



prepared with the support of:



北京兴旅国际传媒有限公司
BEIJING SUNNY INTERNATIONAL COMMUNICATIONS LTD.

Tourism on the 21st century Maritime Silk Road: Impacts and Opportunities

BACKGROUND

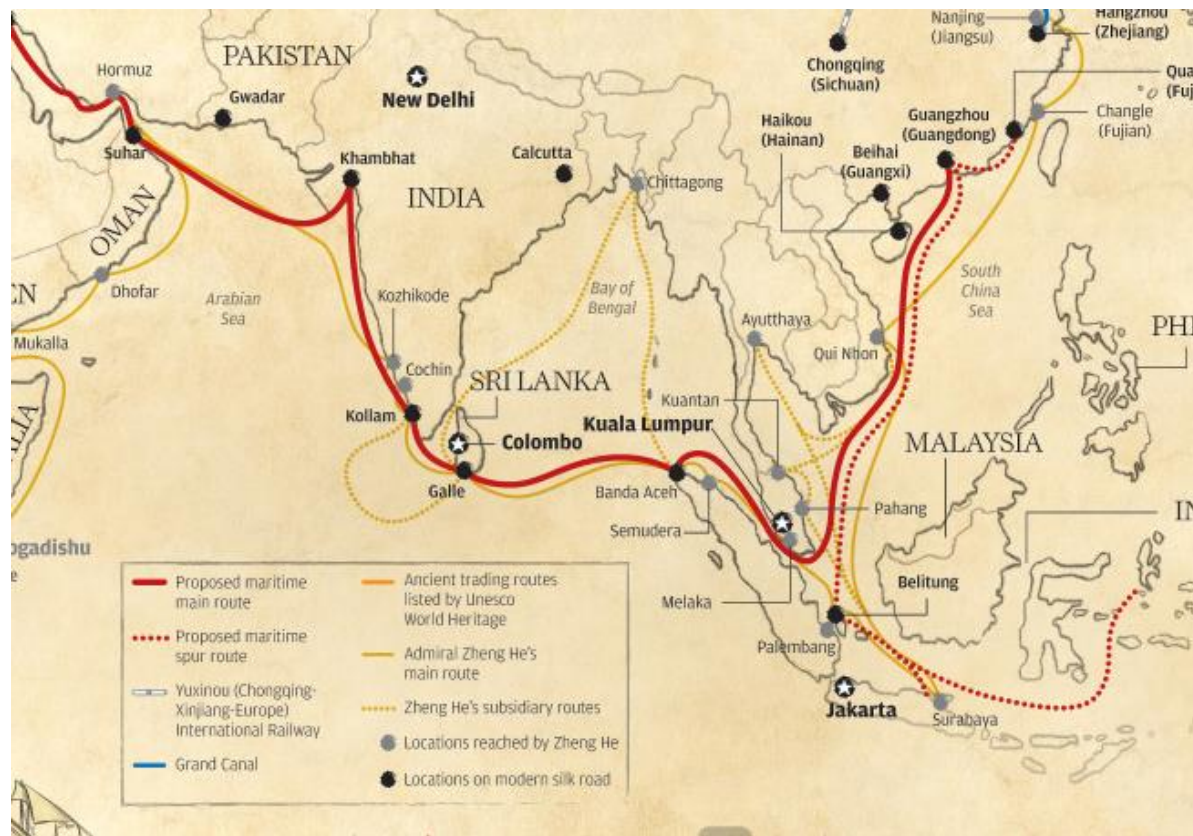
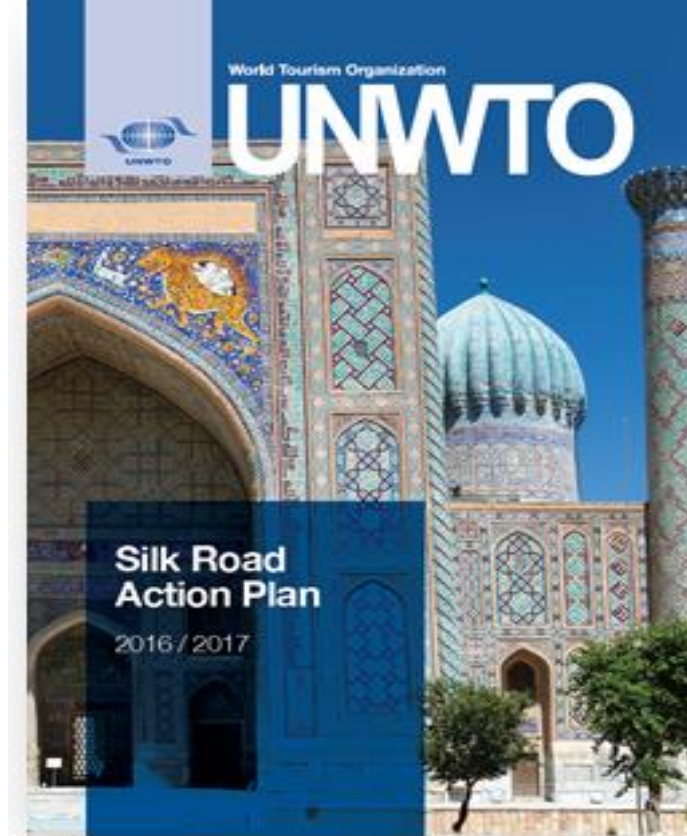
In 2017 - with the support of China, Indonesia and Beijing Sunny International Communications Ltd. - UNWTO commissioned exploratory research into potential tourism impacts and opportunities of the 21st century Maritime Silk Road.

