SILK ROAD ACTION PLAN
2010/2011

Strengthening the Silk Road brand to drive sustainable tourism development
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SILK ROAD ACTION PLAN 2010/2011

Strengthening the Silk Road brand to drive sustainable tourism development

WELCOME

Welcome to the World Tourism Organization's Silk Road Action Plan 2010/2011. Inside is an outline of UNWTO's key strategies and initiatives planned to help Silk Road tourism grow more robust, competitive and sustainable.

The World Tourism Organization (UNWTO) has been supporting the development of sustainable tourism along the Silk Road for many years. This Action Plan is based on targeted, pragmatic and collaborative activities with realistic and achievable objectives. Success will rely on dedicated input, engagement and support from the industry.

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism now represents an estimated 5 per cent of the world’s GDP and 30 per cent of global exports of services (US$1 trillion a year).

Tourism growth along the Silk Road will stimulate investment, help protect cultural and environmental resources and drive poverty alleviation. All stakeholders have a role to play and by taking advantage of the opportunities presented in this Action Plan, you will help contribute to achieving a brighter future for Silk Road tourism.

‘As a sector, we must work together to strengthen the Silk Road brand, improve destination management, drive investment and generate widespread revenue from tourism. The Silk Road Action Plan 2010/2011 is a call for stakeholders to join UNWTO in working towards a more competitive and sustainable future for Silk Road tourism.’

Taleb Rifai
UNWTO Secretary-General
INTRODUCTION

TOURISM DEVELOPMENT & THE ROLE OF UNWTO

As a specialized agency of the United Nations, the World Tourism Organization is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.

In 2009, 880 million tourists crossed international borders and worldwide international tourism receipts amounted to US$ 852 billion. Tourism represents an estimated 5% of the world’s GDP and 30% of the world’s exports of services (US$ 1 trillion a year) and 45% in developing countries. With impact on economic growth and development, tourism can make a significant contribution to address climate and poverty imperatives. Offering opportunities for entrepreneurship, it provides millions of direct jobs worldwide, as well as countless more through its multiplier effect on related sectors. It is already one of the largest employment sectors in many countries and a fast entry vehicle into the workforce for young people and women in both urban and rural communities.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

TOURISM & THE SILK ROAD

With its richly diverse cultural heritage and its wealth of natural tourism attractions spanning across 12,000 kilometers of ancient routes, the Silk Road as a tourism concept has significant potential for growth. Given the right level of investment and attention by governments, the Silk Road has the possibility to become the most internationally acclaimed travel route. Collectively, the official 24 countries of the UNWTO Silk Road Programme currently constitute around 30 per cent of international arrivals worldwide and 20 per cent in international tourist receipts (UNWTO 2009 data). These countries currently include: Armenia, Azerbaijan, China, DPR Korea, Egypt, Georgia, Greece, Iran, Israel, Italy, Japan, Kazakhstan, Kyrgyzstan, Mongolia, Pakistan, Republic of Korea, Russian Federation, Saudi Arabia, Syrian Arab Republic, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

The Silk Road countries are in a unique position to leverage from each other by cross-marketing and co-branding. The Silk Road Action Plan 2010/2011 is designed as a platform to stimulate closer collaboration and cooperation between Silk Road countries to facilitate this, ultimately increasing visitor length of stay and tourism yield across the regions. As a starting point, the Silk Road Action Plan 2010/2011 will set the scene for future activity and the growth of the Silk Road tourism concept.
ACTION 1
ESTABLISH MISSION & GOALS

MISSION
The Silk Road Action Plan 2010/2011 will be the first in a series of comprehensive plans developed to drive collaborative, sustainable tourism growth along the Silk Road. The strategies are built around one overarching mission:

‘The Silk Road Action Plan will work as a collaborative framework for marketing and capacity building, raising the profile of Silk Road tourism and driving development that is sustainable, responsible and internationally competitive.’

