

2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



# UNWTO Silk Road Training and Capacity Building Programme

## ONLINE Course #1:

**Strategic Tourism Planning and the Silk Road**

19 October - 2 November 2017

## ONLINE Course #2:

**Project Management and the Silk Road**

3 - 17 November 2017

## ONSITE Course

20 - 29 November 2017 · Madrid / Valencia, Spain



**THEMIS**  
World Tourism Organization



VNIVERSITAT  
ID VALÈNCIA



United Nations  
Educational, Scientific and  
Cultural Organization



World  
Heritage  
Convention



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

## Silk Road Training & Capacity Building Programme: supporting excellence along the historic routes

The Silk Road Training and Capacity Building Programme is a novel executive training initiative aimed at officials from the Silk Road countries participating in the UNWTO Silk Road Programme, university graduates aspiring to work within the tourism industry, and stakeholders interested in the development of the Silk Road as a sustainable and transnational tourism initiative.

Held in collaboration with the UNWTO.Themis Foundation, the operational instrument of UNWTO to deliver its education and training activities, and the University of Valencia, an UNWTO Affiliate Member who will provide the setting and necessary academic and technical expertise, the project aims to raise the capacity building standards of the Silk Road by training its future tourism leaders and experts.

This will be achieved by providing participants with technical expertise in the areas of strategic tourism planning, national and transnational cooperation, destination management and tourism route development.

In-line with the specific needs of Silk Road destinations and the strategic objectives of the project partners, participants will employ the knowledge gained by actively working towards the development of trans-national tourism projects. Moreover, outstanding participants will be given the opportunity to implement such projects through the participation in a Silk Road volunteer programme.

Ultimately, the training will foment innovative and practical tourism solutions for the Silk Road by bringing together country officials with young tourism professionals, academics and private sector stakeholders.

The Silk Road Training and Capacity Building Programme is an official activity of the 2017 International Year of Sustainable Tourism for Development.



## Quick Facts

### Structure

The UNWTO Silk Road Training and Capacity Building Programme will consist of:

- **Online Course #1** on *Strategic Tourism Planning and the Silk Road*  
(19 October - 2 November 2017)
- **Online Course #2** on *Project Management and the Silk Road*  
(3 - 17 November 2017)
- **Onsite Course** in Madrid / Valencia, Spain  
(20 - 29 November 2017)

The official opening will take place at UNWTO Headquarters in Madrid on 20 November 2017. The onsite course will take place at the campus of the University in Valencia, from 21-29 November 2017. Transfers from Madrid to Valencia on 20 November will be arranged.

### Language

The Online and Onsite courses will be held in English.

### Lecturers and Approach

The courses will be given by renowned lecturers from the University of Valencia and international experts from the tourism sector and beyond. The courses will have a practical and multidisciplinary approach by including presentations, debates and extensive group and fieldwork.

### Participants

This programme targets National Tourism Administration officials, Tourism Board representatives, graduate students from UNWTO.TedQual Universities, and stakeholders interested in Silk Road tourism development.

# Content

The Silk Road Training and Capacity Building Programme will follow a structure of interlinking steps: during the online courses, NTA / NTO officials and tourism graduates will acquire basic knowledge and skills that will be subsequently concretized during the onsite course.

During the **online courses**, participants will be:

- Tutored by international experts on: tourism concepts, key issues, principles, structure, processes, tools, and international case studies
- Participating in interactive group discussions, where they will be able to network and share ideas

COURSE 1 on Strategic Tourism Planning and the Silk Road will include:

- *Key concepts and principles on: sustainability, quality, and tourism competitiveness*
- *The SOSTAC Marketing Planning Model*
- *The customer journey framework*
- *Developing the strategic matrix*
- *Defining the strategic plan*
- *Including sustainable practices in the tourism plan*
- *Working with partners towards competition and collaboration*
- *Monitoring the strategic plan*

COURSE 2 on Project Management and the Silk Road will include:

- *Key concepts on project management*
- *Project identification and screening*
- *Project planning and feasibility analysis*
- *Project organisation*
- *Project implementation*
- *Funding and investment for a project*
- *Partnerships for a project*

During the **onsite course**, participants will:

- Learn from international experts about key tourism related issues, such as the practical implementation of tourism projects and study specific case studies
- Participate in discussions, group activities, fieldwork, interviews and data gathering procedures
- Visit the city of Valencia and study its approach to tourism
- Share their knowledge and experience
- Submit a transnational project proposal or strategy plan for the Silk Road



