



8th UNWTO Silk Road Ministers Meeting

Maritime Silk Road Preliminary research

Briefing for Ministers of Tourism

ITB Berlin 2018

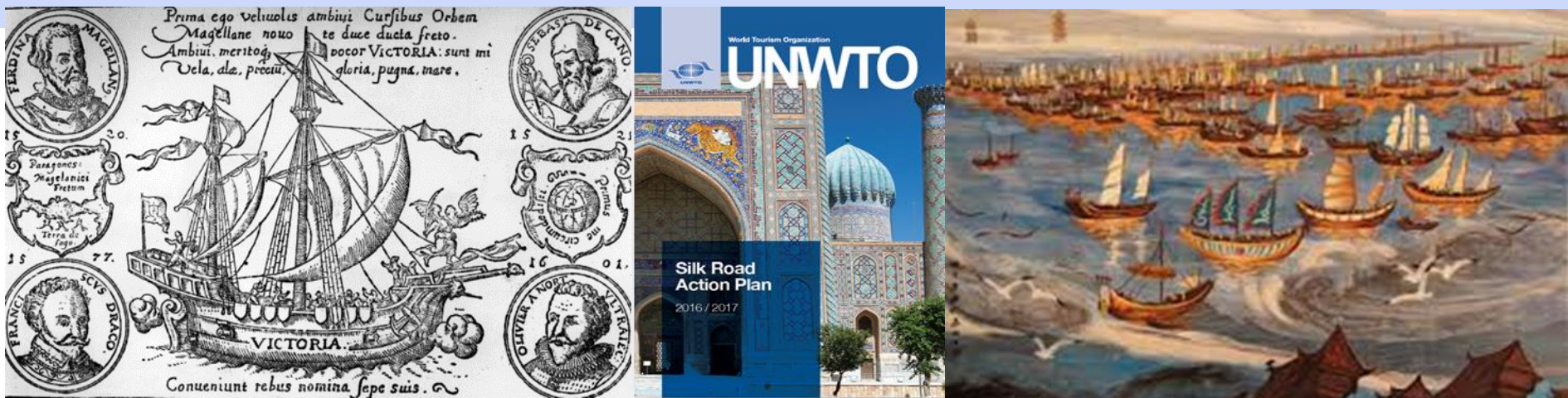


Robert Travers for UNWTO

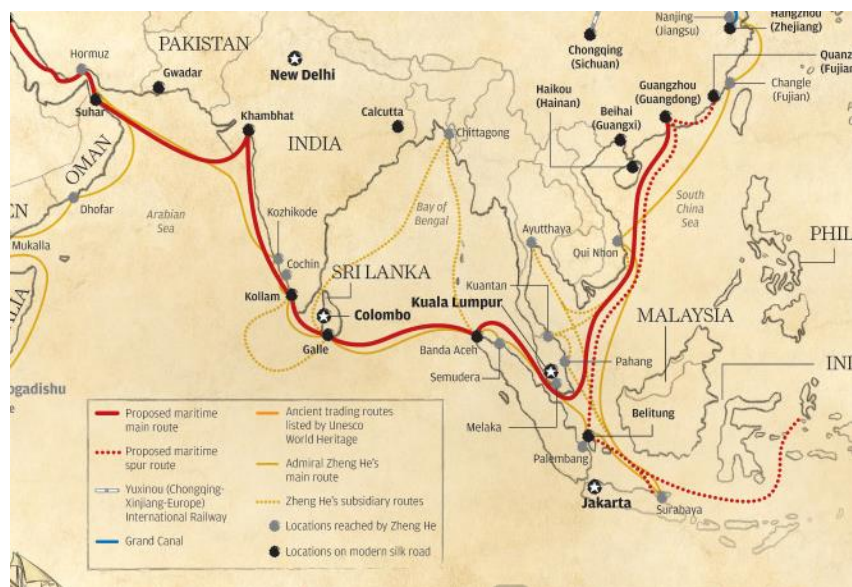
Topics covered

- **Why is Maritime Silk Road important?**
- **Global framework: Belt and Road Initiative**
- **Key research findings from a product development perspective**
 - **Product development opportunities**
 - **Challenges**
 - **Key indicators**