Current study covered Asia (from the Pacific to the Straits of Hormuz), linkages to Europe are also referred to.

This presentation covers:

- **Brief historical overview**
- **The Belt and Road Initiative – the road on the sea**
- **Maritime nations' vision for trade and tourism**
- **Impacts**
- **Opportunities & challenges**



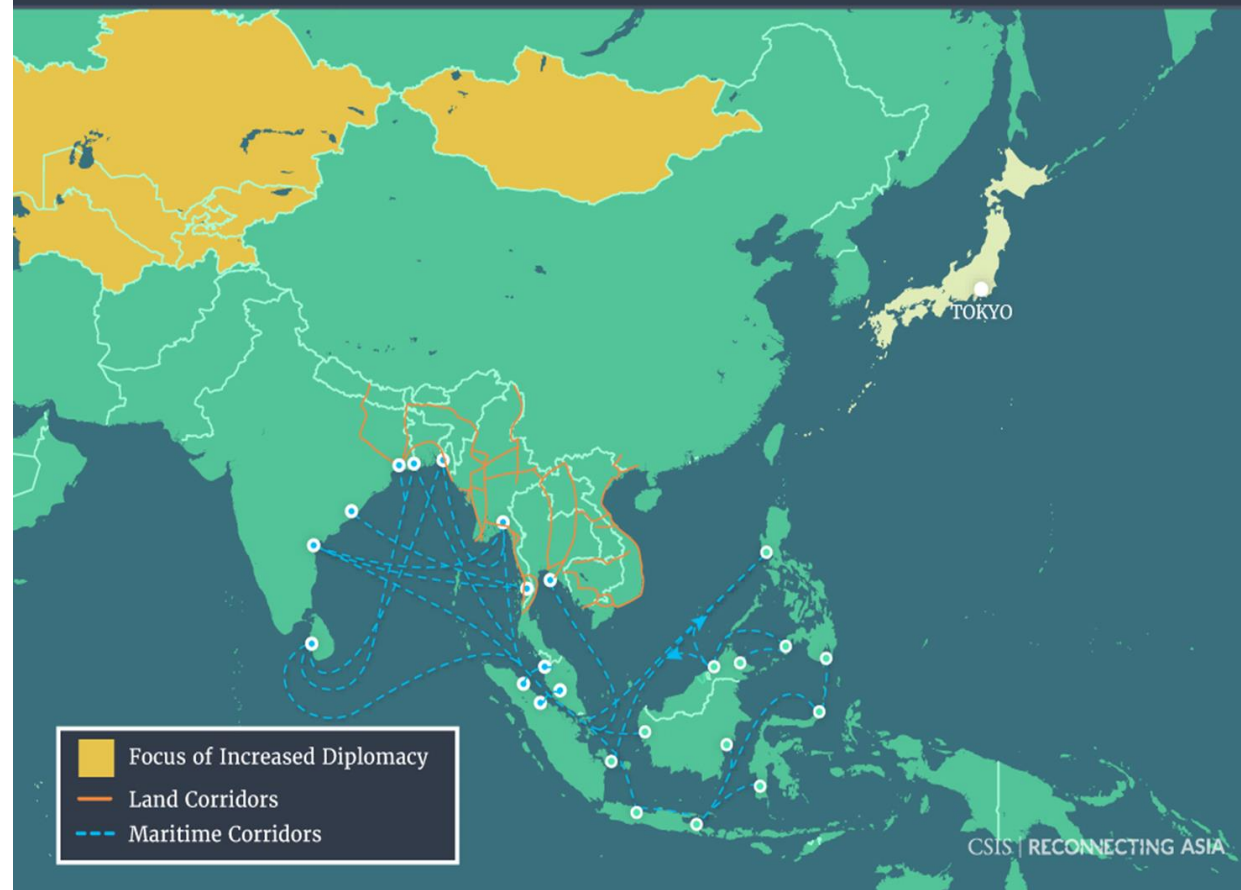


- As political circumstances on land changed, more and more trade moved to the sea, and so the Maritime Silk Road also evolved
- Shipwrecks illustrate the extent of this trade from earliest times
