



# Creating new opportunities for Tourism along the Silk Road

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# Today's presentation

- ... who are we...?
- ... why tourism & travel...?
- ... the most important route in the history of mankind...
- ... tourism & the Silk Road...
- ...Sustainable Management & the Silk Road...



...who are  
we...?



**United Nations agency & leading international organization in travel & tourism since 1946:**

- global forum for tourism policy issues
- practical source of tourism know-how





## OUR MEMBERS

- 161 countries and territories
- 400+ Affiliate Members from over 80 countries



# OUR MISSION:

To contribute to the UN Millennium Development Goals



...by promoting the development of responsible,  
sustainable and universally accessible tourism

...why  
tourism &  
travel...?

# TOURISM is...



one of the **world's top job creators**  
...providing 235 million jobs worldwide





## ....a lead export sector

- 30% of the world's exports of services (US\$ 1 trillion a year)
- up to 45% of the total export of services in developing countries





....a vehicle for fostering peace & cultural understanding



# GLOBAL CODE OF ETHICS FOR TOURISM

...to help minimize negative impacts on the environment and cultural heritage and maximise the benefits for residents of destinations...







ZHANG QIAN



ALEXANDER THE GREAT



MARCO POLO

‘...the most  
important route in  
the history of  
mankind...’





# The Silk and Spice Routes

- Silk Routes
- Spice Routes
- Eurasian Steppe Route
- Other trade and connecting routes
- Great Wall of China
- Incense Road



# THE **BRIDGE** BETWEEN THE EAST & WEST

- Network of routes - both overland & maritime - dating back to 200 BC
- Channel of trade between ancient empires of China, India, Persia & Rome
- Exchange of dialogue, art, ideas & technology
- Silk, spices, glass, furs, perfume, livestock...
- Buddhism, Islam, Hinduism, Christianity...



## The Silk Road then...



# The Silk Road now...

- Economies growing stronger in Asia & Middle East and increased outbound travel
- New destinations emerging and opening up
- Improved connectivity via transnational rail links and new air routes
- Internet accessibility & role of social media
- Gaining political momentum: “Let's work together to create a new Silk Road” - Hillary Clinton, US Secretary of State, 2011

...tourism & the  
Silk Road...

# BUILDING THE SILK ROAD BRAND

As a vehicle for driving:

- ✓ International cooperation
- ✓ Sustainable development
- ✓ Foreign direct investment
- ✓ Cultural understanding and exchange
- ✓ Safeguarding World Heritage Sites
- ✓ Travel facilitation
- ✓ Poverty alleviation



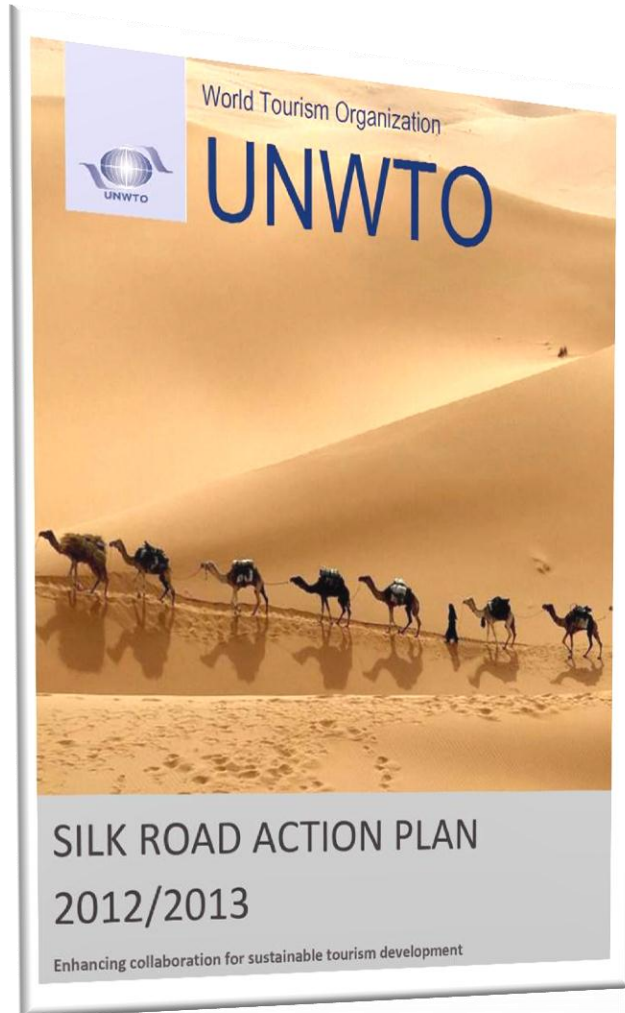
# 1994 SAMARKAND DECLARATION ON SILK ROAD TOURISM



19 countries called for: ‘...A peaceful and fruitful rebirth of these legendary routes as one of the world’s richest cultural tourism destinations...’



