“Valencia and the Silk Road”

Kayseri, April 26-27th
2015: First steps of the project

- UNWTO Silk Road Programme
- UNESCO Silk Road Online Platform
- Regional Parliament statement
  “Valencia, city of silk 2016”

- Regional government: Development of a strategy led by the Valencia Region Tourist Board

- Signature of an Agreement of collaboration between different entities / institutions
Collaborative Governance

Valencia Region Government, Department of Tourism
Valencia Region Government, Department of Culture
Valencia City Hall
Unesco/Valencia Meditarráneo Center
Universitat de València
Colegio del Arte Mayor de la Seda (College of the Greater Art of Silk)
Chamber of Commerce of Valencia

Creating a tourist silk group: corporate image.

- Public administration: Promotion, training, marketing, etc.
- Public sector: Compromise to use the corporate image, collaborate with the administration and provide visibility to the Silk Road.
- Already pushing commercial offers
- Connected to our identity and history
  - Local population
- Strong institutional component
  - Coordination
- New tourist project
  - Research and training
- Wide product with many extensions
LINES OF ACTION

✓ Corporate Image
✓ Research and dissemination
✓ Local population getting involved
✓ Approaching Tourism
✓ Connecting with other sectors:
  ✓ Music
  ✓ Festivals/Fallas
  ✓ Gastronomy
  ✓ Fashion
  ✓ Handicrafts
  ✓ Education
1.- CORPORATE IMAGE

RUTA DE LA SEDA
COMUNITAT VALENCIANA

SILK ROAD
2. RESEARCH

- Inventory
- Town and villages which heritage connected to Valencia Silk Road
- International Congress “Silk Roads in Spain and Portugal”
- Conferences, for locals and for the trade
3. LOCAL POPULATION

- Itinerant exhibition about silk history in the region
- Special consideration for children
- Concerts, activities, etc.
Dissemination of knowledge
4.- FIRST STEPS IN TOURISM

Publications, videos, city maps.
OTHER COMPONENTS: Gastronomy, Shopping, Fashion, Music, Crafts
PRIVATE SECTOR: Gastronomy, Shopping, Fashion, Music, Crafts
FALLAS: LOCAL FESTIVAL
International Projection - UNWTO

Valencia Task Force, 2017

Training at Valencia University for responsables of the Silk Road in different countries.
INTERNATIONAL PROJECTION

2nd World Meeting: UNESCO SILK ROAD ONLINE PLATFORM

MULTAQA
WHAT WE ARE DOING NOW: COLLABORATING WITH THE PRIVATE SECTOR

- Objective: to create a tourist offer around the silk legacy.
- Meeting with representatives from different sectors.

- Travel Agencies
- Hotels
- Tourist Guides
- Restaurants
- Incoming companies
- Fashion
- Artcrafts
- Fallas
- Retailers
Tourism Silk Group: pushing business

Corporate image

- Public sector: Promotion, training, destination marketing, etc.

- Private sector: Compromise to use the corporate image, collaborate with institutions and provide visibility to the Silk Road.

- Commercial offers
Public tender for consultory services
WHAT WE ARE DOING NOW

Territorial development of the project.

- Inventory
- To approach municipalities WITH heritage connected to Valencia Silk Road to put it in tourist value (excursion, locals, tourist from the coast, etc).

The importance of local population

- Collaboration with University: itinerant exhibition about silk history in the region.
- Childrens Education
Near Future

Silk Museums Congress, November 2018
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