



SOENT

7th UNWTO Silk Road Task Force Meeting – Valencia, Kingdom of Spain, 30-31 March 2017



SOENT

Tourism development of the Silk Road in Central-Asia

Accomplished by Soent
Germany, March 2017

The Silk Road



AGENDA:

- Soent, key competencies
- What does tourism means
- Legal frame work
- Masterplan development
- Resort development agency



Company Profile

- SOENT is a leading Tourism Consultancy Group, specialized in Real Estate development and Master Planning.
- Based in Bavaria, Germany
- 25+ years of experience
- Broad international experience
- A team of experts from all over the world

Tourism Masterplans

We create national and regional masterplans, with a sustainable vision, and a heritage conservation goal, which benefits local communities, investors and operators

Creation and design of tourist resorts and hotels

We will accompany you from the first idea through the entire life cycle of the resort. We know that each development is unique, but that any design needs to address key parameters:

- Architectural charm
- Efficient behind the logistic scenes
- Long-term sustainability

Tourist Destination Management

We analyze destinations covering all phases of their life-cycle and provide short-term solutions for your long-term financial and operational sustainability, improving financial performance and profitability

Project Development and Real Estate Investment

Based on our extensive international network and experience, we are able to create business opportunities. We identify and assess potential developments, bring public and private stakeholders on board and provide a bankable development plan. SOENT has experience with both large-scale developments and medium-sized projects

The Silk Road



What does tourism means?



Tourism: what does it mean?

The meaning and the perception of tourism changes, depending on:

- the cultural heritage
- the experience there is with tourism.

Creating a new tourism destination is not about copying successful tourism models, it is more about creating the unique experience that only your territory can offer.

Understanding Tourism Implementation

- Many times it has been associated to big investment.
- We should not forget the potential of our culture, our natural resources, our history, our people....
- Understanding: why is our region interesting to foreigners?
- To identify our uniqueness is crucial.

We know our strength

USP

- This should be the foundation stone for the tourism development-implementation.

The Silk Road

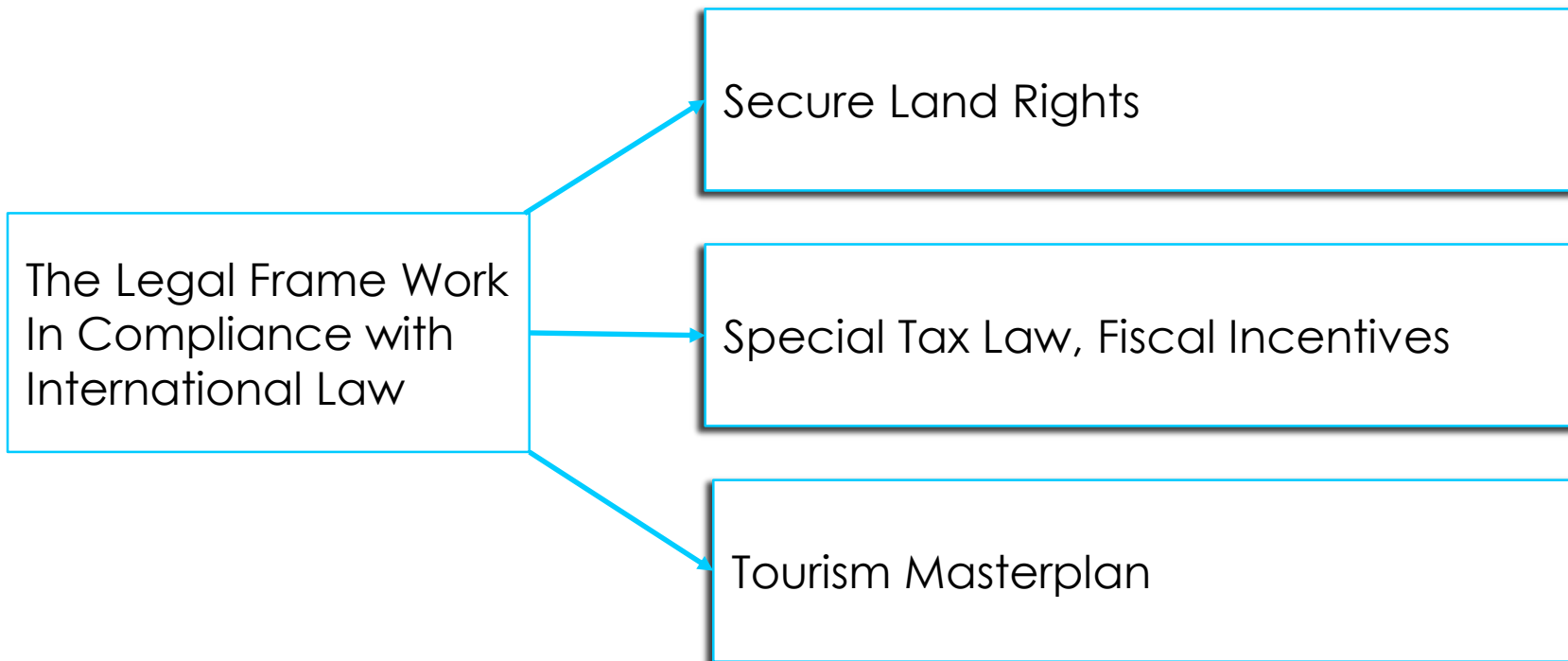
A wide-angle photograph of a rugged coastal landscape. In the foreground, there are dark, reddish-brown rocky cliffs. The middle ground shows a calm blue sea. In the background, a long, steep mountain range with dark, layered rock formations stretches across the horizon under a cloudy sky.

Legal Frame Work

The Silk Road



Secure investment, is a priority for investors.



The Silk Road



Challenges-Threat

From the **investors** perspective:

- Can I own the land, the property?
- What are my rights?
- Can I sell the property?
- What Tax advantages do I have?
- My profit?

Security – Profitability – Long Term Business

The Silk Road



Challenges-Threat

From the **Governmental** perspective:

- Trust in the region and in the tourism potential
- Create positive infrastructure
- Protected use of the environment
- Creation of jobs
- More wealth for the region
- Public Return on investment

The Silk Road



Masterplan Development

WILLEN ASSOCIATES
ARCHITEKTEN **WVA**
WIESBADEN
LONDON
BARCELONA
TENERIFE
MOSCOW

FLYING EAGLE KENDERLI - CITY OF THE FUTURE

Tourism Masterplan

- Should be the creation of a unique and innovative environmental friendly concept
- Is the road to a successful development
- It tells us the infrastructure needs
- It is the guide book for the governmental and the private sector

The Silk Road



Create a tourism model that:

- Respects and en-powers our culture
- Protects our Natural resources
- Enhances our city's, our monuments...

A concept that is close to the people and is integrated in the local economy

The Silk Road



Who-what makes the tourism experience:

- The locals: The waiters, the receptionist, the taxi driver, the pool boy.....

Our people

- Our History, the villages, the scenery, the food, handicraft,

The Silk Road



New technologies, Twitter, Facebook, Instagram...

The use of new communication technology is a priority from the beginning of the development:

It allows us to transmit: **Emotions, Personalized experiences....**

I am not talking about selling our destination, It is more about sharing, letting the tourist know who we are, how you look like.....

Big data, and new technology make this possible,

With a interactive process, we are capable to listen to the tourist recommendations

The best way to travel is visiting friends

Resort Development Agency

- Strong implementation management
- Capable of regulating, and administrating
- With a long term vision
- Bringing all stakeholders together (International)
- Coordination between government and private sector
- With a strong inter-cultural and international background

The Silk Road



Thank you for your attention