OBJECTIVES AND OUTCOMES
The Silk Road Action plan comprises of strategies working towards the following objectives:

- The Silk Road will be an established brand, supported by extensive cooperative marketing campaigns
- High quality infrastructure will facilitate smooth travel across international borders

- Governments will value and support the tourism sector and gain significant return for their investment
- The Silk Road will offer high quality tourism infrastructure
- Tourism will generate significant direct and indirect employment

- Strong co-operation between Silk Road countries
- Profitable partnerships between public and private sectors
- Increased visitor length of stay and yield across all regions

- Advanced cultural management systems in place
- Environmental sustainability will underpin every aspect of tourism development

- Promotion of cultural pluralism and intercultural dialogue
- Intercultural cooperation as a key instrument to strengthen social cohesion, solidarity and peace
FOCUS AREAS
Objectives outlined in the SR Action Plan 2010/2011 will focus on three key areas of activity:

- Marketing and promotion
  - Establish a consolidated Silk Road brand (image and identity)
  - Engage all SR destinations
  - Roll out strategic global marketing campaigns and PR activities

- Capacity building & destination management
  - Establish a framework for capacity building focused on destination management that can be implemented across all SR destinations
  - Enhance destination management

- Travel facilitation
  - Increase cooperation between Silk Road Member States to allow smoother travel across international borders
  - Work towards developing a Silk Road tourist visa
ACTION 2
ENGAGE STAKEHOLDERS

The input, endorsement and support of stakeholders from across the Silk Road will be essential in ensuring the success of the Silk Road Action Plan 2010/2011. UNWTO is forming a special Silk Road Task Force consisting of nominated representatives from National Tourism Organizations, UN agencies, finance, investment and the private sector to make key strategic decisions and drive the implementation of the Action Plan.
GOVERNING BODIES

While the Silk Road Action Plan relies on the active participation of all stakeholders, there are four key groups that will be responsible for managing and implementation of major activity:

**World Tourism Organization**
- Lead and drive the SR Programme
- Provide a collaborative platform for building alliances
- Coordinate logistics of major events
- Communicate on progress
- Seek and manage donor funding/sponsorship

**UN Agencies**
- Provide expertise and endorsement of SR initiatives
- Galvanise support through networks
- Example institutions: UNESCO, UNDP, UNCTAD, UNEP
- Promote the activities in the context of the UN Millennium Development Goals (MDGs)

**SR Task Force**
- Determine key strategies and actions
- Endorse and drive implementation
- Encourage sharing and exchange of best practices
- Example bodies include: NTOs, private sector stakeholders, finance/investment

**SR Member States**
- Ensure representation and involvement in SR Task Force
- Actively participate in SR Ministers’ Summit
- Promote collaboration and cooperation amongst SR Member States in accordance with SR Programme Objectives
MILESTONES FOR DEVELOPMENT

The Silk Road Action Plan will be developed, launched and reviewed during October 2010 and December 2011. Designed as a highly collaborative working document, guidance and feedback will be sought throughout all stages of its development in order to address the needs and interests of the tourism sector.
ACTION 3
COORDINATE MARKETING & PROMOTION
BUILDING A STRONGER SILK ROAD BRAND

Brand image and awareness is a critical aspect of tourism destination management and competitive identity. A competitive and universal brand for the Silk Road needs to be established to guarantee the successful implementation of global marketing campaigns.

A) Conduct Silk Road Brand study analysis

To assess the current status of the Silk Road brand and help implement more effective marketing and promotional activities, a comprehensive research study will be commissioned to investigate:

- Core assets, essence, values, personality and positioning of the brand;
- Key market segments;
- Current usage of the brand by destinations and stakeholders across the SR;
- Best practices and success stories in SR brand usage;
- Identify the variety of Silk Road routes being promoted by destinations, tour operators, etc.

Possibly to be repeated biennially as a means of monitoring brand strength and success.

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>Early 2011</th>
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</thead>
<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>Marketing and branding professionals, particularly National Tourism Organizations (NTOs) and destination marketing organizations (DMOs)</td>
</tr>
<tr>
<td>Estimated budget required:</td>
<td>TBC</td>
</tr>
<tr>
<td>Key performance indicators:</td>
<td>→ Reviews and responses from NTOs and stakeholders</td>
</tr>
<tr>
<td></td>
<td>→ Downloads online</td>
</tr>
<tr>
<td>More info contact:</td>
<td><a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></td>
</tr>
</tbody>
</table>
B) Establish Silk Road Brand Identity

To better promote and facilitate the development of a more sophisticated, streamlined Silk Road brand identity, the following actions are proposed:

- Formalise Silk Road tourism brand logo
- Create logo usage guidelines and style guide (available online);
- Make logo available for downloading from Silk Road Programme website (for registered users);
- Increase brand awareness by incorporating logo in all Silk Road collateral, marketing campaigns, activities with international trade fairs, etc.;
- Create promotional marketing tools promoting use of logo for Silk Road (eg click-through banners online);
- Create Online Silk Road Image Library comprising of images provided by NTOs and endorsed by UNWTO to encourage use of official destination hero images in marketing.

