2nd International Western Silk Road Workshop

“Valencia and the development of the Silk Road”
Bulgaria 27-28 June 2017

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OBJECTIVES AND PHASES OF THE PROJECT

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
LINES OF ACTION – 1st Phase of the Project

✓ Corporate image of the project
✓ Research and dissemination of cultural resources: Inventory (100 resources identified), International congress, training for local guides, cycle of conferences.
✓ Tourist information material: Brochures, a Guide of Silk legacy in Valencia, Publication for children, video documentary
✓ Agreement with the UNESCO Center Valencia
✓ Other activities:
  ✓ Music, Festivals, Gastronomy, Fashion, Handicrafts, Education
2nd PHASE OF THE PROJECT