Introducing the Silk Road Tourism Intelligence Pillar

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3. Understanding your tourism and its Silk Road potential
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Tourism Intelligence as a concept

Is It NEW?

Is It CONTEMPORARY?

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Tourism future trends

This section explores future trends and offers food for thought on their potential impact on the NI tourism industry.
About Tourism Research Australia

Tourism Research Australia (TRA) is a branch within the Tourism Division of Austrade. We are Australia's leading provider of quality tourism intelligence across both international and domestic markets. Read more about TRA.

National Approach to Tourism Research

The National Approach to Tourism Research seeks to document how industry, academia and government will work together to implement a joined up approach to tourism research which meets the needs of both industry and government. Read more about NATR.

Data Services
Tourism intelligence and statistics in Italy

Up-to-date economic information and tourism intelligence are considered very important public goods for the private sector. A modern system of tourism statistics has to provide timely and reliable information on tourism production and consumption aspects. Tourism statistics in Italy remain very fragmented, at the national, regional and local levels, and the review highlighted that users were often unsatisfied with the quantity and quality of tourism-related data available. Policy makers and business decision makers need access to precise and rigorous information about the economic significance of tourism and its various roles in the Italian economy, in order to monitor the development of tourism and to develop effective policies. A stronger co-operation between producers and end-users is necessary in order to improve the quality and timeliness of data in Italy. Such an approach would help to avoid duplication, support greater coherency of data, and produce appropriate information that meets the requirements of consumers.
DEFINING A TOURIST EXPERIENCE

What exactly is a “tourist experience”? The concept is both vast and abstract. Does it refer to that special something that travellers talk about upon returning home? Is it what makes people select your destination above others in a very competitive market? We need to establish just what it is that makes our product stand out.

A MIX OF MANY THINGS

Much has been written about the concept of experience: definitions, models, aspects, characteristics, experiential grids, methods, etc. Webster’s Dictionary defines an experience as “something personally encountered, undergone, or lived through,” but experience also means engaging the senses and creating long-lasting memories.

Pine and Gilmore have written a book on the subject entitled The Experience Economy. According to these authors, creating an “experience” means making one’s service or product more theatrical, so that employees become actors, customers are guests and the site becomes a stage. Hoteliers, tour operators and attraction managers trade in their roles as service providers and become artistic directors. Disney applies this model to its theme parks. A true tourist experience must amaze and astonish:

- it must create a lasting memory
- it must differentiate one’s product from the competition
- it must involve innovation
- it must be highly unique

According to the London School of Business, “In today’s environment of ever more sophisticated consumers, those who deliver memorable customer experiences consistently create superior value and competitive advantage.”

THE PRODUCT OF MANY IDEAS

Today's travellers want to learn, discover and undergo unique experiences. They are looking for experiences that are different from the norm, that are not predictable, that are unexpected, and that are memorable.
Knowledge developed and Existing Structures

UNWTO Silk Road Programme has established and continuous synergies with Member States and the international tourism industry and develops Silk Road Tourism knowledge through research and focused transnational and destination based projects.
Knowledge developed and Existing Structures
Knowledge developed and Existing Structures
Knowledge developed and Existing Structures

Tourism on the 21st century Maritime Silk Road: Impacts and Opportunities
Knowledge developed and Existing Structures
Knowledge developed and Existing Structures
Knowledge developed and Existing Structures

The Silk Road | Consumer Survey

TripAdvisor ran a consumer survey in February 2017 to discover travellers’ opinions of the Silk Road. 15,711 people responded, and the key findings from the survey are explored over the following pages.

Top 10 Countries that travelers associate with the Silk Road
1. Italy
2. Greece
3. China
4. Turkey
5. Indonesia
6. Egypt
7. Croatia
8. Japan
9. Russia
10. Spain

Tourist visas
47% of travellers would be more likely to travel to this region, if they could obtain one single tourist visa to travel to Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan.

Travelling preferences
46% of respondents said they would visit the Silk Road as part of a tour, while 39% said they would travel with family. 29% said they would go with friends, while 21% said they would go as a solo traveller.

