Panel Session 1: tourism growth through transnational cooperation: best-practice examples from the Silk Road and beyond

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UNWTO’s Silk Road initiative:

1994: Samarkand Declaration on Silk Road Tourism

2009: UNWTO General Assembly and start of UNWTO’s Silk Road activities

2010: Launch of the first Silk Road Action Plan

2018:

✓ 34 Member States, and numerous Affiliate Members supporting the collaborative platform

✓ Silk Road marketing and promotion, capacity building and destination management
UNWTO’s Silk Road Initiative

Joint activities in the areas of:

- Marketing and promotion
- Capacity building and destination management
- Trainings and research
- Travel facilitation
Why the Silk Road?

1. Resilience and continuous growth of the tourism sector

INTERNATIONAL TOURISM 2017

World Arrivals: 1,323 Million

Why Tourism Matters

- 1/10 jobs
- 10% of world's GDP
- 7% of world's exports
- 1.4 trillion in exports
- 30% of services exports
- Environmental protection
- Cultural preservation
- Peace & Security

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017
Why the Silk Road?

2. Re-shifting towards a more balanced world in terms of growth and development

- **“More Revolution”:**
  The world output, from population growth to market products, has increased rapidly over the last decades, whereby quantitative growth, in global numbers, goes hand-in-hand with qualitative improvement.

- **“Mobility Revolution”:**
  Whereas the More Revolution entails the opening up of opportunities, the Mobility Revolution entails their practical realization (“connectivity”, especially in terms of communication and transportation).

- **“Mentality Revolution”:**
  “More” and more “Mobile” entail a fundamental change in cognizance: ever-increasing salience of aspiration as a motivator of our actions and behaviours: “experiential travel”

See Moises Naim: "The End of Power" (2013)
3. New plans for development and regional integration: recognizance of the Silk Road’s strategic role, for example:

The Belt and Road Initiative: Six Economic Corridors Spanning Asia, Europe and Africa
Silk Road Activities

Development of a regional Silk Road tourism roadmap for the GTI countries?

☑️ Research collaboration, mobilization of partners, workshop and trainings, international promotion, etc.
Silk Road Activities

UNWTO / GTI cooperation in the areas of:

✓ Silk Road Tourism Research
✓ Training initiatives for tour operators, heritage guides, etc.
✓ Assistance in the area of marketing and promotion
✓ Joint capacity building initiatives
Thank you and join us again!