Silk Road Tourism Development Update

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Why the Silk Road?

Resilience and continuous growth of the tourism sector

Global development initiatives:
- 2030 Agenda; SDGs; One Belt One Road; etc.
- From “competition” to “cooperation”

Changes in the way we think about and relate to travel:
- “experiential travel”
- Improved infrastructure and transportation
- Technological shift, multi-destination tourism, emergence of cultural routes, etc.
The UNWTO Silk Road Programme

Cooperative platform of 34 Member States

Joint activities in the areas of:
- Marketing and promotion
- Capacity building and destination management
- Trainings and research
- Travel facilitation

“Competitive Advantage”
- Clearly defined management structure
- Clearly defined action plan with short-, medium- and long-term Silk Road tourism objectives
promotion of the global profile of the silk road

Key Area 1: Marketing and Promotion

Promotion of the global profile of the Silk Road
Key Area 2: Transnational route development

The Western Silk Road Tourism Development initiative

With shared Silk Road heritage as its main theme, the transnational tourism project develops and diversifies the Western link of the Silk Road:

Capacity building pillar:
- Western Silk Road Working Group
- Western Silk Road workshops

Research pillar:
- Western Silk Road Tourism Academic Network
- European Interdisciplinary Silk Road Tourism Centre
- Western Silk Road University Challenge
Key Area 2: Transnational route development

Research focused on the 21st Century Maritime Silk Road

Research assessing the tourism potential of thematic Maritime Silk Road routes across Asia:
- Cruise tourism;
- Resort development;
- MICE tourism;
- Culture, gastronomy and themed tourism routes;
- Etc.
Key Area 3: Training and Research

- 22 official delegates from 12 Silk Road countries
- Online and onsite training
- Joint learning and practical assessment of key tourism concepts and Silk Road development strategies
- Identification of common Silk Road needs and interests
Upcoming Events and Priorities – Join Us!

8th UNWTO Silk Road Task Force Meeting
- Kayseri, Turkey; 26-27 April 2018
- Focus on the update of the Silk Road Action Plan

World Nomad Games in Kyrgyzstan
- September 2018

8th UNWTO International Meeting on Silk Road Tourism
- Thessaloniki, Greece; 9-11 October 2018
- Biggest Silk Road International event of the year

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Thank you!