Silk Road Action Plan Update: re-defining cooperation along the historic routes
UNWTO Silk Road Programme: 2010 - 2017

Silk Road Vision guiding the work of the programme:

- The Silk Road will be an internationally renowned, seamless travel experience
  - The Silk Road will be an established brand, supported by extensive cooperative marketing campaigns
  - High quality infrastructure will facilitate smooth travel across international borders
- The tourism sector will be prosperous across all Silk Road destinations, stimulating ongoing investment
  - Governments will value and support the tourism sector and gain significant return on their investment
  - The Silk Road will offer high quality tourism infrastructure
  - Tourism will generate significant direct and indirect employment
- Silk Road stakeholders will work closely together for mutual benefit
  - Strong co-operation between Silk Road countries
  - Profitable partnerships between public and private sectors
  - Increased visitor length of stay and yield across all regions
- Tourism will drive improved cultural and environmental management
  - Advanced cultural management systems in place
  - Environmental sustainability will underpin every aspect of tourism development
- Silk Road tourism will act as a vehicle for fostering peace and cultural understanding
  - Promotion of cultural pluralism and intercultural dialogue
  - Intercultural cooperation as a key instrument to strengthen social cohesion, solidarity and peace

Positive results obtained:

- 35 countries participating in the programme
- Strong public-private partnerships established
- Increased awareness of the Silk Road as a travel brand
- Tourism diversification, joint research, etc.
Does a global Silk Road perspective ensure what is individually needed?

Must we shift our focus towards a result-driven, country-by-country approach?
Global versus Tailored Silk Road

Global Governance:
- Is a one-way, top-down strategy as to what Silk Road tourism should be the ideal approach?

Tailored approach:
- Tourism is an industry that flourishes within a national context – specific on-site conditions must be prioritized.

New Action Plan philosophy, from 2018 onwards:
As a collaborative platform, we must focus on individual actions that allow Silk Road countries to prosper within their own development framework.
Specialized tourism events:

- know-how and available communication channels
- Opportunity for countries to influence the global tourism agenda

Upcoming events 2018:

- Ministerial Roundtable during the World Nomad Games (Kyrgyzstan, September 2018)
- 8th UNWTO International Meeting on Silk Road Tourism (Thessaloniki, Greece; 10-12 October 2018)
- International Congress on World Civilizations and Historic Routes (Sofia, Bulgaria; 14-16 November 2018)
UNWTO Silk Road Programme: competitive advantage

Regional capacity building approach:
- “Umbrella projects”
- Project development and investment opportunity
UNWTO Silk Road Programme: competitive advantage

Silk Road specialized trainings, and strong network of partners:

- Tourist and heritage guides
- Tour operators
- Certification
- Global marketing and capacity building training

- Research: Silk Road Tourism Intelligence pillar
Silk Road Action Plan Update:
What will change? What input is needed?

- New philosophy: obtention of results, country-by-country approach
- The current 2-year timeframe will be expanded to at least 4 years
- Inclusion of country chapters
- Project driven
- Focus on umbrella projects and newly established management structures
Silk Road Action Plan Update: What will change? What input is needed?

**Member State input:**
- A tourism development priority that you would like to see realised within a 2-4 timeframe
- Your country’s strategic interests
- Best-practice examples, photos, etc.
- 2-4 pages per country

**Affiliate Member input:**
- A brief description of company / organization
- Details on the services offered
- Project proposals
- Ideas on how to drive Silk Road tourism development forward
- 1-2 pages
Thank You!

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