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>October 2010- ongoing</th>
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<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>Silk Road stakeholders, in particular: NTOs, DMOs, private sector, tour operators</td>
</tr>
<tr>
<td>Estimated budget required:</td>
<td>TBC</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → Level of participation by NTOs/DMOs  
→ Downloads/hits on website  
→ Increased use of brand tools by industry |
| More info contact:  | silkroad@unwto.org          |
C) Initiative Cooperative Marketing Activities

UNWTO will be focusing on implementing two major marketing initiatives in 2010/2011:

Silk Road Promotional Video Clip

In partnership with Buzz TV, a division of The Buzz Business, a UNWTO Affiliate Member, UNWTO will be producing a short promotional clip featuring countries in the Silk Road Programme for use at UNWTO events, trade fairs, online etc.

The clip will be of 2 – 3 minutes duration and will highlight the many destinations, attractions and cultures of the Silk Road with strong messaging designed to increase brand awareness. It is our intention that the clip will be complete in time to be launched at the upcoming UNWTO General Assembly at Gyeongju, Republic of Korea, from 8-14 October 2011.

All UNWTO Silk Road Member States are invited to contribute footage to feature in this clip. Buzz TV, a division of The Buzz Business will be responsible for collecting and collating the audio-visual material from National Tourism Administrations. At the same time, The Buzz Business will also be creating a Silk Road Image Library, and Member States will also be invited to contribute high resolution destination images that can be featured in global marketing campaigns for the Silk Road.

Kindly note the deadline for submission of content will be Tuesday 31 May 2011.

URL

To be available for downloading from [www.unwto.org](http://www.unwto.org)

Timeframe:

March 2011- ongoing

Leading partners:

Buzz Business, UNWTO

Beneficiaries:

Silk Road destinations and products

Key performance indicators:

→ Downloads, external usage, online promotion, etc.,
→ Level of industry contribution

More info contact:

silkroad@unwto.org

KEY

- Initiative already underway
- Initiative under review
- Initiative under construction
- Donors required
UNWTO & TripAdvisor Silk Road Website

UNWTO has teamed up with major travel website TripAdvisor to develop a concept for a Silk Road website that will allow a global travel audience to understand and explore all of the key destinations and attractions of the Silk Road on one central and user-friendly platform, while promoting responsible and sustainable travel.

The website will:

- Raise the profile of the Silk Road as a tourism concept by creating a website that links all the Silk Road destinations under one overarching brand, in partnership with the world’s most visited travel website
- Highlight the diversity of the Silk Road and demonstrate how its destinations together make a truly unique travel experience
- Utilise TripAdvisor functionality, content and expertise to create a comprehensive and attractive research experience including all essential tools to plan and book any different route the travellers want to research about the Silk Road
- Promote responsible travel through respect for local cultures, nature, environment and heritage, paying particular attention to UNESCO World Heritage Sites.

Timeframe: March 2011 - ongoing

Leading partners: UNWTO, TripAdvisor

Beneficiaries: UNWTO Member States, all Silk Road stakeholders, UNESCO World Heritage Sites, travel consumers

Key performance indicators:
- Page views, unique visits, session durations, etc.,
- Content uploaded by NTAS, destinations, products, users, etc.
- Level of registration/enquiries received

More info contact: silkroad@unwto.org

TripAdvisor allows travellers around the world to research and book their travel experiences in the full confidence that their trip will match their expectations. The site allows the traveller to be inspired as well as to have very in depth research about every destination along the Silk Road. The content is nearly all user generated and now has over 45m reviews and opinions live on the site today.
D) Establish Online Collaborative Platforms

UNWTO is working to help establish a strong online brand presence for the Silk Road. Internally, UNWTO is developing two major online platforms to stimulate interest in its Silk Road Programme and facilitate greater networking and cooperation.

