7th UNWTO Silk Road Ministers’ Meeting

Alla Peressolova
Head of UNWTO Silk Road Programme
Building the new Silk Road for Tourism

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
33 Committed Member States

A big THANK YOU to

IRAN
6th UNWTO Silk Road Task Force Meeting Urmia

MONGOLIA
Silk Road Conference on Nomadic Tourism and Sustainable Cities

KAZAKHSTAN
UNWTO Workshop for Inbound Tour Operators

WTM LONDON
#SilkRoadNOW: Sharing the Experience!
MARKETING AND PROMOTION
The Silk Road is one of the world’s most powerful brands, perhaps even bigger than Disney or Coca-Cola. In my conversations across the region, whether speaking with a Chinese policy official or Egyptian taxi driver, simple mention of the Silk Road brings immediate recognition.

By adopting the concept to explain China’s own regional ambitions, President Xi Jinping has leveraged the brand at little cost. And his early November announcement that China would fund a $40 billion Silk Road Fund rightly caught news headlines around the world.

And yet trying to decipher the implications of China’s strategic ambition is less straightforward. What does it mean in practice?
Raising the Global Profile of Silk Road Tourism

1. Marketing and Promotion
The Silk Road presented by historian Dr. Sam Willis, focus on cultural heritage and daily lives of SR artisans

6 Silk Road countries: Tajikistan, Uzbekistan, Iran, Turkey, Italy and China

UK and 152 mln subscribers in 120 territories on BBC World
2.8 billion subscribers in 220 countries

A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey
DESTINATION MANAGEMENT AND CAPACITY BUILDING
UNWTO and WFTGA

- UNWTO Silk Road Task Force member
- Joint project: enhancing “Enhancing Silk Road Interpretation and Quality Guide Training Initiative”
- Silk Road heritage guides handbook
- Two trainings and more to come
- Exchange of know-how
- Presence of UNWTO at the WFTGA annual Conventions
- Participation of WFTGA at UNWTO meetings
Silk Road Capacity Building

- Enhancing Silk Road Interpretation and Quality Guide Training Initiative, launched in 2015
- Improvement of the standards of heritage interpretation
- Enhance overall visitor experience to Silk Road heritage sites
- Develop common standards for guides on the Silk Road
- Creation of a national pool of Silk Road trainers
THE WESTERN SILK ROAD TOURISM DEVELOPMENT INITIATIVE
Western Silk Road Stakeholders’ perception on travel motivations

- Silk Road culture (museums, music, artefacts, dances, festivals, etc) - 4.38
- Silk Road monuments - 4.14
- Natural Environment and Scenery - 4.08
- Gastronomy of Silk Road destinations - 4
- Voluntourism (Visiting a destination while engaging in volunteering activities) - 3.96
- Interaction with local communities along the Silk Road - 3.96
- Increase self status and prestige - 3.04
- Extreme sports in Silk Road destinations - 2.93
- Visiting friends and relatives - 2.4
Western Silk Road VS Classic Silk Road - Differences

<table>
<thead>
<tr>
<th>Attraction Type</th>
<th>Mean Value</th>
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</thead>
<tbody>
<tr>
<td>Type of attractions</td>
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Travel Facilitation
3. Travel Facilitation

Improving air connectivity and “open skies” policies on the Silk Road

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

2013: 73% required a visa
The near future…

- 6th TOs Forum at ITB (annual)
- 7th Silk Road Task Force Meeting, Valencia, Spain
- 8th International Silk Road Meeting (biennial) – Kazan, Russia
- Silk Road Seminar (annual), WTM London 2017
- 2 Workshops on Western Silk Road Initiative (EU project)
- And many more…
Thank you!

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