RAISING AWARENESS FOR THE WESTERN SILK ROAD: THE CASE OF GREECE

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2017: the International Year of Sustainable Tourism for Development.

acknowledges: the significance of international tourism in promoting mutual understanding and intercultural dialogue.

various nations are better acquainted with the invaluable cultural heritage of different cultures and their intrinsic values.

This is the transformative power of tourism.
THE SILK ROAD: a privileged cultural route

- 12,000 kilometers of ancient routes
- 33 countries
- 3 continents
- one common theme: silk production and silk trade
THE SILK ROAD: a privileged cultural route

- A precious tool for the development of **cultural tourism**.
- It suggests a predefined visit to monuments of cultural and natural heritage.
- It creates **direct linkages**, between local craftsmen and artisans on the one hand, and local tourism professionals on the other hand.
Aims at revitalizing natural and cultural heritage in Europe, from the Caspian Sea, around the Black Sea and along parts of the Mediterranean basin.
WHY GREECE?

- **Crossroads** between the East and the West.
- **Wealth of cultural assets** which are connected with the Silk Road.
- Monuments of an historical period of **more than 2,500 years**.
- **Unexplored** cultural heritage sites.
- **Large variety** of museums of traditional art and handicrafts.
- 18 properties inscribed on the **World Heritage List of UNESCO**.
- UNESCO has recognized the **Mediterranean diet**: not a mere list of food products, but rather a culture of social, traditional and agricultural practices.
THE FIRST WESTERN SILK ROAD WORKSHOP

- Co-organized by UNWTO, the Ministry of Tourism of Greece and the Region of Eastern Macedonia and Thrace.
- Where? In Greece, in the city of Alexandroupolis.
- When? On 26 and 27 April.

Greece is committed to the development of local communities alongside the Silk Road.
Thank you for your attention!