- Port cities built up all along the trade routes.
- They provide some of the most impressive examples of the benefits arising from cultural exchange and integration

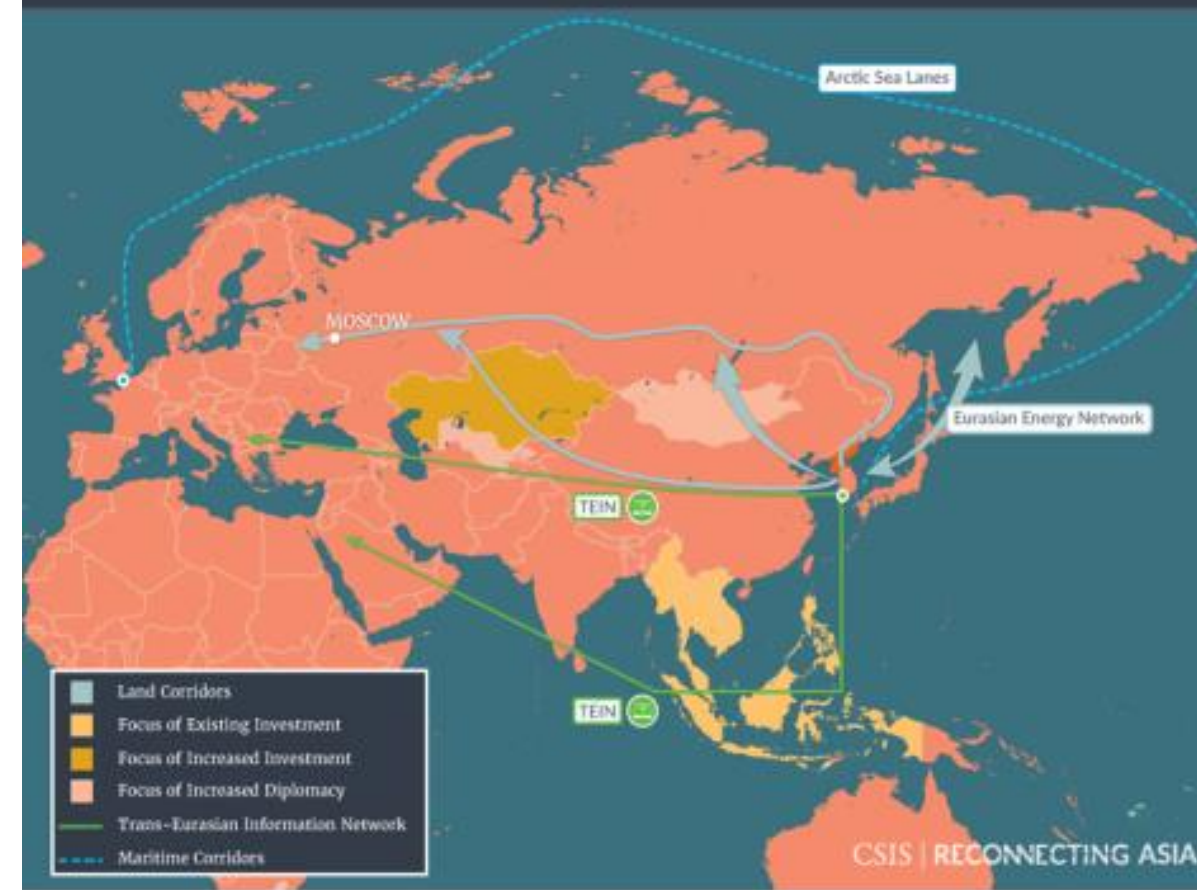
- The Maritime Silk Road as a fundamental link between the East and the West.
- Exchange of cultures, art, religion, craft, ideas and technologies
- Port cities developed along trade routes
- Importance of the Maritime Route today: The first Silk Road train arrived in Antwerp in May 2018 from China : It pulled 35 containers. A container ship in Antwerp port from China can carry up to 21,000 containers.



