8th UNWTO SILK ROAD

TASK FORCE MEETING: INPUTS FROM SPAIN

Kayseri (Turkey), 26-27th April, 2018

María Ángeles Martínez Mingueza

Head of the International Relations Unit – Spanish Secretariat of State for Tourism
• Tourism in Spain: some figures & data.

• Case Studies of interest for Silk Road countries.

• Valencia. The Spanish link to the Silk Road.

• Proposals for UNWTO Silk Road Programme.
2017 Spain: 1st place World Economic Forum
“The Travel and Tourism Competitiveness Report”

Spain 1st / 136

Travel & Tourism Competitiveness Index 2017 edition

Key Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>International tourist arrivals</td>
<td>68,521,255</td>
</tr>
<tr>
<td>International tourism inbound receipts</td>
<td>$56,468.0 million</td>
</tr>
<tr>
<td>Average receipts per arrival</td>
<td>$824.1</td>
</tr>
<tr>
<td>T&amp;T Industry GDP</td>
<td>US $68,843.9 million</td>
</tr>
<tr>
<td>T&amp;T Industry employment</td>
<td>937,262 jobs</td>
</tr>
</tbody>
</table>

Performance Overview

<table>
<thead>
<tr>
<th>Pillar Rank/136</th>
<th>Pillar Rank/136</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Openness 43rd</td>
<td>Price competitiveness 98th</td>
</tr>
<tr>
<td>Prioritization of Travel &amp; Tourism 5th</td>
<td>Environmental sustainability 31st</td>
</tr>
<tr>
<td>ICT readiness 29th</td>
<td>Air transport infrastructure 9th</td>
</tr>
<tr>
<td>Human resources and labour market 34th</td>
<td>Ground and port infrastructure 15th</td>
</tr>
<tr>
<td>Health and hygiene 24th</td>
<td>Tourist service infrastructure 2nd</td>
</tr>
<tr>
<td>Safety and security 18th</td>
<td>Natural resources 9th</td>
</tr>
<tr>
<td>Business environment 75th</td>
<td>Cultural resources and business travel 2nd</td>
</tr>
</tbody>
</table>

1st Spain
Overall score 5.4

Score 1-7 (best)
1 2 3 4 5 6 7

Key Highest score
SPAIN:

• 2nd most visited country in 2017:
  • 82 million international tourists
  • 87.000 million € expenditure

• 3rd country in World Heritage declarations by UNESCO.

• Enjoying cooking and sitting around the table has a lot to do with the Spanish lifestyle and our way of understanding culture. Spain has some of the best chefs and restaurants in the world (Mediterranean diet, UNESCO Intangible Cultural Heritage since 2010).
Spain spearheads the development of Smart Destinations

SEGITTUR is leading the Smart Destinations project promoted by the Spanish Ministry of Industry, Energy and Tourism, as part of the National Integrated Tourism Plan (PNIIT) 2012-2015. This project aims to improve the positioning of Spain as a world tourism destination, seeking new mechanisms to boost innovation in the destinations through the deployment and development of ICT in order to create different and highly competitive services.
Desarrollo infografía destinos turísticos Inteligentes.
CASE STUDY:
PARADORES DE TURISMO S.A.

A unique hotel chain committed to **restoring the cultural heritage** for use by the tourism industry, making it possible to preserve and maintain this heritage. Since it was created in 1928, when Spain still had very limited hotel infrastructure, the company has also served as the State's instrument of tourism policy by contributing to:

- **Territorial integration** through the concept of a network.
- Expansion and stimulus of tourist destinations where **there was no private investment**.
- Developing tourism services **infrastructure** and communications.
- Promoting **regional cuisine** and cultural destinations.
- Presenting the image of a modern, **high quality** Spanish tourism industry abroad.
“Paradores de Turismo S.A.”, 97 hotels chain distributed throughout Spain with more than 4,000 professionals.

Values:

1. Service quality
2. Singular Establishments
3. Traditional Gastronomy
4. Privileged sites
5. Environment development
6. Heritage Maintenance
7. Loyal customers
8. Personalized Service

...Idea: CARAVANSERAIS POSSIBILITIES!!!
Entre las piedras de cada uno de los 93 Paradores de Turismo de España duerme una leyenda de duendes, santos milagrosos, caimanes y dragones que ponen a prueba el valor de San Jorge, y hasta sirenas que cantan en la noche a un amor perdido entre las aguas. Felipe Alonso ha investigado por toda la geografía española, desde el Finisterre, que marca el fin del antiguo mundo conocido, hasta las laderas de los volcanes canarios, desde el Parador de Bencarló que Azaña convirtió en escenario literario hasta el de León, por cuyos pasillos aún se percibe en las noches de luna llena la sombra de Quevedo. Leyendas que se incorporan a la historia de un patrimonio histórico artístico destinado al placer del viajero.
CASE STUDY: TOURISM PRODUCT CLUBS

