New Opportunities for Sustainable Tourism Development along the Silk Road

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Sofia, Bulgaria, 27 June 2017
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
• about 500 Affiliate Members from over 80 countries
OUR MISSION: To contribute to the UN Sustainable Development Goals

...by promoting the development of responsible, sustainable and universally accessible tourism
Helping our Members to...

✓ Enhance quality & excellence
✓ Improve marketing & image
✓ Deal with crises
✓ Collect & access data on tourism trends & forecasting
1,235 mln + 4% travellers

2016

WHY TOURISM MATTERS

©World Tourism Organization (UNWTO) 2016

10% GDP (Direct, indirect and induced)

1/11 JOBS (Direct, indirect and induced)

US$ 1.5 trillion in exports

7% of world’s exports

30% of services exports
Tourism Towards 2030

Source: World Tourism Organization (UNWTO)
‘...the most important route in the history of mankind...’
POST-WESTERN WORLD

“一带一路”国际合作高峰论坛
BELT AND ROAD FORUM FOR INTERNATIONAL COOPERATION

2017年5月14-15日 中国·北京
14-15 MAY 2017 BEIJING, CHINA

New Silk Roads
A spectre haunts the fast-aging “New American Century”: the possibility of a future Beijing-Moscow-
Forbes: 'The Silk Road is one of the world’s most powerful brands, perhaps even bigger than Disney or Coca-Cola'
...tourism & the Silk Road...
The Silk Road as the top ‘touring route’ (26.5%)
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
Albania – Armenia – Azerbaijan – Bangladesh - Bulgaria – China
Indonesia - Iran – Iraq – Israel – Italy – Japan – Kazakhstan
Kyrgyzstan - Mongolia - Pakistan – Romania - Russia - San Marino
Saudi Arabia - Spain – Syria - Tajikistan – Turkey
Turkmenistan - Ukraine - Uzbekistan
Silk Road Stakeholders

- Silky Road Tourism
- Partner UN agencies
- SR Task Force
- SR Member States
- Educational institutions
- NGOs and other entities
- UNWTO Secretariat
- UNWTO Affiliate Members & private sector stakeholders
Marketing and Promotion
Key Area 1: Marketing and Promotion

Promotion of the global profile of the Silk Road
“David Baddiel on the Silk Road”

- 2.8 billion subscribers in 220 countries
- A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey

'David Baddiel on the Silk Road' to air on Sunday 21 February at 9pm on the Discovery...
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
Kai Marcus

«Run to break down prejudice»

12.000km along the silk road
Culture Bridge Marathon from Germany to China

12000公里丝绸之路德国至中国
首次架起文化桥梁的马拉松长跑
Welcome to the profile of @UNWTO_Silk_Road.

Welcome to the official account of @UNWTO Silk Road programme. Enjoy with us the amazing culture and history of our 33 Member States.

#SilkRoadTourism

@UNWTO_Silk_Road

UNWTO Silk Road

Official video of Bulgaria goo.gl/pTz2KM 2nd Intl' UNWTO WesternSilkRoad Workshop will be held in this amazing country next week.

#WesternSilkRoadWorkshop

UNWTO@UNWTO · 6d

1 week before the 2nd Intl' UNWTO WesternSilkRoad Workshop in @MFABulgaria 27-28/06, Sofia latest programme goo.gl/TSDDWv

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Latest programme of the 2nd International Western @UNWTO_Silk_Road Workshop Sofia @MFABulgaria #SilkRoadTourism goo.gl/50YxEp

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#SilkRoadWorkshop 27-28 June 2017!
Why targeting the Silk Road Traveller?

Top Experiences – Ranking

- 61% Explore ancient Silk Road cities
- 58% Visit UNESCO World Heritage Sites on the Silk Road
- 44% interested to try local Silk Road gastronomy
- 39% Attend local festivals and events
- 39% Visit art galleries and museums
Capacity building and destination management
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
Travel Facilitation
3rd Key Area: 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…

- International conference on Silk Road Gastronomy Tourism in the Russian Regions, 6-13 July, Astrakhan, Russia

- 4th International Folklore Festival of Salamina on the Silk Road, 19-23 July, Salamina, Greece

- Silk Road Social Media Seminar (annual), 7 November, WTM London

- Join the IY2017 campaign

and many more…
The Dandelion represents Planet Earth—a planet where people, as seeds, travel in a sustainable and responsible way. By travelling, these seeds connect to others through knowledge and culture, and thus build a better future.
Get on a map and request the logo!

Silk Road Events
How you can contribute

Share your experience on http://www.tourism4development2017.org/
Contribution to the 2017 International Year

Use the hashtag #TravelEnjoyRespect in your social media channels