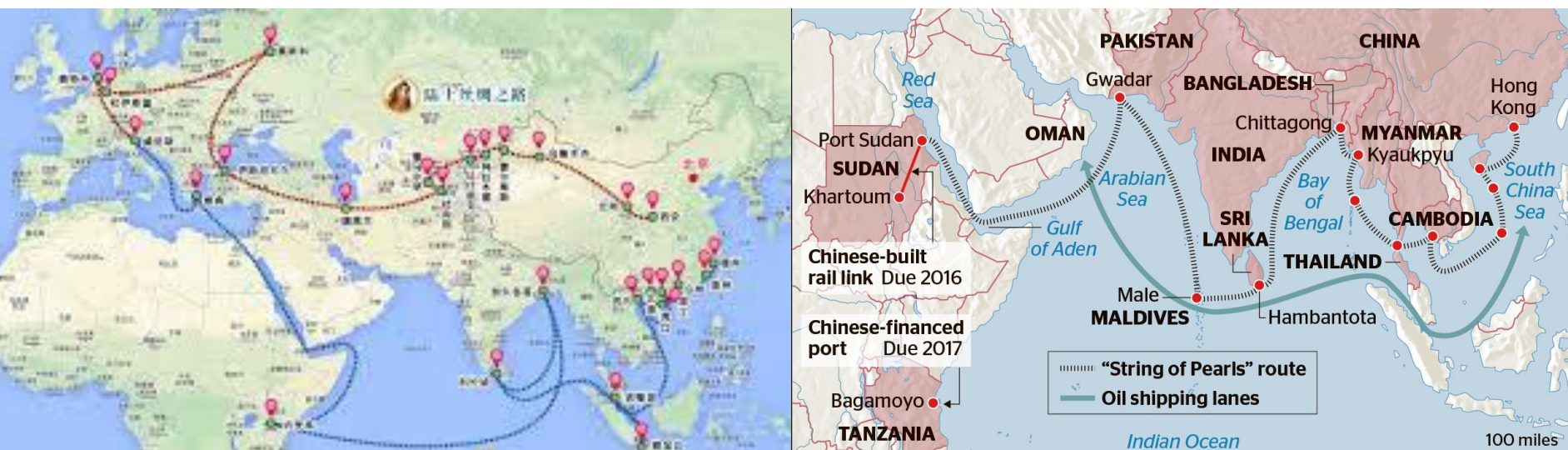
- Originally launched in 2013 and focussed mostly on Asia
- Progressed to two global trajectories:
 1. The Silk Road Economic Belt
 2. The 21st Century Maritime Silk Road
- Both trajectories are closely linked, and evolving
- Visions and Actions document 2015 (five priorities)
- Vision for Maritime Cooperation under the Belt and Road Initiative 2017



Belt and Road: An evolving picture

- “We should enhance cooperation in and expand the scale of tourism; hold tourism promotion weeks and publicity months in each other's countries;
- jointly create competitive international tourist routes and products with Silk Road features; and make it more convenient to apply for tourist visa in countries along the Belt and Road.
- We should push forward cooperation on the 21st Century Maritime Silk Road cruise tourism program.
- We should carry out sports exchanges and support countries along the Belt and Road in their bid for hosting major international sports events.”

