Technical cooperation opportunities along the Silk Road

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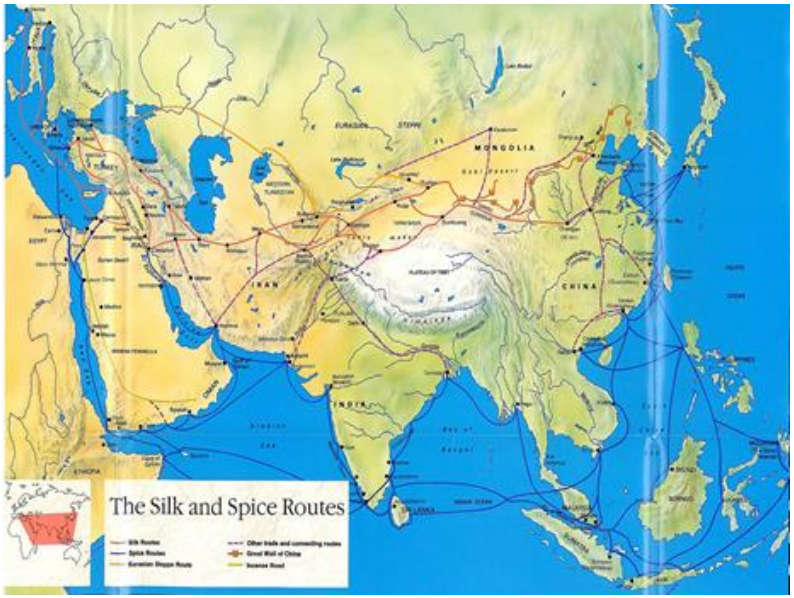
UNWTO

Why the Silk Road?

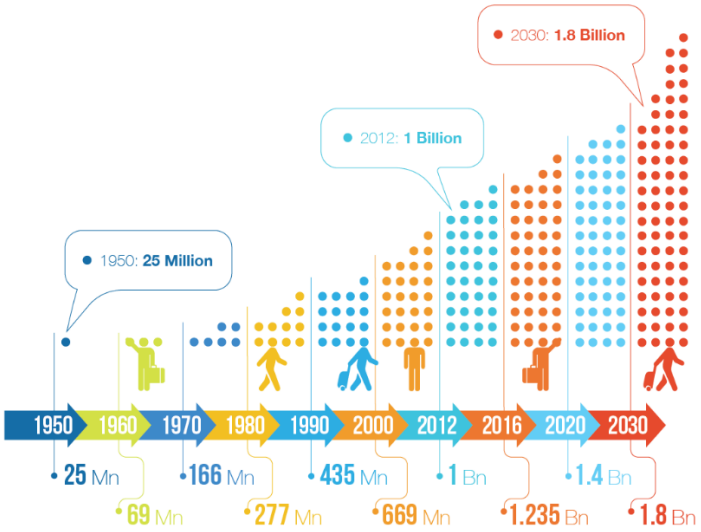


Resilience and continuous growth of the tourism sector.

Re-shifting towards a more balanced world in terms of growth and development – observable in rising middle classes, connectivity indicators, ever-increasing salience of aspiration, etc.

New plans for development and regional integration: recognizance of the Silk Road's strategic role.

Technical Cooperation and Silk Road



UNWTO: where will our input be most effective?
Silk Road partners: what are our tourism priorities?

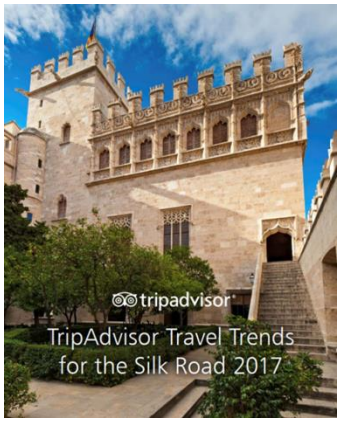
Focus on Technical Cooperation:

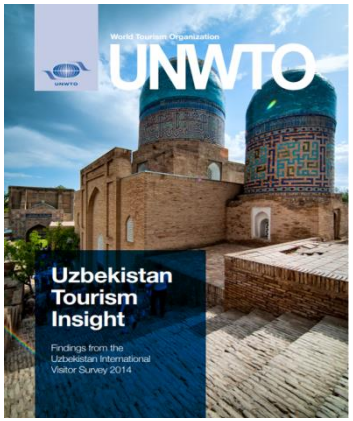
- UNWTO's Management vision and priorities 2030 - Investing in People for Results Based Management
- Country-by-country approach
- Individual needs assessment

Training and Silk Road Data

Understanding the profile of the international traveller visiting the Silk Road through training, primary data collection and analysis

- Qualitative and quantitative trainings
- Silk Road Visitor Surveys: interests, needs, expectations, consumption patterns, etc.
- Tourism Reporting and Planning





Exploring the Silk Road Tourism Performance for Almaty City

Provisional Findings

I would be interested to have more experiences related to Silk Road heritage in Almaty

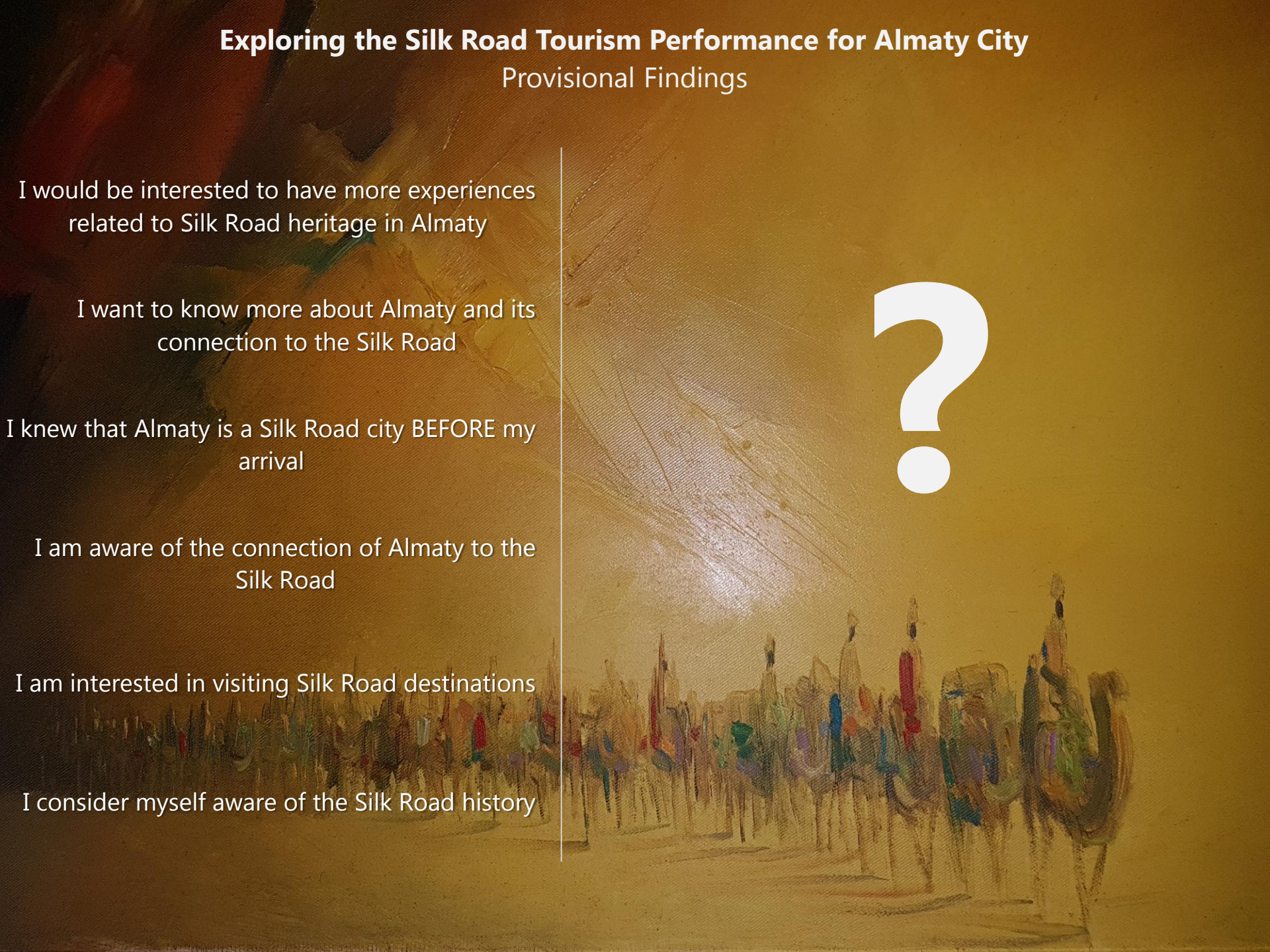
I want to know more about Almaty and its connection to the Silk Road

