New Opportunities for Sustainable Tourism Development along the Silk Road

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United Nations agency & leading international organization in travel & tourism since 1946:
• global forum for tourism policy issues
• practical source of tourism know-how
OUR MEMBERS
• 162 countries and territories
• about 500 Affiliate Members from over 80 countries
OUR MISSION:
To contribute to the UN Sustainable Development Goals

...by promoting the development of responsible, sustainable and universally accessible tourism
Helping our Members to...

- Enhance quality & excellence
- Improve marketing & image
- Deal with crises
- Collect & access data on tourism trends & forecasting
why tourism & travel...?
Tourism Towards 2030

- Actual 1995-2016*
- Trend 1995-2010
- Tourism Towards 2030 projection

- 525 mn
- 1235 mn
- 1.4 bn
- 1.8 bn

Source: World Tourism Organization (UNWTO)
‘...the most important route in the history of mankind...’
China to help Iran build high-speed rail as part of ‘One Belt, One Road’ strategy

**International / Opinion**

**New Silk Roads**

A spectre haunts the fast-aging ‘New American Century’: the possibility of a future Beijing-Moscow-Berlin strategic trade and commercial alliance. Its likelihood is being seriously discussed, and viewed with interest in New Delhi, and Tehran.
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?
...tourism & the Silk Road...
The Silk Road as the top ‘touring route’ (26.5%)
19 countries called for: ‘...A peaceful and fruitful rebirth of these legendary routes as one of the world’s richest cultural tourism destinations...’
Creating new possibilities from an ancient concept rebuilding the Silk Road

As a vehicle for driving:
- ✓ International cooperation
- ✓ Sustainable development
- ✓ Foreign direct investment
- ✓ Cultural understanding and exchange
- ✓ Safeguarding World Heritage Sites
- ✓ Travel facilitation
- ✓ Poverty alleviation
Building the new Silk Road for Tourism

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

Silk Road Stakeholders

- Partner UN agencies
- SR Task Force
- SR Member States
- NGOs and other entities
- UNWTO Affiliate Members & private sector stakeholders
- Educational institutions
- UNWTO Secretariat

Silk Road Tourism
Marketing and Promotion
Key Area 1: Marketing and Promotion

Promotion of the global profile of the Silk Road
“David Baddiel on the Silk Road”

- 2.8 billion subscribers in 220 countries
- A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey
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
Why targeting the Silk Road Traveller?

Top Experiences – Ranking

- 61% Explore ancient Silk Road cities
- 58% Visit UNESCO World Heritage Sites on the Silk Road
- 44% interested to try local Silk Road gastronomy
- 39% Attend local festivals and events
- 39% Visit art galleries and museums
Capacity building and destination management
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

UNESCO
United Nations Educational, Scientific and Cultural Organization
Travel Facilitation
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
The near future…

- 2nd International Western Silk Road Workshop, Late June 2017, Bulgaria
- International conference on Silk Road Gastronomy Tourism in the Russian Regions, 13-16 July, Astrakhan, Russia
- Silk Road Social Media Seminar (annual), 7 November, WTM London 2017
- Join the IY2017 campaign

and many more…
The Dandelion represents Planet Earth—a planet where people, as seeds, travel in a sustainable and responsible way. By travelling, these seeds connect to others through knowledge and culture, and thus build a better future.
Objectives of the IY2017

**Raise awareness** on the contribution of sustainable tourism to development

**Mobilize** all stakeholders in making the sector a catalyst for positive change

**Foster change** in policies, business practices and consumer behavior in tourism
Get on a map and request the logo!

Silk Road Events
How you can contribute

Share your experience on http://www.tourism4development2017.org/
Contribution to the 2017 International Year

Use the hashtag #TravelEnjoyRespect in your social media channels
Join us!

Ευχαριστώ!
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