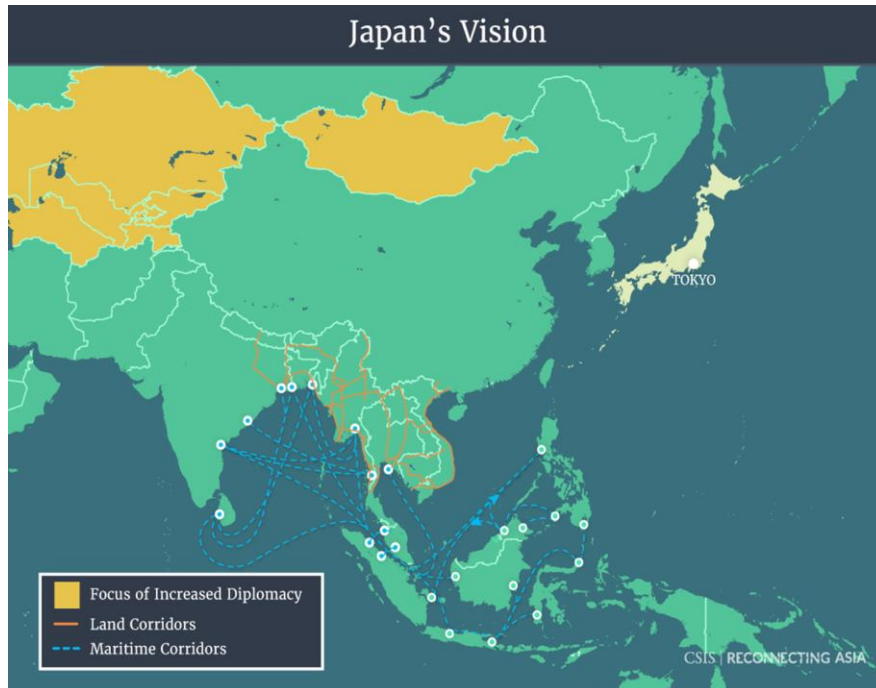
*National Development and Reform Commission, China
(2015)*



Belt and Road: An evolving picture

- Other countries also investing in maritime route development

Japan's Vision



South Korea's Vision



ASEAN's Vision



India's Vision



Investments will complement each other and present great opportunities for tourism

Heritage tourism

Route development

Cruise tourism

MICE

Sports tourism , marine activities



Product development examples: Heritage

Guangdong Maritime Silk Road Museum, China
The Galeón Museum, Manila, Philippines



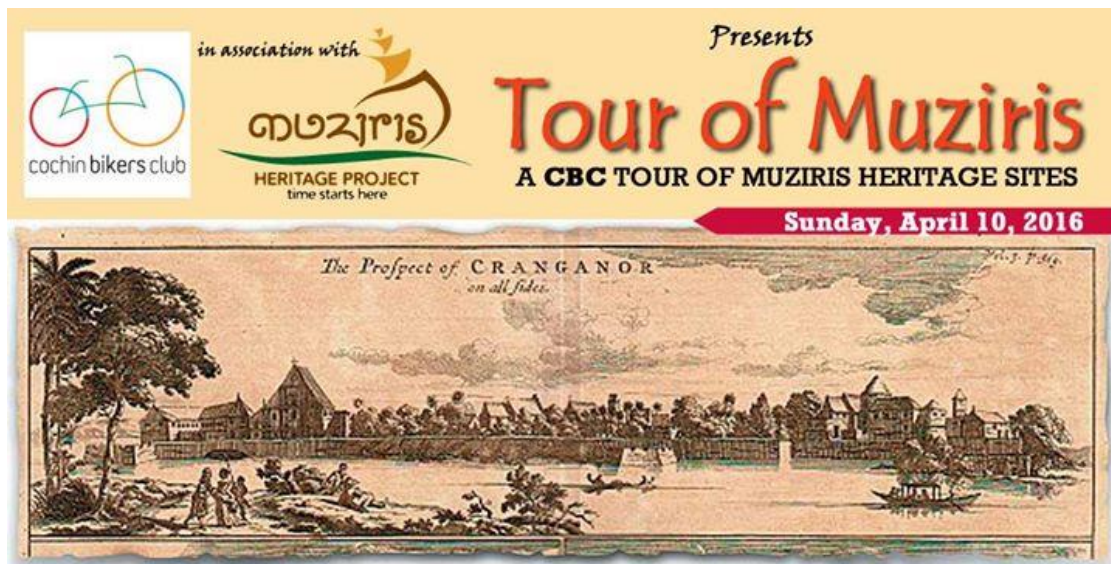
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Product development examples: Heritage

Muziris Heritage Project, Kerala, India
National Maritime Museum, Galle, Sri Lanka



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Product development examples: Cruise tourism