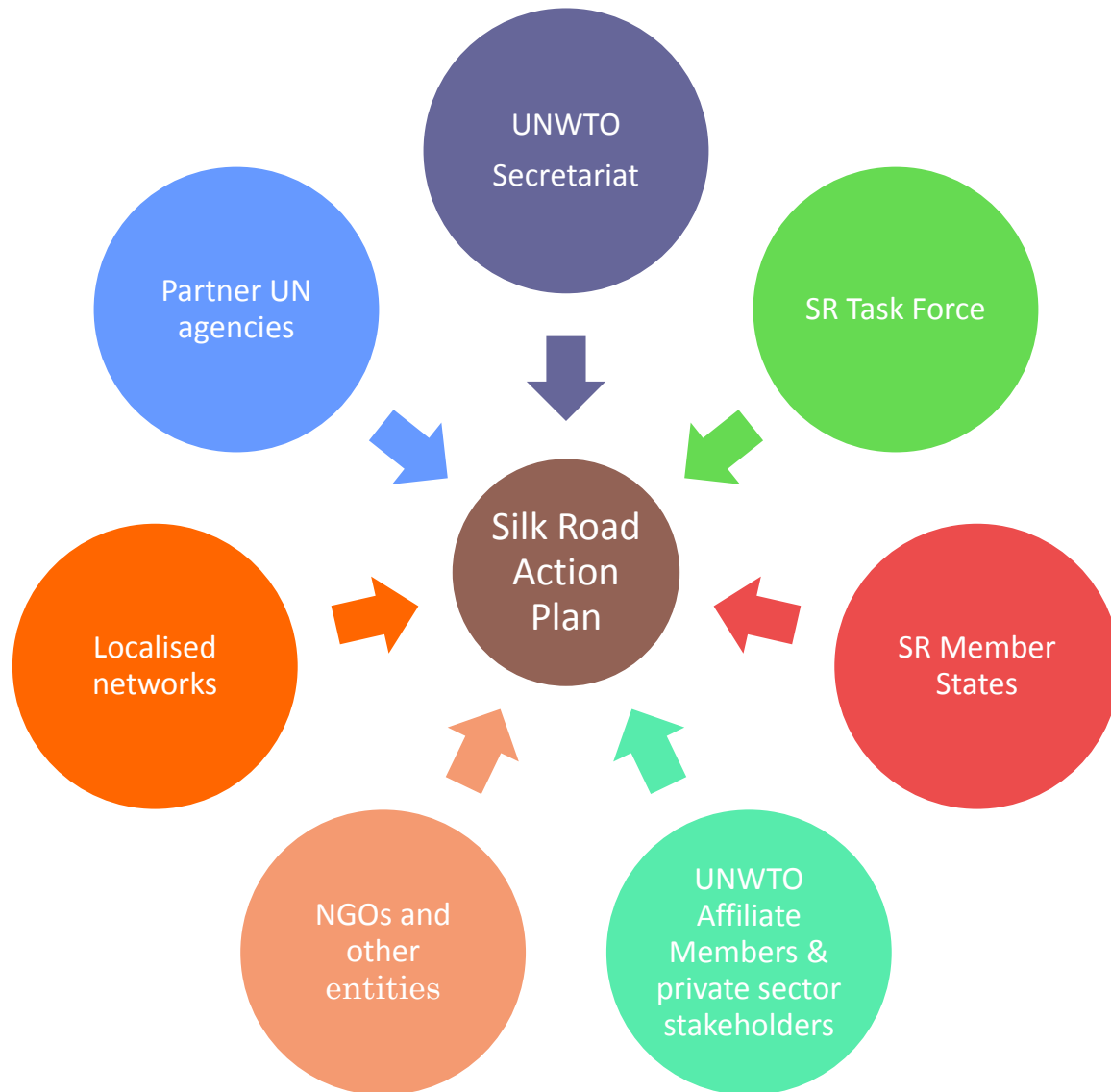
# UNWTO SILK ROAD ACTION PLAN 2012/2013



A framework for sustainable development, focusing on 3 key areas:

- Marketing and promotion
- Destination management and capacity building
- Travel facilitation

