



Progress on the Silk Road and Key Opportunities for the Future

**Silk Road Seminar at WTM London |
5 November 2014**

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UNWTO

1994 Samarkand Declaration on Silk Road Tourism



19 countries called for: ‘...A peaceful and fruitful rebirth of these legendary routes as one of the **world’s richest cultural tourism destinations...**’

The Silk Road now...

A nighttime photograph of a city skyline with several tall buildings illuminated against a dark sky. The buildings have various lights on, some in red and some in white. The overall scene is a modern urban environment.

- Economies growing stronger in Asia & Middle East and increased outbound travel
- New destinations emerging and opening up
- Improved connectivity via transnational rail links and new air routes
- Internet accessibility & role of social media
- Gaining political momentum: “Let's work together to create a new Silk Road” - Hillary Clinton, US Secretary of State, 2011

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Georgia, China mull creation of Great Silk Road forum

3 OCTOBER 2014, 16:40 (GMT+05:00)

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By Nana Kirtzkhalia – Trend:

Maritime Silk Road

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the start of free trade negotiations between
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have agreed on the majority of issues
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difficult to hammer out and this is far from
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A deal with China ought to be a simpler
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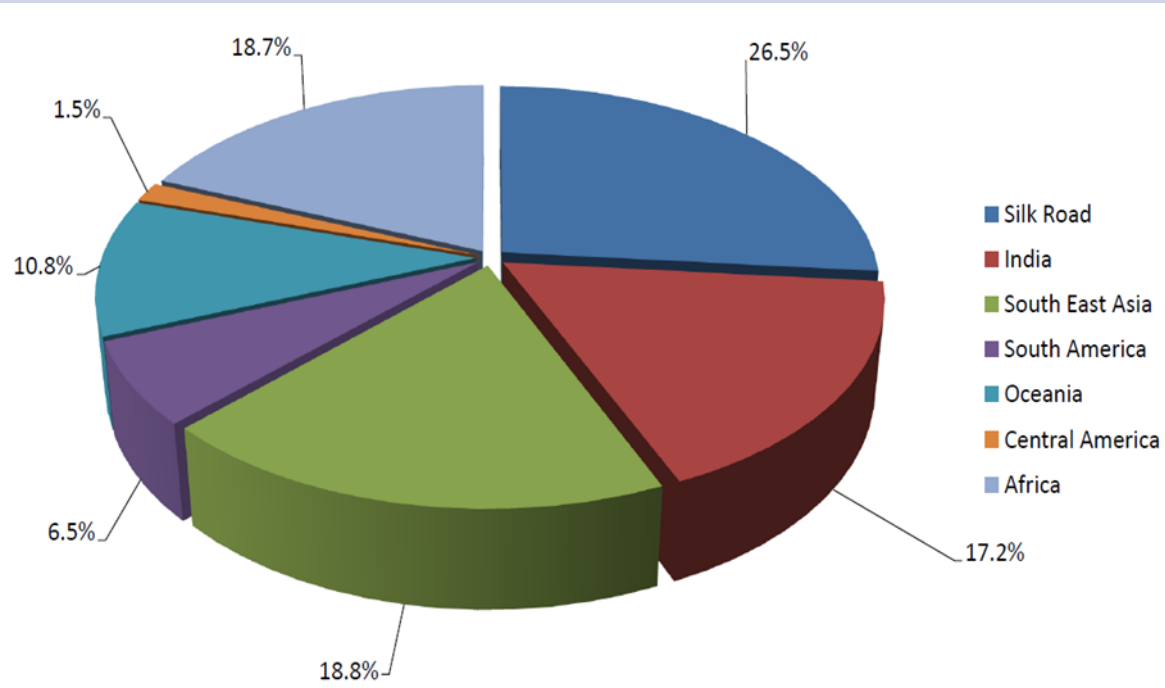
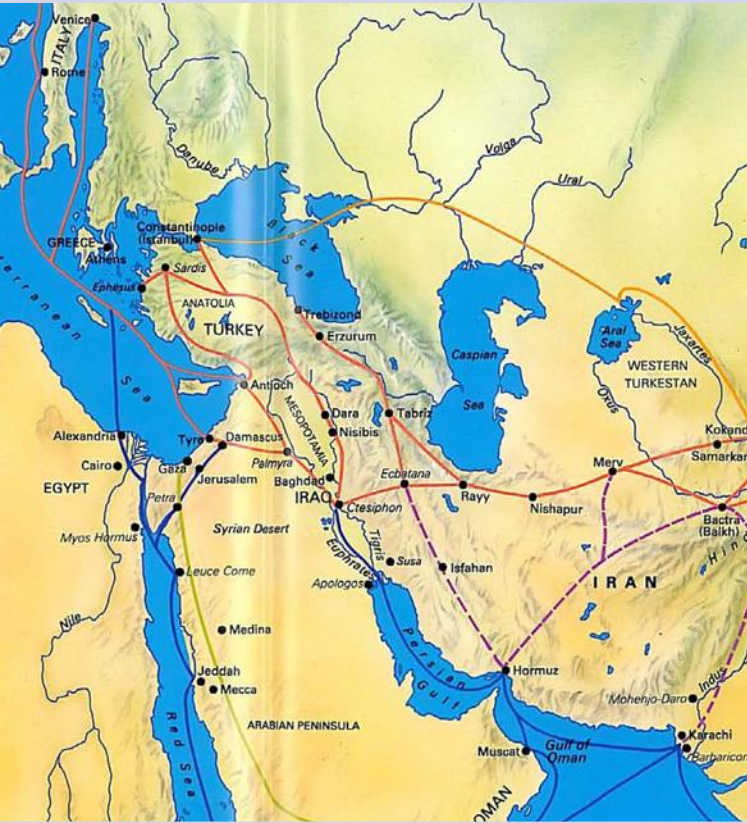
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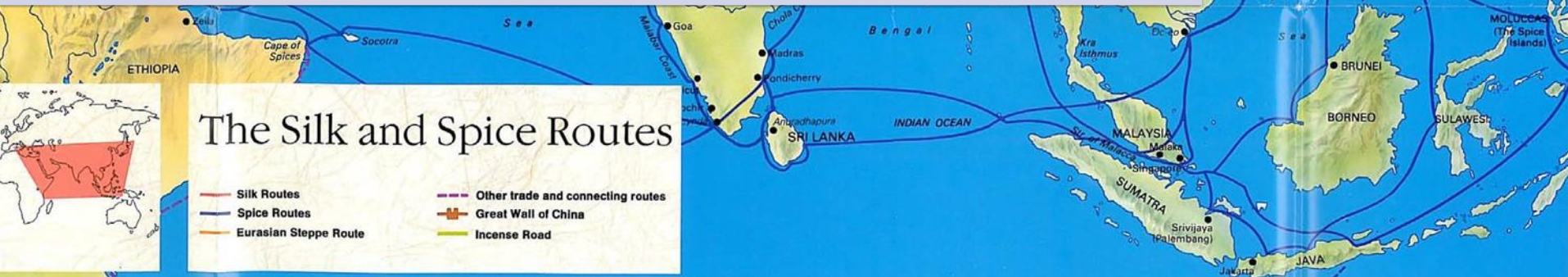
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Marketing & Promotion



The Silk Road as the top 'touring route' (26,5%)



Building the new Silk Road for Tourism



A collaborative platform aimed at fostering sustainable and competitive tourism along the historic routes. Currently developing practical initiatives in 3 key areas:

- **Marketing and Promotion**
- **Destination Management and Capacity Building**
- **Travel Facilitation**

