MODERN SILK ROAD JOINT TOUR PACKAGE:
AN INNOVATIVE PROJECT TO EMPOWER SILK ROAD TOURISM
COOPERATION COUNCIL OF TURKIC SPEAKING STATES
(TURKIC COUNCIL)
INFORMATION ON TURKIC COUNCIL

✓ Turkic Council is an intergovernmental international organization, whose overarching aim is to promote comprehensive cooperation among Turkic speaking states and in the region.

✓ The organization was established by the Nakhchivan Agreement, which was signed in 2009.

✓ The founding and current members are: Azerbaijan, Kazakhstan, Kyrgyzstan, Turkey.

✓ Observer Member to ECO since 2012, MoUs with UNWTO, UNDP, UNOSSC, UNAOC, World Customs Organization, OIC, SESRIC, ICSS

✓ Cooperation with OSCE, BSEC, ASEAN, CICA, UNECE, UNESCO and TİKA.
Areas of Cooperation

- Political
- Economical
- Tourism
- ICT and Renewable Energy
- Information, Media
- Youth, Sports
- Diaspora
- Cultural, Educational, Scientific
- Customs, Transport
COOPERATION IN TOURISM AREA

Heads of State Summit of the Turkic Council in 2014 in Bodrum dedicated to «Tourism Cooperation»

Instruction of the Heads of States: To Create a Joint Project to Promote Silk Road Tourism

- 3 Ministerial Meetings
- 11 Meetings of the WG on tourism cooperation
- WG: Representatives of public and private sectors
- Several skype meetings
- Creation of a Consortium of tour operators
MoU with UN World Tourism Organisation

- MoU for cooperation signed between Turkic Council and UNWTO in 2015.

- Participation in each others’ Meetings.

Ex: UNWTO’s SG participated in Turkic Council Ministerial Meeting in Issyk Kul, Kyrgyzstan 20016.

Supporting each others’ projects and joining hands to develop Silk Road tourism

Attendance of Turkic Council SG’s and staff in UNWTO Silk Road Ministerial Meetings, ITB Berlin.
The Silk Road has been the route not only for exchange of commercial items but also the hub for interaction between, cultures, people, religions, ideas, innovations etc.
AIMS OF THE PROJECT

✓ Raise awareness on the historical and cultural heritage of the Silk Road in the Turkic Council Member States and across the region.

✓ Prepare the cities of the Member States in line with the new trends in tourism and empower them to become attractive touristic stops.

✓ Contribute to the training of tourism employees of the Turkic Council Member States in the needed sectors.

✓ Support generating projects to turn the Silk Road into a well-structured and well-known tourism destination.

✓ Facilitate the experience sharing among the Member States for the development of Silk Road Tourism.
HOW THE JOINT TOUR PACKAGE HAS BEEN PREPARED?

✓ Preparation of the joint itinerary of the Modern Silk Road Joint Tour Package

✓ Realization of the field visits to each Member State, make need assessments and prepare reports

✓ Establishment of the Consortium consisting of 11 tour agencies from 4 Member States- Coordinator from Turkey. They signed «Code of Ethics of the UNWTO»

✓ Facilitating the vocational trainings on service sector that Ministry of Culture and Tourism of Turkey has been carrying out for tourism employees of Azerbaijan, Kazakhstan and Kyrgyzstan

✓ Realization of the two familiarization trips in April-May 2017

✓ Preparation of the Joint Tour Package website: http://www.modernsilkroadtour.com/
The Joint Tour takes 15 days in total, possibility to visit 1 country, or 2 and 3 in combination. The itinerary is as follows:

In Turkey; Istanbul-Konya-Aksaray-Nevşehir (Cappadocia), Kayseri-Istanbul

In Azerbaijan; Ganja, Sheki, Qobustan, Baku

In Kazakhstan; Almaty, Turkestan, Shymkent, Taraz

In Kyrgyzstan; Bishkek, Balasagun, Naryn, Cholpon Ata (Issyk-Kul)-Bishkek
SOME OF THE CULTURAL AND HISTORICAL PLACES TO VISIT

Whirling Dervishes, Konya, Turkey

Hadji Bektashi Veli Tomb, Nevşehir, Turkey

Sultanhanı Caravanserai, Aksaray Turkey
Sheki Caravanserai, Azerbaijan

Open Air Museum of Petroglyphs, Qobustan, Azerbaijan

Imamzade Mosque, Ganja, Azerbaijan
Khodja Akhmet Yassawi Mausoleum, Turkestan, Kazakhstan

Alasha Ethno Village, Shymkent, Kazakhstan

Aisha Bibi Mausoleum, Taraz, Kazakhstan
Traditional Yurt Making, Naryn, Kyrgyzstan

Burana Tower, Balasagun, Kyrgyzstan

Tash-Rabat Caravanserai, Naryn, Kyrgyzstan
Since 2014 trainings in the service sector were carried out by the Ministry of Culture and Tourism of Turkey for the tourism employees of Azerbaijan, Kazakhstan and Kyrgyzstan.

%50 of trainees were female.
Identified Issue: Need to increase cooperation among member States in the field of tourism; promote the historical Silk Road as a tourism destination; ensure high-quality hospitality services.

SDGs: 4 (quality education), 5 (gender equality), 8 (decent work and economic growth).

Components: Training workshops carried out by experts from the Ministry of Culture and Tourism of the Republic of Turkey, the Association of Turkish Travel Agencies (TURSAB), the Turkish Hoteliers Federation (TUFED), relevant ministries and institutions of member States.

Impact: Better work opportunities for more than 1,000 tourism employees who have been trained since 2014 and of which half of them were women; self-initiated trainings and staff exchanges.

Significant achievement for the realization of Sustainable Development Goals related to sustainable tourism.
59 journalists and experts from 18 different countries from the USA to Singapour attended the fam trips and shared their unforgettable experience with the broader audiences.

Turkish Airlines was the main transport sponsor of the fam trips and the Project was supported by the Promotion Fund of Prime Ministry of Turkey, Ministry of Foreign Affairs of Turkey and Ministry of Culture and Tourism of Turkey.
RAISING AWARENESS ON SILK ROAD TOURISM

Reaching more than 5 million passengers only in one month
PARTICIPATION IN INTERNATIONAL AND NATIONAL TOURISM FAIRS

In line with the understanding reached with the Ministry of Culture and Tourism of Turkey, the JOINT TOUR PACKAGE has been presented at international and national fairs through a stand in the pavillion of Turkey.


In May, we will attend Shanghai ITB.

Azerbaijan also provided a stand for us during their nation fair ATIF.
✓ The commercial trips are on the market and the Turkic Council will support the project for the upcoming three years.

✓ Tourists can buy the Joint Tour from the website: 
www.modernsilkroadtour.com

✓ Until 2023, more than 1 million tourists are expected to experience the Modern Silk Road Joint Tour Package.
THE WAY FORWARD

Upcoming promotional projects are on the way. TRT Avaz that reaches an audience of 250 million starts to prepare a documentary on the designation of the Joint Tour Package.

The Turkic Council considers the Modern Silk Road Joint Tour Package Project as a capacity building initiative as well as a tool for development of the Silk Road tourism.

Further joint efforts need to be displayed in order to turn the traditional Silk Road as a well-known and attractive tourism destination.

A staunch digital media planning strategy is the must to achieve this noble goal.

Suggestion of launching UNWTO Silk Road Awards.

COOPERATION WITH PARTNERS COUNTRIES
THANK YOU
For further information please
Visit our website
www.turkkon.org
www.modernsilkroadtour.com