I knew that Almaty is a Silk Road city BEFORE my arrival

I am aware of the connection of Almaty to the Silk Road

I am interested in visiting Silk Road destinations

I consider myself aware of the Silk Road history



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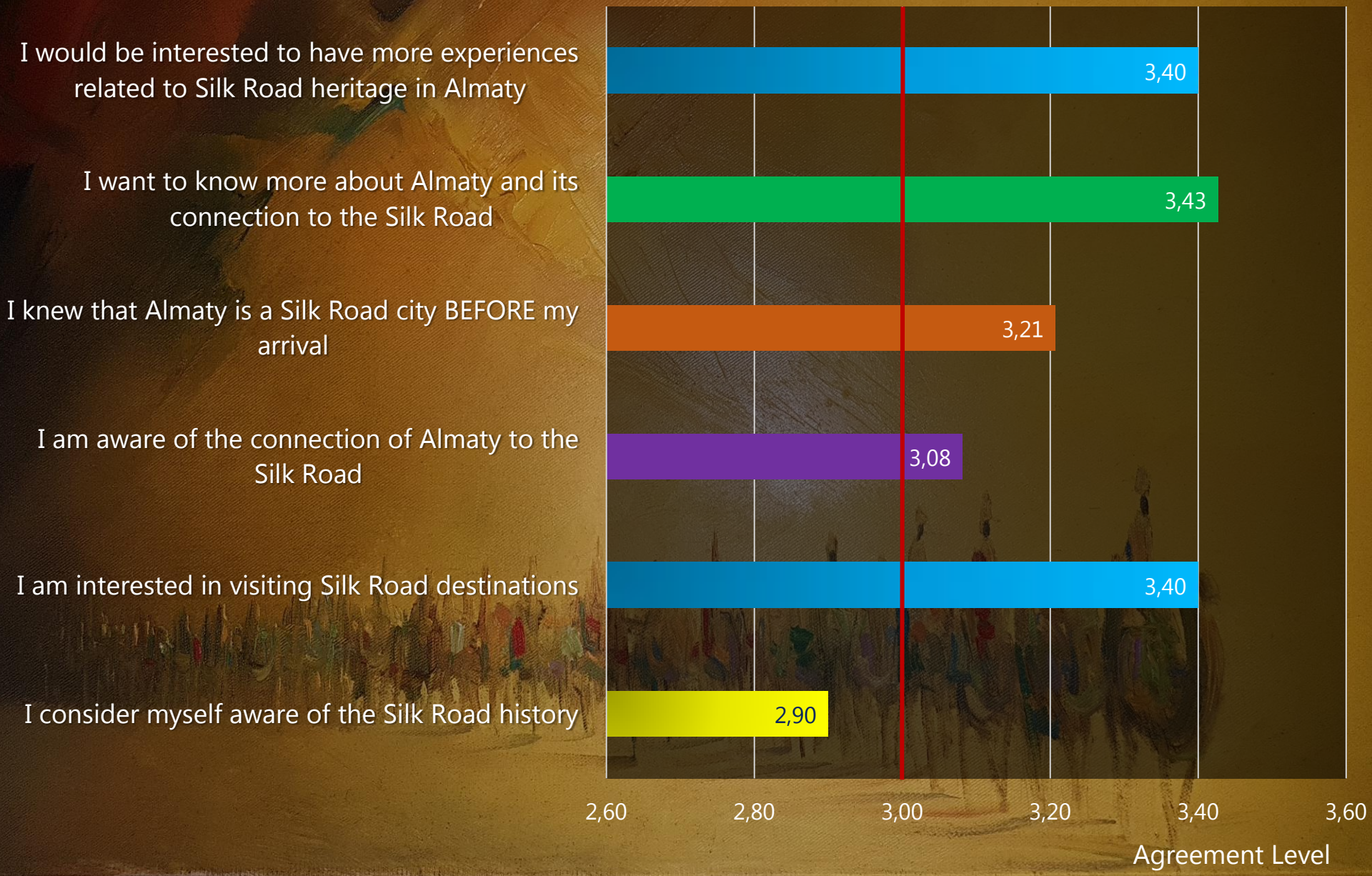


