The UNWTO Western Silk Road brand study and its tourism potential

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UNWTO Silk Road Programme
What is it?

- Exploratory Study
- Partnership between UNWTO and European Commission DG GROWTH
- Geographical remit is wider than European Union
- Aims to utilise the Silk Road to strengthen and diversify tourism offer in relevant countries
- Creating new innovative transnational links
18 months project

Phase 1:
Western Silk Road Brand Study and Handbook (ongoing)

Phase 2:
- Organization of two Capacity Building Workshops (April/June 2017)
- Establishment of the Western Silk Road Work Group
Western Silk Road Exploratory Research

WHY?

- Existing Perceptions
- Untold stories and destinations
- Key Trends
- Collaboration with Members of Silk Road Task Force, UNWTO Affiliate members, Private Sector, and Academic partners
Western Silk Road Exploratory Research

HOW?

- Secondary sources
- Semi-structured Interviews
- Questionnaire
- National SWOT Analyses
- Focus Groups
National SWOT Analyses

Greece
Aristotle University of Thessaloniki

Armenia
Russian-Armenian University
Armenian Institute of Tourism

Italy
Universitá di Bologna

Russia
People’s Friendship University of Russia
National SWOT Analyses

National Silk Road Tourism Intelligence
Focus Groups

Types

- Interregional
- National
- Regional
- Organizational
Questionnaire Results
Silk Road Traveller Motivations

1. Silk Road culture (museums, music, artefacts, dances, festivals, etc)
   - 4.38

2. Silk Road monuments
   - 4.14

3. Natural Environment and Scenery
   - 4.08

4. Gastronomy of Silk Road destinations
   - 4.0

5. Interaction with local communities along the Silk Road
   - 3.96

6. Voluntourism (Visiting a destination while engaging in volunteering activities)
   - 3.04

7. Increase self status and prestige
   - 3.01

8. Extreme sports in Silk Road destinations
   - 2.93

9. Visiting friends and relatives
   - 2.4
### Differences Between Western Silk Road and Classic Silk Road

<table>
<thead>
<tr>
<th>Type of attractions</th>
<th>Tourism infrastructure</th>
<th>Target Markets</th>
<th>Intangible Heritage (Music, Folklore Dances, Festivals, Events)</th>
<th>Gastronomical Experience</th>
<th>Historical Heritage</th>
<th>Arts and Crafts</th>
<th>Natural Environment and Scenery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Values</td>
<td>3.75</td>
<td>4.06</td>
<td>3.5</td>
<td>3.79</td>
<td>3.9</td>
<td>3.69</td>
<td>3.77</td>
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</table>
Has the Silk Road brought any marketing benefits?

- **YES**: 79.2%
- **NO**: 20.8%
Tangible benefits

1. Increase of earnings
2. Increase of your organisation's visibility
3. Strengthening your brand
4. Reaching new markets
5. Expanding your tourism product variety
6. Expanding your partners network
7. Improving the quality of your tourism products
The creation of a Western Silk Road Handbook

- Yes: 97.20%
- No: 2.80%
Inclusion in Future Western Silk Road Initiative Related Activities

90.10% Yes
9.90% No

Percentage

0.00% 10.00% 20.00% 30.00% 40.00% 50.00% 60.00% 70.00% 80.00% 90.00% 100.00%
Untold Stories – Case Studies

Armenia
Bulgaria
Greece
Italy
Russia
Spain
Vikings
The 4 Attributes

AUTHENTIC

UNTAPPED

SHARED

CONNECTING
In the ♥ of Western Silk Road
Next Steps

- Study—soon to be available at http://silkroad.unwto.org
- Western Silk Road Brand Handbook
- Establishment of the Western Silk Road Work Group
Get Involved!

- Participate in the 2nd Western Silk Road workshop (June, Bulgaria)
- Become a part of the Western Silk Road Working Group
- Get acquainted with the study and handbook
- Send us your feedback and news