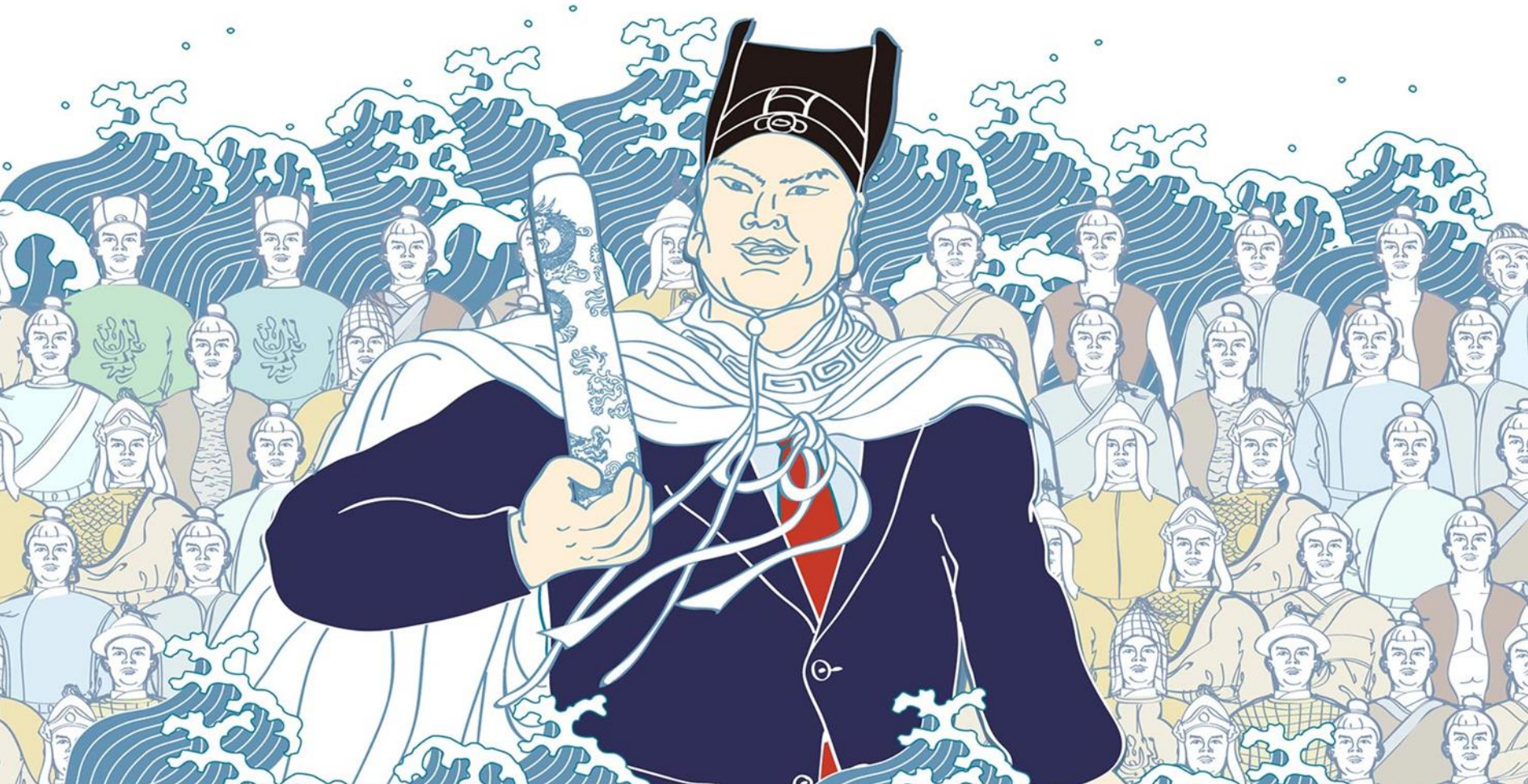
Growth of China, South East Asia cruises
New cruise terminals, larger ships and deep water berths



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Product development examples: Touring routes

Cheng Ho Trail, Indonesia



Product development examples: Opportunities for routes

Aim: implementation of a trans-national thematic cultural route of the Republic of Venice, also known as the Serenissima