Japan's Vision



South Korea's Vision



ASEAN's Vision



India's Vision



Belt and Road: An evolving picture

- **New patterns of regional trade and diplomacy**
- **Potential to change tourism distribution patterns and products**
- **Based on rich heritage, and linkages to overland routes and airports, tourism can grow**
- **Investment can be attracted**



Impacts

Impacts need to be considered in economic, socio-cultural and environmental terms

- **The leading 5 receiving MSR destinations examined were mainland China; Thailand; Malaysia; Hong Kong, China; and Japan.**
- **The leading source markets for Asian countries were other Asian (usually neighbouring) countries.**
- **Cruise ship calls at Asian ports rose 46% in 2016, and had an average annual increase between 2013 and 2016 of over 22%.**
- **By 2030 49% of all passenger traffic globally will be in the Asia-Pacific region, or between Asia-Pacific and the rest of the world. China will account for 40% of Asian outbound travellers.***



Socio-cultural & environmental impacts

- **Ports tend to be robust destinations with long histories of socio-cultural interaction.**
- **Large cruise ships can present destination management challenges, particularly for heritage sites**
- **Investment in visitor management and conservation needed.**
- **Large infrastructure developments inevitably have environmental impacts which require careful management.**
- **Initiatives like the Belt and Road Green Development Partnership have a role to play**



