Silk Road Tourism Development Update

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World Tourism Organization (UNWTO)

- 163 countries and territories
- 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities
- United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism
- Areas of work: tourism barometer, Global Code of Ethics, tourism route development, etc.
Why Tourism?

INTERNATIONAL TOURISM 2017

International tourist arrivals (ITA): 1,322 million
International tourism receipts (ITR): US$ 1,220 billion

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017
The UNWTO Silk Road Programme

Cooperative platform of 34 Member States

Joint activities in the areas of:
- Marketing and promotion
- Capacity building and destination management
- Trainings and research
- Travel facilitation

“Competitive Advantage”
- Clearly defined management structure
- Clearly defined action plan with short-, medium- and long-term Silk Road tourism objectives
The Western Silk Road Tourism Development initiative

With shared Silk Road heritage as its main theme, the transnational tourism project develops and diversifies the Western link of the Silk Road:

Capacity building pillar:
- Western Silk Road Working Group
- Western Silk Road workshops

Research pillar:
- Western Silk Road Tourism Academic Network
- European Interdisciplinary Silk Road Tourism Centre
- Western Silk Road University Challenge
Key Area 2: Transnational route development

Research focused on the 21st Century Maritime Silk Road

Research assessing the tourism potential of thematic Maritime Silk Road routes across Asia:
- Cruise tourism;
- Resort development;
- MICE tourism;
- Culture, gastronomy and themed tourism routes;
- Etc.
Your Input is key

We need your feedback on:

- Ideas for developing the Silk Road
- Current activities you are engaged in
- Best-practice examples
- How can we help to fully realize the Silk Road as a transnational tourism route?
Upcoming Events and Priorities – Join Us!

8th UNWTO International Meeting on Silk Road Tourism
- Thessaloniki, Greece; 9-11 October 2018
- Biggest Silk Road International event of the year

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