the FIL D'OR, May 2016

- In collaboration with the University of Valencia
- To deepen knowledge Route Silk CV
- Presence of tourist sector

Published a book on the history and evolution of the guild of velluters as well as the foundation and development of the College of the Greater Art of the Silk.

Formative session in the CDT

Mainly addressed to tourist guides
Material for diffusion

"Valencia City of the Silk“ Guide

Elaborated by a group of experts

Cultural tourism publication: a look at the city of Valencia and its silk trade.

1st edition, in Spanish.
INDEX

1. Origin of the Silk Road
2. Start of the silk production in Valencia
3. Transformations in rural and urban landscape
4. Origin of guild of silk manufacturers
5. The Valencian silk industry from the sixteenth to the eighteenth century
6. Silk Manufacturing Process
7. Marketing: Silk Market
8. Splendor: enriched masters
9. Decadence in the 19th century
10. Presence of silk in the museums of Valencia
OTHER MATERIALS FOR DIFFUSION

VIDEO DOCUMENTARY: "Valencian Silk Road"

We have made a documentary video of a duration of 30' and a promotional video of 2' on the

For local and tourist events.

Planning an educational use

Spanish, Valencian and English

CHILDREN’S PUBLICATION: “From Xian to Valencia”

Children to know about the importance of silk in our history. Valencian and Spanish
OTHER ACTIVITIES. GASTRONOMY

Silk Road Recipes Book

✓ Collaboration with the Federation of Hostelry in Valencia

✓ The Silk Road introduced in Europe new habits and knowledge also in gastronomy.

✓ Ingredients unknown so far such as rice, tea, pasta ... and processing techniques such as pickles, yogurts and stews were progressively set in the local food until fully assimilated today.

✓ Bilingual publication (Spanish / English) that collects 10 recipes of some of the best local cooks inspired and based on products and techniques from the Silk Road.

✓ High potencial of gastronomy
OTHER ACTIVITIES

SILK FASHION SHOW and other events
Collaboration in different Silk Day with conferences, exhibitions and fashion shows around the silk.

CD MAR DE SEDA
Production of a CD of 'chill out' music produced by local Djs

GALA ENTREGA CERTIFICADOS “TEJIDOS SEDA VALENCIANA”
Collaboration with College of the Greater Art of the Silk. Authenticate and recognize the quality of Valencian silks.
OTHER ACTIVITIES

COLLABORATION AGREEMENT WITH Valencia-Medianiterranean Centre (UNESCO)

THREE CULTURES MULTAQÁ— SILK AND PEACE

2º world meeting UNESCO Silk Road Online Platform
Actions to give visibility to the Declaration of Valencia as a City of Silk

2 June  World premiere of the concert of Beethoven's ninth symphony for band, directed by a very prestigious local conductor, Galduf.

28 December
Silk Road concert
Closing of the year "Valencia, city of the Silk"
The musician Carlos Magraner together with musicians from different countries of the Silk Road