Cheng Ho Trail, Indonesia - linking with China



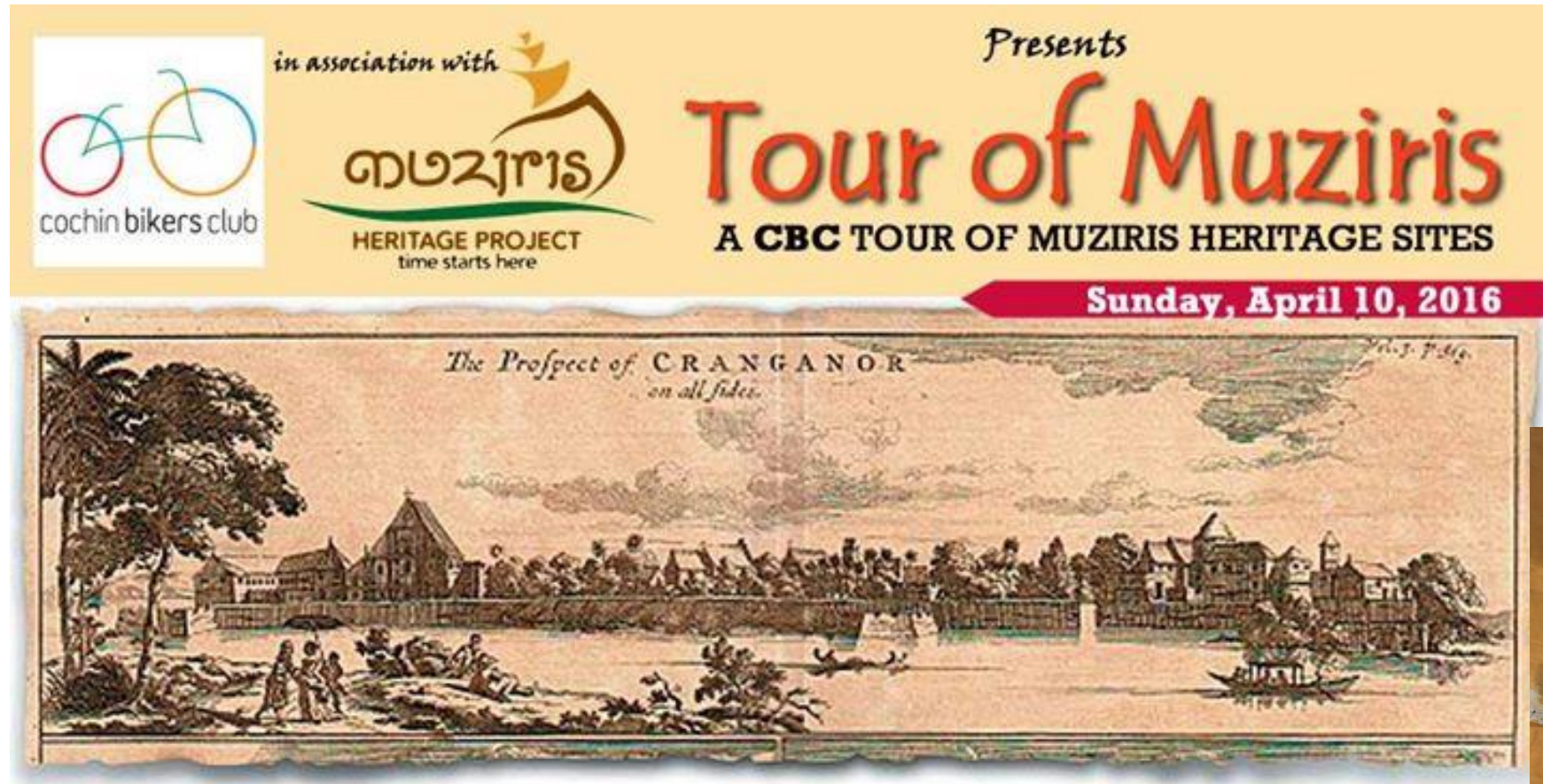
Guangdong Maritime Silk Road Museum, China