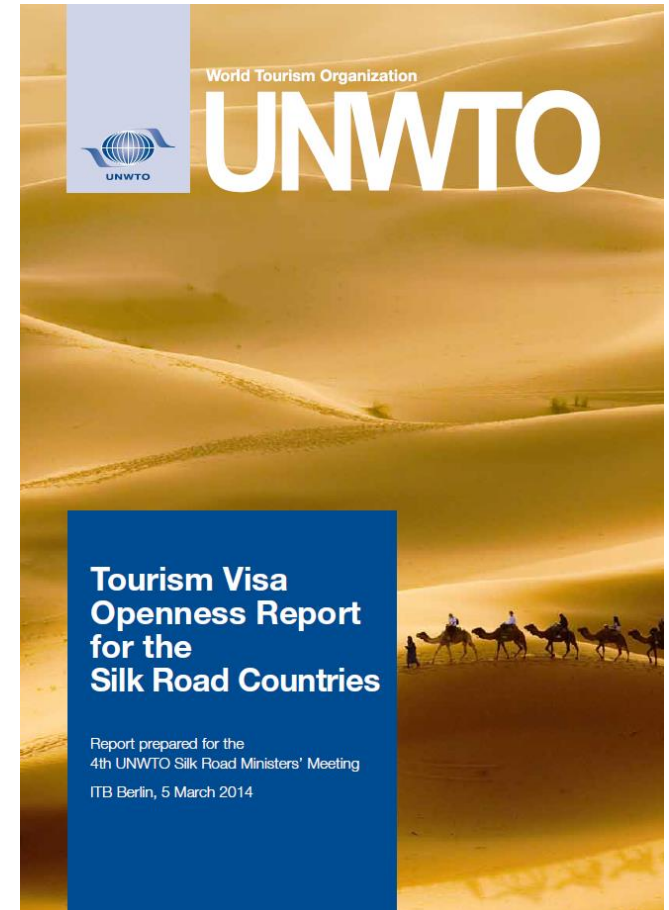
Progress 2010-2014

- Stronger engagement and commitment from Member States
- Increased brand awareness at major tourism fairs
- Improvements to visa policies
- Transnational route development



Facilitating travel on the Silk Road

- **KAZAKHSTAN** new visa free regime for 10 countries including Japan (15 days)
- **RUSSIA** visa free entry to tourists travelling on cruise ships to St Petersburg for up to 72 hours
- **GEORGIA** no visa policy for over 100 countries
- **EGYPT** visa on arrival for almost all countries
- **TURKEY & AZERBAIJAN** evisa in place



Capacity Building & Destination Management: New Partnerships

UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy



Groundbreaking transnational project aimed at raising the profile of Silk Road heritage while safeguarding its outstanding universal values

Two heritage corridors:

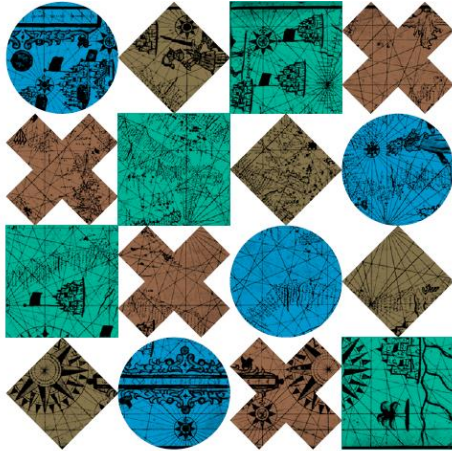
- The Chang'an-Tianshan Corridor: From China through Kazakhstan into Kyrgyzstan → **World Heritage List Inscription (June 2014)**
- Crossing Uzbekistan and Tajikistan

Together with State Parties, UNESCO & UNWTO are developing a tourism strategy to provide policy guidance and recommendations for visitor management, site presentation, promotion and planning



Capacity Building & Destination Management: Thematic Tourism Routes

VeRoTour Project



Objectives:

- Introduce sustainability as a key element of competitiveness
- Support the development of sustainable tourism products
- Focus on small and medium-sized enterprises (SMEs)



How to get involved

- **Promote the Silk Road in marketing and campaigns**
- **Support national and international route development**
- **Join our events: Silk Road events at WTM, TOs Forum ITB**
- **7th UNWTO International Meeting on Silk Road Tourism, 18-20 June 2015**
- **Boost your CSR by supporting the Silk Road**
- **Lobby for travel facilitation**

Thank you!



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