Aristotle University of Thessaloniki on the Silk Road

The European Interdisciplinary Silk Road Tourism Centre

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EUROPEAN INTERDISCIPLINARY
SILK ROAD TOURISM CENTRE

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The Western Silk Road in Greece

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Silk Road Programme 2016
Western Silk Road Tourism Initiative
A UNWTO-EU Initiative
Silk Road Tangible and Intangible Heritage
Region of Central Macedonia

Silk Road Branded Sites
1. Goumenissa: ‘Chrissalis’ silk factory
2. Thessaloniki – Pilea: Textile industry (‘Helios’ silk mill – ‘Benozilio’)
3. Edessa: Silk industry

Main Silk Road Nodes
4. Nigrita: Silk industry in the past
5. Chalkidiki: Silkworm tradition

Alternative Silk Road Nodes
6. Kilkis: Tobacco warehouse
7. Policastro: Silkworm production – mulberry trees
8. Griva: ‘Vermion’ spinnery
9. Naoussa: Textile industry
Aristotle University participation in UNWTO Silk Road Tourism Development Activities
Establishment of the “European Interdisciplinary Silk Road Tourism Centre” (August 2017)

Aims:

- providing systematic study and databases interpretation, sharing and distributing digitized information about the cultural heritage and tourism potential of the Silk Road
- disseminating via digital platforms Silk Road scientific studies and academic research findings
- networking of Universities along the Silk Road countries and support the development of educational and cultural links among EU Universities and Universities on the Asian Silk Road countries.
Thessaloniki, Greece, to host the 8th UNWTO International Meeting on Silk Road Tourism in October 2018

03 Nov 17

UNWTO Silk Road Programme is very pleased to announce that the 8th UNWTO International Meeting on Silk Road Tourism, our biggest biennial event, will be hosted in Thessaloniki, Region of Central Macedonia, Greece, in October 2018.

We congratulate the Region of Central Macedonia, Aristotle University of Thessaloniki, and Thessaloniki Convention Bureau for successfully winning the tender process for the event with the support of the Ministry of Tourism of Greece.

Further updates will be posted in due time.

UNWTO Silk Road Programme
SILK ROAD LOCAL CULTURE (SILC)

JOINT OPERATIONAL PROGRAMME  BLACK SEA BASIN 2014-2020

▪ **Lead partner**: Aristotle University of Thessaloniki

▪ **Partners**
  ▪ Russian-Armenian University, Armenia
  ▪ International Centre for Social Research and Policy Analysis (ICSRPA), Georgia
  ▪ University of Varna, Bulgaria
  ▪ National Association for Rural, Ecological and Cultural Tourism (ANTREC), Tulcea, Romania

▪ **Aims**
  i. Identifying, documenting and mapping the cultural footprint of Silk Road and assessing its growth potential
  ii. Silk Road Virtual Observatory
  iii. Interregional Entrepreneurial Network depicted on a data base
  iv. Silk Road Entrepreneurship Label to certify quality affiliates of the project.
SUMMER SCHOOL 2019

SUSTAINABLE TOURISM DEVELOPMENT
AND SILK ROAD CULTURAL HERITAGE

- European Interdisciplinary Silk Road Tourism Centre
  in collaboration with
- Master Program “Tourism and Local Development”
  - 6 Schools (Economics, Law, Environment, Theology, Agriculture, Spatial Planning)
  - 60 University Professors
  - 3 orientations
    - Tourism and Regional Development
    - Environment and Sustainable Tourism
    - Cultural – Religious Tourism
NEXT GOAL

EuroMediterAsian Digital Platform

for the Cooperation between
Academia and the Tourism Industry
on the Silk Road

- Project proposal Erasmus+ Capacity building
- Experience gained by European PhD Hub
  - Digital Platform for the cooperation between Universities (PhD holders/ candidates) and the Industry
- Project networking: Uzbekistan (Tashkent State University of Economics), Kyrgyzstan, China, Egypt, Italy, Spain ....

JOIN US!!!!
Thank you for your attention!

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