## Tuition Fees

- Option 1:

Online Course #1 on Strategic Tourism Planning and the Silk Road

Tuition fee: €220.00

- Option 2:

Online Course #2 on Project Management and the Silk Road

Tuition fee: €220.00

- Option 3:

Online Course #1 on Strategic Tourism Planning and the Silk Road

Online Course #2 on Project Management and the Silk Road

Tuition fee: €396.00

- Option 4:

Online Course #1 on Strategic Tourism Planning and the Silk Road

Online Course #2 on Project Management and the Silk Road

Onsite Course in Madrid / Valencia, Spain

Tuition fee: €1,714.00

As to option 4, the costs cover course materials, transfers from Madrid to Valencia, technical visits, and daily meals (lunch and dinner) and coffee breaks.

The costs of travel to and from Spain, and accommodation in Madrid and Valencia are not included. Special accommodation rates will be offered to participants for their stay in Madrid (1 night) and Valencia (10 nights).

NTA/NTO officials from the 33 Member States participating in the UNWTO Silk Road Programme will be offered a 30% discount on the total course fee.

A limited number of full and partial scholarships will be provided to officials from UNWTO Silk Road Member States. To learn about the conditions that apply, please contact the UNWTO Silk Road Programme at [silkroad@unwto.org](mailto:silkroad@unwto.org).

## Certification

Successfully participants will obtain a course certificate officially recognized by the World Tourism Organization (UNWTO), the UNWTO.Themis Foundation and the University of Valencia.

## Venue Information

The official opening will take place at UNWTO Headquarters in Madrid on 20 November 2017. The onsite course will take place at the University of Valencia - Campus de Tarongers (Av. Tarongers s/n), from 21-29 November 2017.

Transfers from Madrid to Valencia on 20 November 2017 will be arranged.

## Registration

Candidates wishing to apply for the Silk Road Training and Capacity Building Programme must:

- Complete the application eForm available at:  
<https://survey.zohopublic.com/zs/gQB5Xw>
- Upload a copy of their CV, of their passport and a 1-page motivation letter

Additional:

- Participants must be holders of an international medical insurance plan covering treatment in Spain
- Official representatives requiring a visa for Spain, are kindly requested to contact the UNWTO Silk Road Programme at [silkroad@unwto.org](mailto:silkroad@unwto.org)

**Registration deadline: 16 October 2017**



## Project Partners: About UNWTO

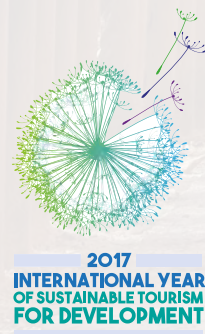
The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability, offering leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO upholds the implementation of the Global Code of Ethics for Tourism to maximize tourism's socio-economic contribution while minimizing its possible negative impacts. UNWTO is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs) geared towards universal sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects around the world.

UNWTO's membership includes 156 countries, 6 territories, two Permanent Observers and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.





## Project Partners: About Silk Road Programme

The UNWTO Silk Road Programme is responsible for implementing transregional and transnational projects across a broad range of themes and subjects. Designed as a collaborative platform of 33 Member States, the programme is focused on raising the profile of Silk Road tourism through marketing, capacity building and development activities that are sustainable, responsible and internationally competitive. While significant progress has been made since the launch of the Silk Road Programme in 2010, much work remains to be done, especially if participating Member States are to make the most of upcoming global trends that will shape the tourism industry, such as:

- *The increase in international tourist arrivals, which are expected to reach the 1.8 billion mark by 2030. During the 2010-2030 period, Asia and the Pacific will be the fastest growing outbound region*
- *Improved connectivity along the Silk Road, especially via new transnational rail links and air route expansion*
- *The development of new tourism markets with a strong growth potential, especially cruise/ maritime tourism and youth travel*
- *An increased demand for cultural tourism that already accounts for around 40% of the global tourism share*

As outlined in the UNWTO Silk Road Programme Action Plan, the programme's framework document, key sectors sustaining the Silk Road tourism concept still need to be strengthened through an approach combining the talent and insight of students with the expertise of participating Member States and UNWTO. Following priority areas to be assessed by this project have been identified:

### **Silk Road Marketing and Promotional Strategy**

In order to strengthen the Silk Road brand and enhance cooperation among Member States following priority areas will need to be addressed:

- *Common Silk Road marketing standards and guidelines, including the potential creation of a Silk Road brand logo*
- *The identification of tourism gaps among Member States, especially in relation to the promotion of the Silk Road as a tourism concept*
- *The elaboration of strategies to increase the online presence of the Silk Road*