# UNWTO **SILK ROAD** ACTION PLAN 2012/2013





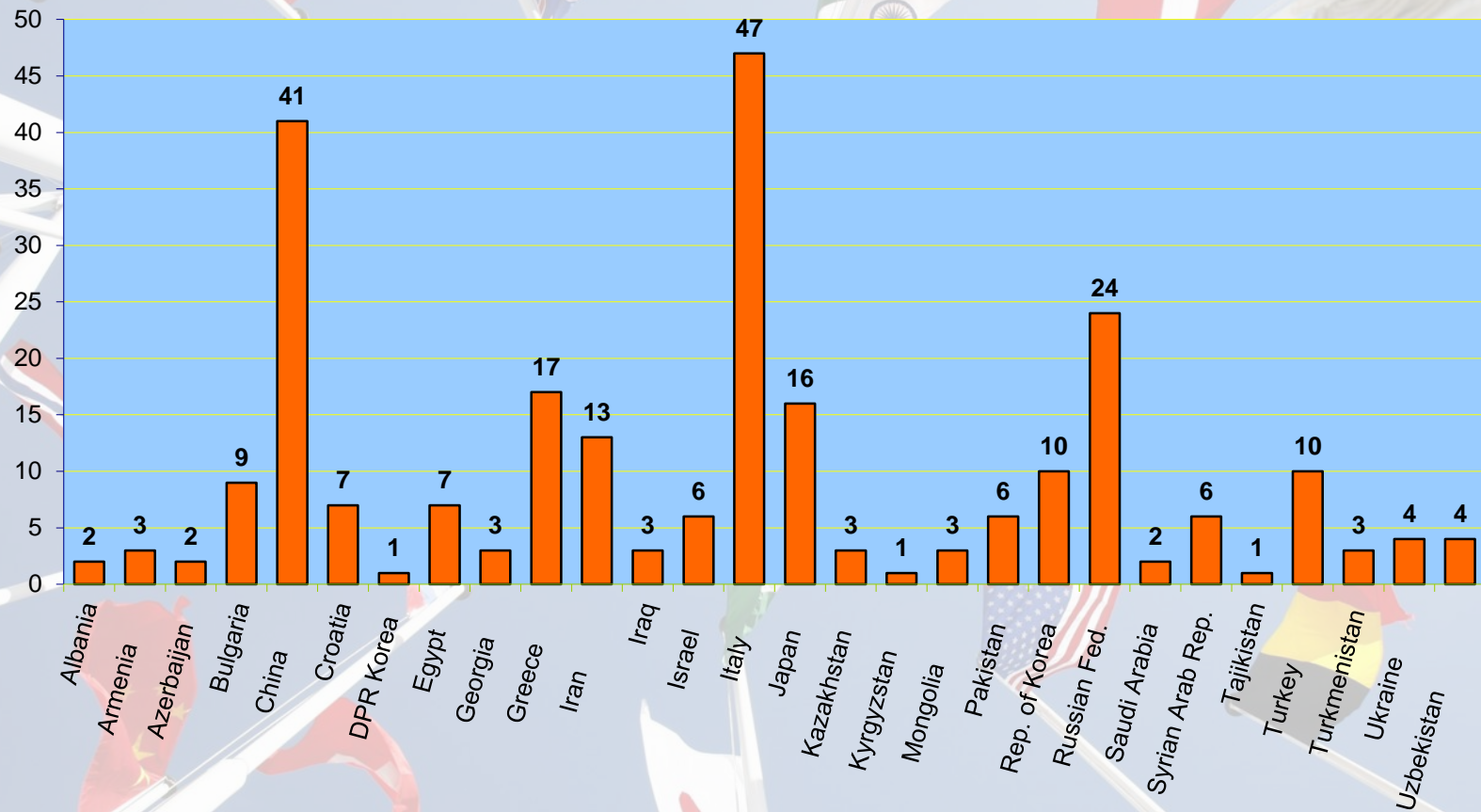
# 28 COMMITTED MEMBER STATES TO DATE



Albania - Armenia - Azerbaijan - Bulgaria - China - Croatia -  
DPR Korea - Rep. Korea - Egypt - Georgia - Greece - Iran - Iraq  
- Israel - Italy - Japan - Kazakhstan - Kyrgyzstan - Mongolia -  
Pakistan - Russia - Saudi Arabia - Syria - Tajikistan - Turkey -  
Turkmenistan - Ukraine - Uzbekistan