UNWTO Silk Road Programme Website

Sitting within the UNWTO website, this microsite serves as the introductory platform for the Silk Road Programme and Action Plans:

- Explaining purpose/objectives/context of the SR Programme;
- Highlighting key opportunities for engagement in SR Programme;
- Featuring hyperlinks to dedicated Silk Road pages of the Silk Road Member States;
- ‘Register for updates’ function.

| URL | http://silkroad.unwto.org |
| Leading partners: | UNWTO |
| Beneficiaries: | All stakeholders, particularly those new to SR Programme; Silk Road countries (ie from promotion of their websites) |
| Key performance indicators: |  
  → Page views, unique visits, session durations, etc.,  
  → Downloads  
  → Level of registration/enquiries received |
| More info contact: | silkroad@unwto.org |

Above: UNWTO Silk Road Programme homepage
**UNWTO Silk Road Programme on PLATMA**

Hosted within the UNWTO Affiliate Members PLATMA platform, this will be a key meeting and exchange point for Silk Road stakeholders, with the following functions:

- **Silk Road Task Force Forum** for debate on key issues, best practice exchange and networking between the Members;
- **Silk Road News stories** to be shared by UNWTO and its Affiliate Members, Task Force Members
- **Silk Road Best practice sharing** database

<table>
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<tr>
<th>URL</th>
<th><a href="http://www.platma.org">www.platma.org</a></th>
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<tbody>
<tr>
<td>Timeframe</td>
<td>March 2011 - ongoing</td>
</tr>
</tbody>
</table>
| Leading partners: | UNWTO (Silk Road and Affiliate Members Programmes)  
Silk Road Task Force |
| Beneficiaries: | Silk Road Task Force, UNWTO Affiliate Members |
| Key performance indicators: | Page views, unique visits, session durations, etc.,  
Interaction between Task Force Members  
Downloads from Press Corner |
| More info contact: | silkroad@unwto.org |

Above: Proposed key functions of UNWTO Silk Road Platform on PLATMA

**KEY**

- 🔄 Initiative already underway
- 🔄 Initiative under construction
- 🔄 Initiative under review
- 🔄 Donors required
UNWTO Silk Road Programme on Social Media Platforms

UNWTO will develop its networks and reach on the Silk Road Programme through various social media outlets, and invites all stakeholders to participate, contribute and utilise these resources:

**Linkedin**

**UNWTO Silk Road Programme – Tourism Network on Linkedin**

UNWTO will establish an open forum for debate, discussion and information sharing on Linkedin, the world’s largest online professional network. Tourism industry professionals from across the globe are invited to connect through this platform and help raise awareness about the Silk Road brand and the many opportunities it creates.

*Linkedin* currently has over 100 million members in over 200 countries and territories.

**UNWTO Silk Road Programme Updates via Twitter**

UNWTO will broadcast important Silk Road Programme news and updates via its official Twitter account. UNWTO uses Twitter to communicate its stories on tourism development, current affairs, publications, etc.

*Twitter* is an information network where over 175 million people, organizations, and businesses discover and share new information.

**UNWTO Silk Road Channel on Vimeo**

UNWTO will promote Silk Road footage and materials via its dedicated channel on Vimeo including destination clips provided by National Tourism Administrations, including those already promoted at ITB Berlin Cinema 2011 as part of the Silk Road Hour.

*Vimeo* is a video sharing website with over 3 million members and an average of 16,000 new videos uploaded daily.

**UNWTO Silk Road Channel on Flickr**

The Flickr network will host Silk Road images and videos, creating a forum for promoting Silk Road destinations, events and activities.

*Flickr* is an image and video hosting website, web services *suite*, and online community and with over 5 billion images uploaded so far, it is one of the most widely used Social Media Networks.

If you would like to feature Silk Road destinations on either of these channels, please send your material to: *silkroad@unwto.org*

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Silk Road Samarkand Website
Managed by the UNWTO Silk Road Support Office Samarkand, this website will serve as a localised news portal for Silk Road destinations and stakeholders. The website will promote UNWTO Silk Road Programme activities and provide administrative support to stakeholders.

