Fostering Sustainable Tourism through the Alliance of Silk Road Cities

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Silk Road
: the Greatest route of all time

- Green line: Steppe Route
- Red line: Oasis route
- Blue line: Maritime route
Korea in the Silk Road

Exchange of Civilization, Culture and people between the West and Korea
Gyeongju – Historic City with Rich Culture of Silla Dynasty

Bulguksa Temple

Seokguram Grotto

Anapji

Yangdong Folk Village
Finding ancient Korea in Dunhuang!

Hye-Cho, Diary of a journey to the five countries of India (Wang-o-cheon-chuk-guk-jeon)

The Mural of Mogao Grottoes
Importance of the Alliance of Silk Road Cities

- A great potential for promoting culture tourism along the international Silk Road
- Taking into account the rich legacy of the Silk Road, it is important to link hub cities by developing regional cultural routes.
- The UNWTO Silk Road Program: bringing the countries/cities of the ancient Silk Road together “to foster growth and development through tourism”

Promoting Silk Road as one integrated tourism brand through the alliance of hub cities

- Overall Silk Road Tourism Plan: based on Storytelling
- Shared know-hows and experiences to develop tourism resources and to train tourism staffs
- Joint Promotion using on/offline tools for advertisement
National policy-making to promote Sustainable Tourism

Tourism Promotion Meeting presided by President Park July 2013
- Draw up guidelines for developing nature-friendly tourism resources
- Develop models of ecotourism destination
- Promote cultural eco travel paths – including Gyeongju travel path

Gyeongju case
- Designation as Historic Culture Tourism City: balanced approach for Promoting tourism and Sustainable conservation and management for the historic culture heritages
Fostering Sustainable Tourism along the Silk Road Cities

- Tourism can be a driver for preservation and conservation of cultural and natural heritage and a vehicle for sustainable development.
- Member States, Regional Governments and the Private sector can work together to address sustainable development of Silk Road tourism.
- To improve city tourism infrastructure in order to facilitate travel in nature-friendly and sustainable ways, Silk Road Cities can share and cooperate on how they develop and invest in cultural heritage as tourism assets.
- Possible way to share experience: ODAs through UNWTO in the field of tourism infrastructure or training programmes for tour guides.
Cooperation between Local Governments On the Silk Road

พฤกษดรูปสหายรักษาจิตใจ-
ช่างแต่งเนื้อที่:
- Gyeongsangbuk-do Province
  Shaanxi & Henan Provinces, China/Bursa Province, Turkey
- Gyeongju City
  Xian City, China/Samarkand City,
  Uzbekistan/Isfahan City, Iran
  (to be concluded)

พฤกษักรูปสหายรักษา:
- Gyeongsangbuk-do Province
  Istanbul Metropolitan City, Turkey/
  Tashkent Province, Uzbekistan/
  Gansu Province, China (to be concluded)
First (March 21 ~ April 4, 2013) : Gyeongju City ⇒ Xian City
Second (July 17 ~ August 31, 2013) : Xian City ⇒ Istanbul
Istanbul-Gyeongju World Culture Expo

- Theme: Road, Encounter and Companion
- Duration: August 31 - September 22, 2013 (23 days)
- Location: Istanbul Metropolitan City, Turkey
- Events: Preliminary Events
  - Korea Silk Road Expedition, Korean Navy Cruise
- Main Events
  - Cultural Performances, Exhibitions, Films, Special Events (44 programmes)
- Hosted by: Gyeongsangbuk-do Province, Gyeongju City and Istanbul Metropolitan City
- Sponsors: Korean Ministry of Cultures, Sports and Tourism, Turkish Ministry of Culture and Tourism, 18 other organizations, POSCO, Hyundai Motors, Samsung, LG, SK, NH Bank, Daegu Bank
Thank you very much!

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谢谢!