“46% of respondents said they would visit the Silk Road as part of a tour...”
Knowledge developed and Existing Structures

The Silk Road has been described as the 'greatest route in the history of mankind' and has richly diverse cultural and natural heritage spanning across thousands of kilometres of ancient routes. We asked the TripAdvisor consumer panel which Silk Road experiences are of interest to them.

- **61%** of respondents said they were interested in exploring the ancient Silk Road cities.
- **58%** of respondents said they were interested in visiting UNESCO World Heritage Sites on the Silk Road.
- **44%** of respondents said they were interested in trying local Silk Road gastronomy.
- **39%** of respondents said they were interested in attending local festivals and events.
- **39%** of respondents said they were interested in visiting art galleries and museums.
- **29%** of respondents said they were interested in visiting some of the oldest wine regions in the world.
- **16%** of respondents said they were interested in travelling with nomads and staying in a yurt.
- **11%** of respondents said they were interested in hiking in the Pamir mountains – some of the world's highest mountain peaks.

Source: TripAdvisor consumer survey of 1,372 participants, February 2017.
Knowledge developed and Existing Structures

Figure 13: Influence of information sources when deciding to visit the Republic of Uzbekistan (%)

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Low Influence</th>
<th>Moderate Influence</th>
<th>High Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information from travel industry websites</td>
<td>50</td>
<td>61</td>
<td>34</td>
</tr>
<tr>
<td>Information from a government website</td>
<td>36</td>
<td>49</td>
<td>22</td>
</tr>
<tr>
<td>Information from internet search engines</td>
<td>48</td>
<td>49</td>
<td>44</td>
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<tr>
<td>Travel guide books</td>
<td>50</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Brochures from a travel agent</td>
<td>41</td>
<td>48</td>
<td>40</td>
</tr>
<tr>
<td>Documentaries and news programs</td>
<td>50</td>
<td>49</td>
<td>44</td>
</tr>
<tr>
<td>Travel stories in newspapers and magazines</td>
<td>50</td>
<td>48</td>
<td>44</td>
</tr>
<tr>
<td>Advice provided from friends and family</td>
<td>50</td>
<td>49</td>
<td>44</td>
</tr>
</tbody>
</table>

Data Source: Uzbekistan Visitor Economy Survey 2014
Knowledge developed and Existing Structures

Differences Between Western Silk Road and Classic Silk Road

<table>
<thead>
<tr>
<th></th>
<th>Type of attractions</th>
<th>Tourism infrastructure</th>
<th>Target Markets</th>
<th>Intangible Heritage (Music, Folklore Dances, Festivals, Events)</th>
<th>Gastronomical Experience</th>
<th>Historical Heritage</th>
<th>Arts and Crafts</th>
<th>Natural Environment and Scenery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Values</td>
<td>3.75</td>
<td>4.06</td>
<td>3.5</td>
<td>3.79</td>
<td>3.9</td>
<td>3.69</td>
<td>3.77</td>
<td>3.77</td>
</tr>
</tbody>
</table>
Knowledge developed and Existing Structures

Western Silk Road Tourism Academic Network

“The Academic Network supports the Western Silk Road Working Group and partner destinations through joint research and the creation of practical tourism intelligence”
Knowledge developed and Existing Structures

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Knowledge developed and Existing Structures

- Joint project of UNWTO and ISTHIA – Toulouse School of Tourism, Hospitality Management and Food Studies, University of Toulouse – Jean Jaurès, member of the Western Silk Road University network

- October 2017 – March 2018

- A research workshop with bachelor and master’s students
Understanding your tourism and its Silk Road potential

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Case Study – City of Almaty, Kazakhstan

Understanding the International Travellers Profile and Developing Tourism Intelligence for Almaty City
Case Study – City of Almaty, Kazakhstan

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Case Study – City of Almaty, Kazakhstan
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Develop Silk Road Tourism Intelligence for your destination

Introducing the Silk Road Tourism Intelligence Pillar

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Subject: Silk Road Intelligence
Thank you!

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