



## The Samarkand Declaration on Silk Road Tourism

We the modern travellers along the ancient Silk Roads of Central Asia meeting at the crossroads of these historic highways in the magical city of Samarkand to revitalize this avenue of contacts between East and West through tourism,

Fully aware of the cultural interactions between the peoples of Central Asia, highlighted by the UNESCO project "Integral Study of the Silk Roads: Roads of Dialogue",

Launch our appeal to all concerned for a peaceful and fruitful re-birth of these legendary routes as one of the world's richest cultural tourism destinations, And in particular we appeal

### To governments so that

- They create and implement joint strategies and programmes to promote both international and domestic tourism, calling on the professional assistance and expertise of the World Tourism Organization, where appropriate;
- They consider, as soon as possible, the adoption of facilitation measures that would reduce travel barriers and stimulate tourist flows along the Silk Roads.

### To the travel trade so that

- Travel and tourism along the Silk Roads be developed respecting the established political, social, moral, and religious order;
- Priority be given to developing sustainable and environmentally –friendly tourism;
- Local populations always be the net beneficiaries of all tourism development.

### To travellers and tourists so that

- When travelling, they show the greatest understanding for the customs, beliefs, and behaviour of the host communities and the highest respect for the natural and cultural environments.

### To the host populations so that

- They increase their awareness and appreciation of the immense heritage of their countries and enjoy it by participating in tourism activities.

### To other international organizations so that

- They take note of how effective results can be obtained and common goals can be achieved through practical and unimpeded cooperation, such as that undertaken between the WTO, United Nations and UNESCO.

*This declaration has been adopted on 5 October 1994 at Samarkand, Uzbekistan, by people of goodwill convened in Registan Square by the World Tourism Organization, under the inspiration of H.E. Islam Karimov, President of the Republic of Uzbekistan, and H.E. Antonio Enriquez Savignac, Secretary- General of the WTO.*



**Samarkand, Uzbekistan, 5 October 1994**