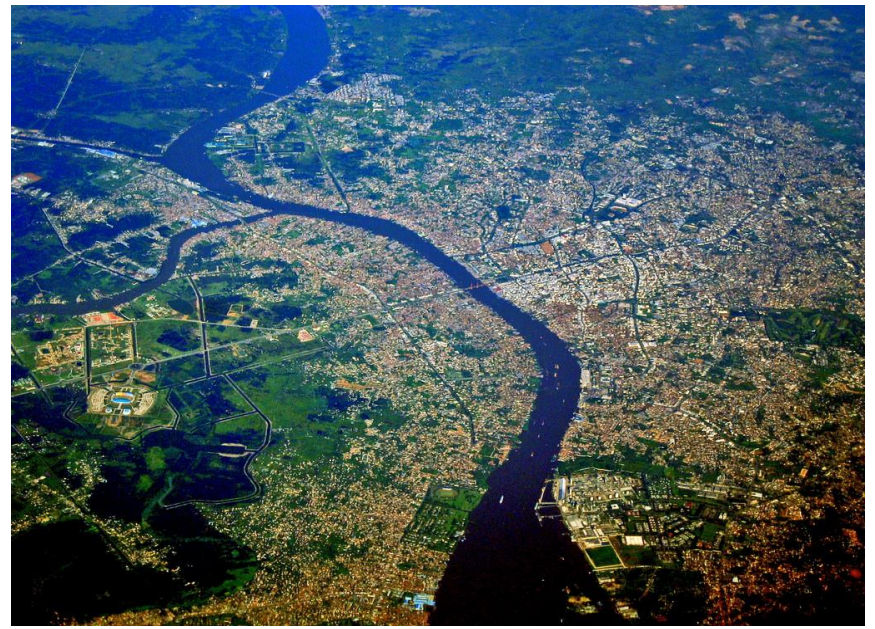
Product development examples: Sports tourism



Jakarta – Old Batavia



Palembang - Srivijaya

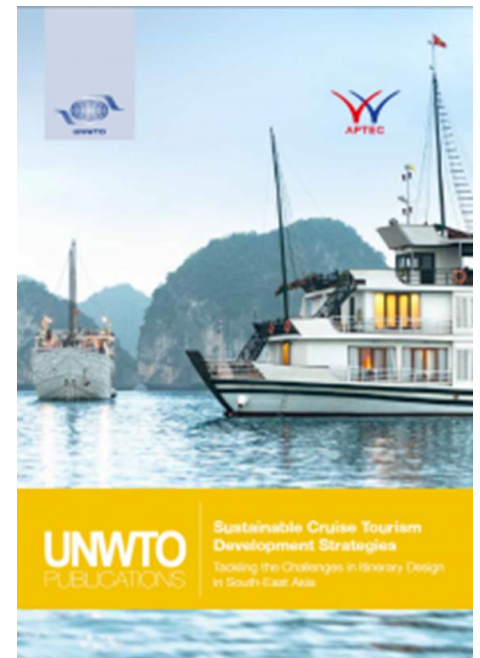


Challenges

- Maritime Silk Road not yet well known
- Managing cruise tourism
- Managing and conserving historic sites
- Overall destination management in and near ports
- Selling the Maritime Silk Road



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Impacts

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

- Every Asian country has recorded increases in international tourist arrivals between 2010 and 2016.
- The leading five receiving destinations were mainland China; Thailand; Malaysia; Hong Kong, China; and Japan.



Impacts

- The leading source markets for Asian countries were other Asian (usually neighbouring) countries. The most striking performance in recent years has been the growth of the Chinese outbound market.
- Cruise ship calls at Asian ports rose 46% in 2016, and had an average annual increase between 2013 and 2016 of over 22%.
- The cruise industry created 10.9 million passenger destination days to Asia, compared with 7 million in 2015.



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



What UNWTO member countries can do

- Research: Tourism potential, historical and contemporary linkage opportunities.
- Destination management, greening development and capacity building: Sharing best practice.
- Marketing: Facilitating 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.