Knowledge Transfer and Capacity Building

Trainings and capacity building workshops delivered with UNWTO Affiliate Members, UNESCO, etc.

- Skills training and service excellence for tour operators
- Tourism and heritage guides
- International marketing strategies, etc.

Networking and advocacy work

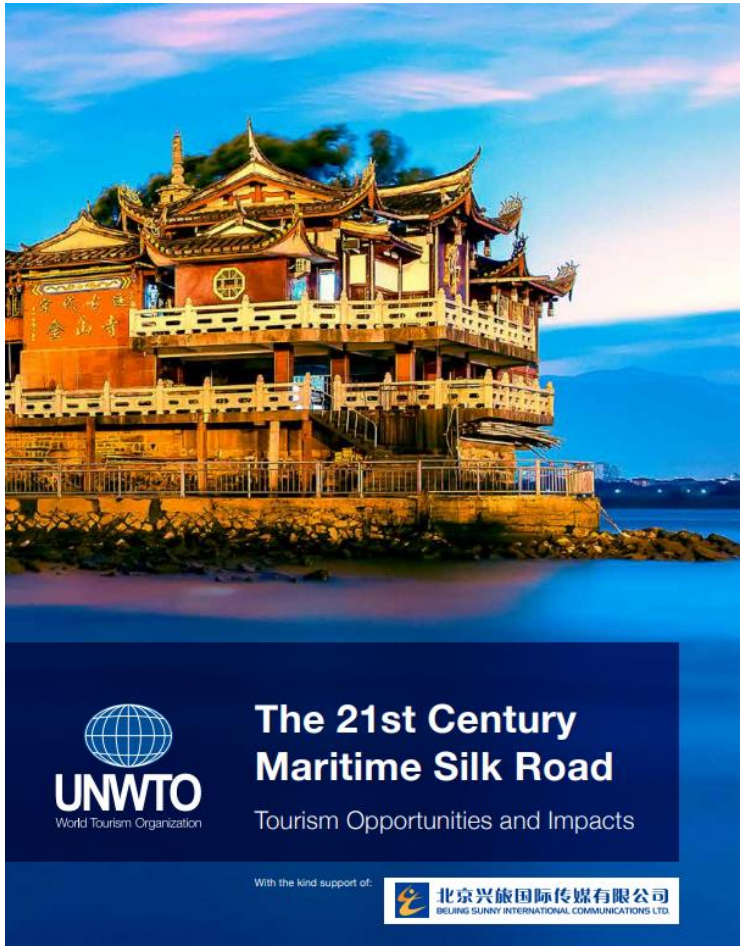
Necessary expertise, know-how and contacts to ensure adequate outreach and audience.

Silk Road Events 2020 in Azerbaijan:

- **Silk Road Task Force Meeting**
- **International Meeting on Silk Road Tourism**

Save the Date!

New Silk Road Publication



21st Century Maritime Silk Road: Tourism Opportunities and Impacts

- Visit UNWTO's e-library
- E-version available free of cost
- Assesses the tourism potential of Maritime Silk Road thematic routes across Asia and beyond.
- Developed with the kind support of Beijing Sunny International

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