# 254 World Heritage Sites...



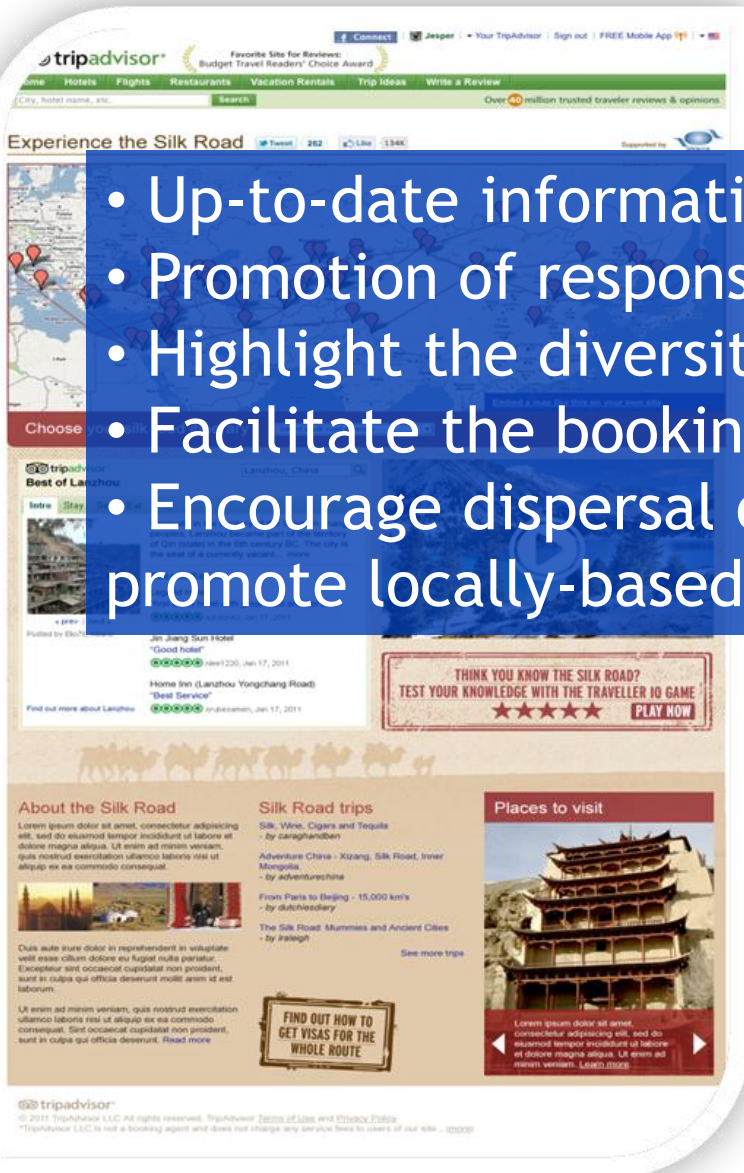
source: UNESCO

...Sustainable  
Management &  
the Silk Road...



# Sustainable Travel Website...

- Up-to-date information
- Promotion of responsible and sustainable travel
- Highlight the diversity of the Silk Road destinations
- Facilitate the booking of travel
- Encourage dispersal of visitation to regional areas and promote locally-based tourism initiatives



# Globe Trekker Silk Road Feature...

- ROUND THE WORLD marathon on the occasion of Globe Trekker's 20th anniversary
- Episodes 4 and 5 will focus on the legendary Silk Road
  - From Xi'an, to Istanbul, travelling across Azerbaijan, Kazakhstan, Kyrgyzstan, Turkmenistan, and Uzbekistan
- Globe Trekker airs across 50 countries - global audience of 30 million viewers
  - Excellent opportunity to promote the cultural heritage of the Silk Road destinations

# Capacity Building Initiatives...



- Framework for destination management in regional areas
  - platform for capacity building and regional development
  - cross border initiatives that engage local communities and foster sustainable tourism development
- Goal: to increase visitation, generate employment and stimulate local economies
- Actions:
  - Protection and promotion of heritage sites
  - Training for volunteers and host communities
  - Stimulate awareness on the importance of protecting and preserving heritage sites
  - Maximise the joint expertise of UNWTO, UNWTO Themis Foundation and UNESCO



# Travel Facilitation...

- Cooperation between Member States
- Silk Road tourist visa
- Cooperation with World Travel & Tourism Council (WTTC) and Air Transport Association (IATA)
- Case study/best practice portal
- UNWTO/WTTC report on travel facilitation (to be launched May 2012)
- Increase awareness on the importance of travel facilitation





Ministry of Culture and Tourism  
of the Republic of Azerbaijan



# *Flavours of the Silk Road*

INTERNATIONAL CONFERENCE ON FOOD, CULTURE & TOURISM

BAKU, Azerbaijan | 6-7 September 2012



# Major Events in 2012/2013...

- UNWTO Silk Road Seminar | 21 September 2012, JATA Tokyo, Japan
- Silk Road @ WTM  
→ Tour Operators Speed Networking in Cooperation with WTM | 5 November 2012, London, UK  
→ 2nd Meeting of the UNWTO Silk Road Task Force | 7 November 2012, London UK
- ‘Flavours of the Silk Road’ International Conference on Food, Culture & Tourism | 6-7 September 2012, Baku, Azerbaijan
- Silk Road @ ITB Berlin | 6-10 March 2013



*Visit us @  
silkroad.unwto.org*

**Thank you!**

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