What is it?

WG-WSR is

- collaborative platform
- main contact point
Inclusion in Future Western Silk Road Initiative Related Activities

- Yes: 90.10%
- No: 9.90%
Objectives

- Place WSR on the European level
- Create a territorial brand
- Establish of a long-term strategy
- Support economic sustainability
- Encourage mutual collaboration
- Guarantee the long-term viability
Future Members

The WSR-WG Open to public and private stakeholders alike

- UNWTO Silk Road Task Force members
- Country representatives
- International organisations
- Public and private sector, Research Institutions
Benefits

long-term viability of project

- Continuous exchange of knowledge
- Networking opportunities

- Dissemination of the news-feeds and promotion of the destinations
- Dynamic framework for new projects
- Regular updates
- Attendance and assistance to the events of the Western Silk Road and meetings of the Working Group.
Map http://silkroad.unwto.org/

Valencia, Spain

Soufli, Greece

Venezia, Italy

The Silk Exchange Market (La Lonja de la Seda)
Soufli - The silk town of Greece
Saint Mark’s bell tower
Surva - Festival of masquerade games in Bulgaria

Event or Heritage: Event

Location
1A St. Ivan Rilski Sq
Pernik 2300
Bulgaria
42° 36' 15.4188" N, 23° 2' 12.426" E

Each year on the last weekend of January the citizens of the Bulgarian town Pernik celebrate Surva. It is the oldest festival of the masquerade games in Bulgaria and the biggest event of its kind on the Balkan Peninsula. The first Surva was celebrated on January 16, 1966 and the festival gained international-event status in 1985. Ten years later the International Federation of Carnival Cities enlisted the town of Pernik as its full member. The masquerade rituals come from old pagan times and are still alive in the Bulgarian folklore tradition. The Festival
Join the Working Group

Apply now!

• Fill in the registration form
• Send us your CV
Your input needed

In The Beginning...
Your input needed

- Governance of the WSR-WG
- Management of the WSR-WG
- Communication
- Your expectations
Your input for Governance of the WSR-WG

• **Secretariat/ Western Silk Road manager**: shall it be the UNWTO Silk Road Programme or one of the partners (NGO, association, national/regional tourism authority etc)?

• Homogeneous membership or various types of membership (full members / associate members) Which is the difference between full and associate members?

• Is it feasible to establish 2 levels of the network - transnational committee, representing countries, and a national structure of governance?

• Is there a necessity to create a governing board of the WSR-WG?

• Does the WSR-WG need of a system of chairmanship? How do you imagine it to function? Shall it rotate?
Your input for Management of the WSR-WG

• Shall the model of Council of Europe Cultural Route be applied to develop a WG (establishment of a Western Silk Road association, development of a legal framework for the association)? Which benefits can it bring?

• It is necessary to elaborate a management and/or a business plan for the WSR? How can we ensure sustainable funding?

• How often shall the WSR-WG meet? (once per year during the specialised session at the Task Force meeting, twice per year – at the Task Force and ITB; other occasions). Who will be hosting meetings?
Your input for Communication

• Which means of communication between the members can be envisaged (Facebook group, LinkedIn, blog, institutional website, newsletters, regular updates)?

• Would you find useful to have an Interactive map of the WSR heritage and events?
Your Expectations

• Which are your expectations from the WSR-WG?

• Which contribution of the members of the WSR-WG can be envisaged?

• What are the benefits and advantages of the membership in the WSR-WG?
Using markers and paper provided, make a drawing of your understanding of functioning of the WSR-WG!

Bonus question!
Thank you!

UNWTO Silk Road Programme

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