### **Silk Road Destination Management**

A more consistent approach to destination management across the Silk Road is needed. The route's rich cultural heritage and the distribution of interrelated tourism sites make it ideal for cross-border initiatives and regional investment opportunities, yet a number of challenges are currently impeding its full growth and development. Therefore, the project should aim to:

- *Identify, with the help of Member States, specific regions that require capacity building and destination management assistance*
- *Identify and outline a development plan focused on the Silk Road's key strengths, interests and markets*
- *Develop a tourism product for the Silk Road with the intention of situating it on the tourism map*



## Project Partners: About UNWTO.Themis Foundation

The UNWTO.Themis Foundation is responsible for implementing the work programme on Education and Training of the World Tourism Organization (UNWTO), with the objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments which effectively contribute to an improvement in the quality, competitiveness and sustainability of the tourism sector through excellence in education and training.

### Areas of Training

The Executive Training is open to high-level tourism officials and professionals from UNWTO Member State's public and private sectors and civil society. All courses and training initiatives are channeled by the UNWTO Programmes or UNWTO.TedQual certified programmes. Each Executive Training can be tailor-made and can be delivered onsite, online or in a blended format in any of UNWTO's official languages. The courses are facilitated by international experts with longstanding experience, UNWTO partner organizations and UNWTO.TedQual certified institutions.



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In 2016, the UNWTO.Themis Foundation delivered:

**20** UNWTO.Capacity initiatives in **11** countries in Africa, the Americas and the Middle East with a total of **565** participants

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In 2016, the UNWTO.Themis Foundation team helped a total of:

**73** tourism education programmes through the auditing process, including:

- 26** for UNWTO.TedQual Certification
- 32** for 1st Certification
- 41** for the renewal of their present certificates

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[themis.unwto.org](http://themis.unwto.org)

## Project Partners: About the University of Valencia

The University of Valencia (UV), established over 500 years ago, is a modern public university, teaching in all branches of knowledge: Economics, Social and Legal Sciences, Humanities, Experimental Sciences, Engineering and Health Sciences.

UV is an international benchmark, being the largest Valencian University with more than 46,000 undergraduates and over 7,500 masters and doctorate graduates. UV is Valencia's most international university as it is the European university receiving the second highest number of Erasmus students and has more than 1,300 students in international programmes.

Through its excellence in teaching and research, the University has been rewarded with being the 4th Spanish university to make the Shanghai ranking. The effort to ensure the employability of their graduates translates into more than 6,500 students currently learning as trainees through agreements with more than 2,400 companies and institutions. The Faculty of Economics is the largest UV center with over 8,000 undergraduates and more than 500 graduate and doctoral students. This Faculty, pioneer in the internationalization of their studies has high academic performance groups taught in English. It teaches a total of 14 masters that cover all areas of specialization in economics and business studies.

### **The city of Valencia and its connection to the Silk Road**

Valencia is the capital of the autonomous community of Valencia. It is the third largest city in Spain with around 800.000 inhabitants in the administrative city centre. Its urban area extends beyond the administrative city limits with a population of around 1.7 million. Valencia has a potent tourism industry and is located on the Mediterranean coast, one of the most important economic centres of Spain. Valencia's connection to the Silk Road goes back centuries. From the 14th century onwards, silk production was one of the most powerful industries within the Valencian region. At its peak, during the second half of the 18th century, it is estimated that around twenty-five thousand city inhabitants were engaged in the production and trade of silk. Numerous attractions located throughout the city highlight the once domineering position of the silk trade. One of the most important buildings is the "Lonja de los Mercaderes", also called the Silk Exchange. Built between 1482 and 1548, the building is a masterpiece of Mediterranean Gothic civil architecture and was declared a World Heritage Site by UNESCO in 1996.

The masters of the silk trade settled in the city centre, and even today the neighborhood is called "Barrio de Velluters", velluters meaning "artisans of silk". The College of High Silk Art, a further prominent example of Valencian architecture and culture, is located within this popular neighborhood. Formerly threatened by decay, it was restored and has been open to the public since 2016. Valencia provides a good model for other destinations looking to build on their Silk Road heritage. Reformed and placed within a historical-cultural context that builds upon World Heritage Sites, gastronomy and popular traditions, the legacy of silk is nowadays promoted to the local and tourist alike, in what can be considered as a best-practice example in terms of adding attractiveness and potential to a region already well-established within the tourism circuit.





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