Product Club Method

BASED ON VALUE CHAIN

Ownership
Competence
Infrastructure
Facilities

Partnership
Rules

Definition
and Compliance

Methodology
Standards

TRAINING
QUALITY

Product

Budget
Network
Markets

MARKETING

SERVICES
Service Providers

RESOURCES

Register
Regulation

PROMOTION

Structure
Budget

MANAGEMENT
STRUCTURE
Example: the Wine Routes of Spain

- 2,000 Companies
- 600 Wineries
- Over 2 million visitors per year

http://www.wineroutesofspain.com/
FIELD OF ACTIVITY

Introduction

Taking care of cultural, historic and natural heritage is a priority for any society and its conservation is essential. All the cities making up our Group are part of a cultural, historic and heritage mosaic in which common features appear naturally, but also each one's important contrasts, either physical or intangible. This heritage that has lasted for centuries, that enables us to ascertain our history and that defines to a certain extent our present, should be looked after for future generations. It is up to us the value we give it and the effort we make in its conservation.

This vision, shared by each and every one of the cities making up the GCPE, is what unites us and moves us to work day after day in maintaining and promoting certain ways of life that our historic city centres need, undertaking common projects and proposals, establishing policies for exchanging experiences and handling common problems.

In order to attain these objectives, we have established different working commissions, which enable us to take in-depth action in the following areas: City and Heritage, Education and Culture, and Representation, Promotion and Tourism.
CASE STUDY. LUXURY HOTELS ON WHEELS:
A unique experience of refinement:

“When the destination is the train ... “
CASE STUDY: The Way of Saint James, INTERNATIONAL SPANISH ROUTE

• 1st "European Cultural Itinerary" 1987 (Council of Europe).


• This pilgrimage route was extremely important in medieval times, and played a key role in promoting cultural exchange between the Iberian Peninsula and the rest of Europe, leading to the cultural and economic development of the areas along its path and leaving a significant artistic and cultural legacy.
VALENCIA: THE SPANISH LINK TO THE SILK ROAD
SPAIN & TURKEY LINKS:

One image is worth a thousand words
SILK & VALENCIA
A CENTURIES-OLD LOVE STORY
La seda: el hilo conductor de un itinerario cultural

Proyecto de implantación de la Ruta de la Seda en la provincia de Valencia

Luis Blanco Domínguez
Maestro Oficial en Gestión Cultural

Tutor: Miguel Ángel Ruíz Torres
Valencia, 11 de junio de 2015

Un mapa recogerá más de 120 pueblos relacionados con Valencia Ruta de la Seda

Una conferencia del aventurero Sebastián Álvaro inicia el ciclo de cuatro años de iniciativas culturales auspiciadas por la Unesco

08.01.2016 | 04:15

MOISÉS DOMÍNGUEZ | VALENCIA Más de 120 municipios de la Comunitat Valenciana con sus fábricas, puertos, explotaciones, telares y otros espacios tienen relación con el cultivo y la transformación de la seda. Todos ellos, con sus correspondientes referencias, que a los propios pueblos se les pedirá mediante una macroencuesta, formarán parte del mapa que dejará constancia de la importancia de la Comunitat Valenciana dentro de esta actividad económica y será uno de los legados del periodo
7th UNWTO Silk Road Task Force Meeting

30 March 2017
31 March 2017

Valencia
Spain

Descubres Valencia - Ruta de la seda
Visita guiada por nuestros guías turísticos oficiales

Conoce de primera mano, porque fue tan importante el comercio de la seda durante el siglo XV hasta el siglo XVIII en la ciudad de Valencia, te acompañamos a descubrir el origen del comercio de la seda y muchas curiosidades más, tendremos además la oportunidad de visitar espacios únicos:

- La Lonja de la Seda de Valencia.
- El Colegio de Artes Mayor de la Seda convertido en Museo de la seda.
- El barrio de Pellizares.

Conoce la historia de una industria que hizo que la ciudad brillara con todo su esplendor... Te vemos!

Date
19 October 2017
29 November 2017

Valencia

UNWTO Silk Road Training and Capacity Building Program
ACTION PLAN IDEAS

• Support to the UNWTO Silk Road Programme.
  Logo issues; new “Silk Road experiences” website?

• Promotion: Special Ambassadors? A yearly topic for the Plan?

• Certification systems & “Friends of the UNWTO Silk Road programme”. Promote UNWTO Affiliate Members in Silk Road countries

• New “products”. Creative industries:
  Fashion and the Silk Road?
  Flavours of the Silk Road?
  Films/TV series on the Silk Road?
  Videogames on the Silk Road?
  VR glasses & holograms to meet the past?

• **A UNWTO STORIES ON “THE SILK ROAD EXPERIENCES”?**
Thank you for your attention

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VISIT:

http://www.spain.info