Maritime Silk Road
Product development opportunities and impacts
Topics covered

- Why is Maritime Silk Road important?
- Key research findings from a product development perspective
  - Product development opportunities for the private sector
  - Challenges
- Originally launched in 2013 and focussed mostly on Asia
- Progressed to two global trajectories:
  1. The Silk Road Economic Belt
  2. The 21st Century Maritime Silk Road
- Both trajectories are closely linked, and evolving
- Tourism is highlighted as an opportunity
- Sports tourism strategy being developed
- Many other opportunities
Opportunities for tourism

- Heritage tourism
- Route development
- Cruise tourism
- MICE
- Sports tourism, marine activities
Product development examples: Heritage

Guangdong Maritime Silk Road Museum, China
The Galeón Museum, Manila, Philippines
Product development examples: Cruise tourism

Growth of China, South East Asia cruises
New cruise terminals, larger ships and deep water berths

Cruise Industry News

2018 China Market Report
Asia-Pacific | Japan | Capacity Growth to 2027
Aim: implementation of a trans-national thematic route of the Republic of Venice, also known as the Serenissima.
Product development examples: Sports tourism

Jakarta – Old Batavia

Palembang - Srivyjaya
Private sector opportunities

Some areas of opportunity

- Accommodation
- Cruise
- Land-based services
- MICE
- Selling the Maritime Silk Road
Accommodation opportunities

Boutique accommodation
Singapore warehouse
Accommodation opportunities

Heritage accommodation
Timor-Leste
Accommodation opportunities

Conference & business
Tainjing, China
Cruise tourism opportunities

- Ships designed for the Chinese market
- Boutique cruises around Maritime Silk Route countries
- Ground handling for cruises
- Activities for cruise excursions

1. India, Sri Lanka, Maldives, boutique cruise
2. Major cruise company ship designed for Chinese Market
3. Turn-around ground handling services
Cruise tourism opportunities

- Northeast Asia
- Southeast Asia
- Southeast and Northeast Asia combined
- South Asia: two types
  - India, Sri Lanka and Maldives,
  - South Asia to Southeast Asia
- Off the beaten track, expedition/adventure cruises
- Multi-regional, long duration cruises
MICE opportunities

- Port convention and exhibition centres (e.g. Tianjin, China)
- Linking in with heritage sites (e.g. Galle, Sri Lanka)
- Water-based activities (e.g. dinner cruise, Tokyo Bay, Japan)
Other private sector opportunities

- Food tourism related to the Maritime Silk Road
- Living cultural tourism
- Walking trails, discovery trails, etc.
Other private sector opportunities

- Endless opportunities for stories and experiences for both marketing and development
Challenges

- Maritime Silk Road not yet well known
- Managing cruise tourism
- Managing and conserving historic sites
- Overall destination management in and near ports
- Selling the Maritime Silk Road
Actions needed to realise opportunities

• Research: Tourism potential, historical and contemporary linkage opportunities.
• Marketing: Facilitating the business sector to cooperate marketing the Maritime Silk Road.
• Destination management, greening development and capacity building: Sharing best practice.
• Impact: Sharing ways of measuring and managing the economic, socio-cultural and environmental impacts of tourism on maritime tourism destinations.
• Building partnership between Maritime Silk Road destinations.