UNWTO Silk Road Programme: New opportunities for Silk Road Tourism
United Nations agency & leading international organization in travel & tourism since 1946:
- global forum for tourism policy issues
- practical source of tourism know-how
OUR MEMBERS

• 162 countries and territories
• 400+ Affiliate Members from over 80 countries
OUR MISSION:
To contribute to the UN Millennium Development Goals

...by promoting the development of responsible, sustainable and universally accessible tourism
2014

1,135 mln travellers  +5%

9% GDP

1/11 JOBS

US$ 1.5 trillion in exports

6% of world’s exports

30% of services exports

WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) 2015
International tourist arrivals to reach 1.8 billion by 2030

source: World Tourism Organization (UNWTO) ©
...tourism & the Silk Road...
‘...the most important route in the history of mankind...’
THE BRIDGE BETWEEN THE EAST & WEST

- Network of routes - both overland & maritime - dating back to 200 BC
- Channel of trade between ancient empires of China, India, Persia & Rome
- Exchange of dialogue, art, ideas & technology
- Silk, spices, glass, furs, perfume, livestock...
- Buddhism, Islam, Hinduism, Christianity...

The Silk Road then...
The Silk Road now...

- 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
Celebrating 20 years of Silk Road tourism
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...’
A collaborative platform aimed at fostering sustainable and competitive tourism along the historic routes.

3 key areas:

- Marketing and Promotion
- Destination Management and Capacity Building
- Travel Facilitation
UNWTO Silk Road Programme

33 Committed Member States

Silk Road Stakeholders

- Partner UN agencies
- UNWTO Secretariat
- SR Task Force
- Silk Road Action Plan
- Educational institutions
- SR Member States
- NGOs and other entities
- UNWTO Affiliate Members & private sector stakeholders
Supporting Air Route Development
Marketing & Promotion

The Silk Road as the top ‘touring route’ (26.5%)
EXAMPLES OF COLLABORATIVE INITIATIVES
Destination Management & Promotion

UNESCO/UNWTO Silk Road Heritage Corridors Tourism Project

Kazakhstan  Kyrgyzstan  Tajikistan  Uzbekistan  China
The Chang'an-Tianshan Corridor (China, Kazakhstan, Kyrgyzstan):

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.
VeRoTour Project
www.verotour.eu

Objectives:
• Introduce sustainability as a key element of competitiveness
• Support the development of sustainable tourism products
• Focus on small and medium-sized enterprises (SMEs)
Travel Facilitation along the Silk Road refers to:

- Abolishing/simplifying visa policies
- Improving border crossing procedures
- Abolishing/minimising taxation on travel
- Air transport liberalisation
Key area 3: Travel Facilitation

2008: 87% required a visa prior to departure to a Silk Road destination

2013: 73%

GOOD PRACTICE: Georgia no visa policy for over 100 countries
Join us at 2015 Events

- WTM London - “Social Silk Road” Seminar 4 Nov.
- WTM London - Speed Networking Event for Tour operators, 5 Nov.
- SR Ministers meeting
- SR Tour operators Tourism
ITB, Berlin, March 2016
Thank you!
Thank you!

Web: silkroad.unwto.org  Email: silkroad@unwto.org