The Galeón Museum, Manila, Philippines – linking the world



Muziris Heritage Project, Kerala, India

National Maritime Museum, Galle, Sri Lanka -linking east and west



World Tourism Organization | a specialized Agency of the United Nations

Growth of China, South East Asia cruises – linking nations

New cruise terminals, larger ships and deep water berths



Special Report | Sept. 2017

Cruise Industry News





Sports tourism: New 21st century linkages in Asia

Venetian routes

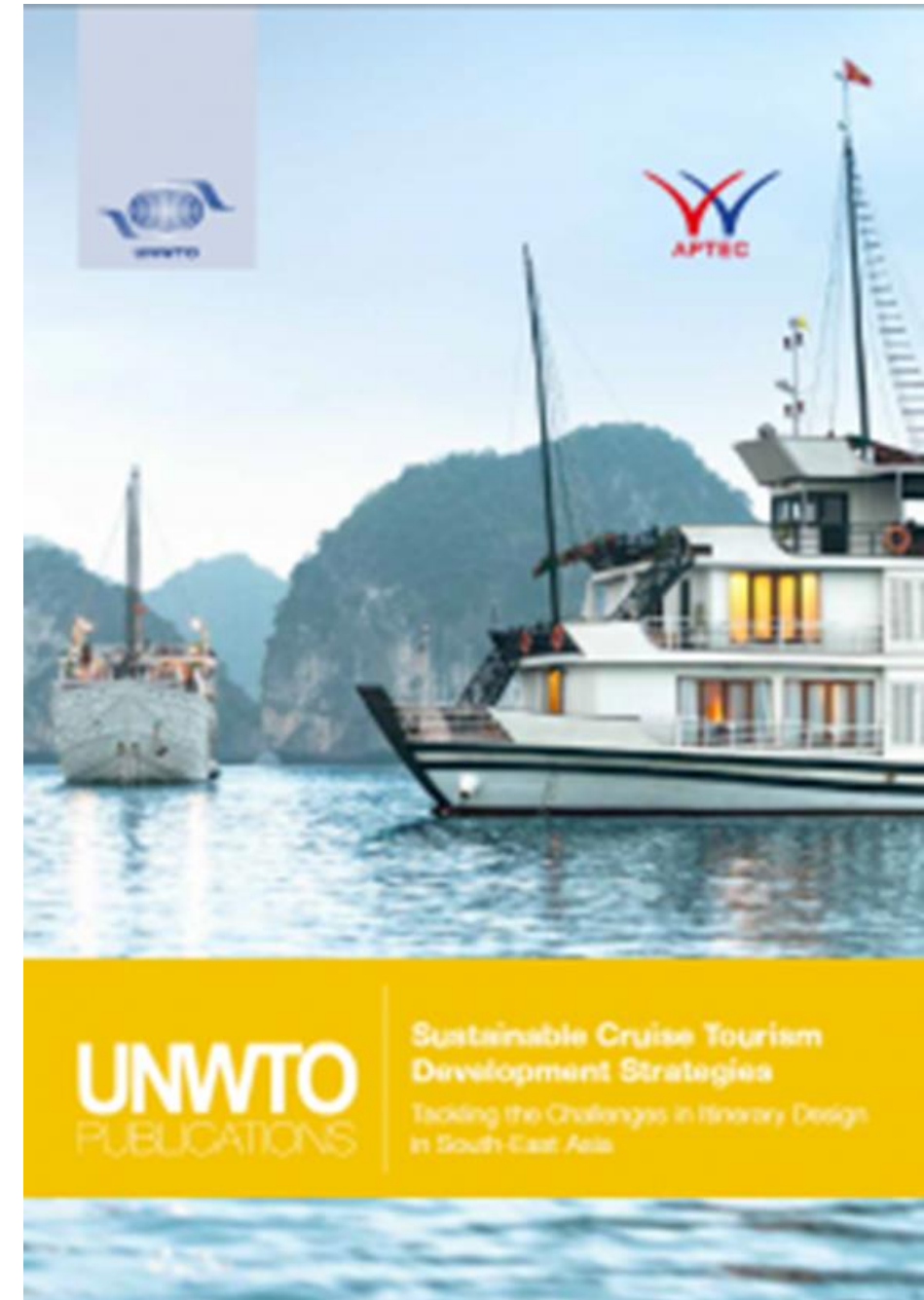
Spice routes

The Silver Way



Challenges

- **Maritime Silk Road not yet well known**
- **Managing cruise tourism**
- **Managing and conserving historic sites**
- **Greening the industry**
- **Coastal zone management**
- **Overall destination management in and near ports**



World Tourism Organization | a specialized Agency of the United Nations

UNWTO Silk Road Programme – the way forward

- **Bringing maritime countries together.**
- **Research: Tourism potential, historical and contemporary linkage opportunities.**
- **Sharing best practice: Destination management, greening development and capacity building.**
- **Marketing: Facilitating UNWTO member countries to cooperate in joint marketing initiatives.**
- **Impact: Sharing ways of measuring and managing the economic, socio-cultural and environmental impacts of tourism on maritime tourism destinations.**
- **Building partnership between Maritime Silk Road destinations.**





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Thank you Robert Travers for UNWTO <http://silkroad.unwto.org>