URL: www.unwto.silkroad.travel/
Timeframe: October 2010 - ongoing
Leading partners: UNWTO Silk Road Support Office Samarkand, UNWTO
Beneficiaries: Local stakeholders
Key performance indicators:
→ Page views, unique visits, session durations, downloads, etc.,
→ Level of engagement with industry
More info contact: silkroad@unwto.org / info@unwto.silkroad.travel

Above: UNWTO Samarkand Office ‘Tourism on the Silk Road’ homepage
Silk Road Cities Website

Mooted at the Silk Road Cities Mayors Forum in Shiraz, in the Islamic Republic of Iran in May 2010, the Silk Road Cities is a joint-marketing initiative being led by Travelmole’s Vision and designed to showcase key Silk Road destinations and product to the global travel trade, travel consumers and potential investors:

‘www.silkroadcities.com will show the Silk Road tourism and trade-related assets to their very best advantage; it will also be linked to Vision on Sustainable Tourism marketing to get access its unique travel trade marketplace. The web marketing initiative is the result of a new co-operation between UNWTO and TravelMole’s Vision on Sustainable Tourism – the major global business to business sustainable tourism medium.

Vision on Sustainable Tourism newswire is sent weekly to 40,000 global sustainable tourism professional subscribers and all stories appear on TravelMole.com – the global news medium for the travel industry with 450,000 trade subscribers.

The co-operation means that individual Silk Road destinations can showcase news of their very best products and tourism offers free through the site, which will be professionally marketed to the global travel industry.’

<table>
<thead>
<tr>
<th>URL</th>
<th><a href="http://www.silkroadcities.com">www.silkroadcities.com</a></th>
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<tr>
<td>Leading partners:</td>
<td>Travelmole Vision, UNWTO</td>
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<tr>
<td>Beneficiaries:</td>
<td>Silk Road destinations and products</td>
</tr>
<tr>
<td>Key performance indicators:</td>
<td>→ Page views, unique visits, session durations, downloads, etc.,</td>
</tr>
<tr>
<td></td>
<td>→ Level of industry participation</td>
</tr>
<tr>
<td>More info contact:</td>
<td><a href="mailto:info@silkroadcities.com">info@silkroadcities.com</a></td>
</tr>
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</table>

Above: Silk Road Cities homepage
Touring Routes of the World

Touring Routes of the World is a concept being developed by the Great Southern Touring Route of Australia designed to unite the major international touring routes under one global brand:

‘Touring by automobile (or other transport modes) continues to be a very popular activity and the basis of many extended and short stay holidays. With improved vehicle reliability, comfort, capacity and navigation support touring routes are increasingly being defined by the traveller regardless of geopolitical boundaries. Many routes transcend State and National boundaries and borders as consistent with the notion of seamless tourism. Some routes follow traditional trading routes whilst others connect destinations of high scenic and cultural value.

To capitalise on this growing trend it is proposed to establish a global brand ‘Touring Routes of the World’ that identifies such touring routes. Further to branding the proposed cooperative partnership between routes will focus on information exchange, best practice learning and joint marketing initiatives.’

<table>
<thead>
<tr>
<th>URL</th>
<th><a href="http://www.touringroutesoftheworld.com">www.touringroutesoftheworld.com</a> (under construction)</th>
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<tbody>
<tr>
<td>Timeframe:</td>
<td>Early 2011</td>
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<tr>
<td>Leading partners:</td>
<td>Great Southern Touring Route (Australia)</td>
</tr>
<tr>
<td>Target market:</td>
<td>Travel consumers</td>
</tr>
</tbody>
</table>
| Key performance indicators: | ➔ Page views, unique visits, session durations, downloads, etc.,  
|                           | ➔ Level of industry participation/cross marketing    |
| More info contact:      | admin@visitgeelongotway.com                           |

Above: Touring Routes of the World concept homepage
E) Raise Silk Road brand profile at International Trade Fairs

International trade fairs act as a major sales and marketing platform and are a global hub for the travel trade to network, market and conduct business. UNWTO has well established partnerships with the largest and most prestigious international trade fairs, which presents key opportunities for promoting and marketing the Silk Road brand.

UNWTO is currently in consultation with WTM-London, FITUR-Madrid and ITB-Berlin regarding a series of planned activities:

**Silk Road Media Mart**

For the first time at the World Travel Market, UNWTO will bring leading Silk Road destinations direct to the media at a special 1.5 hour networking event. The Silk Road Media Mart will bring representatives from across Central Asia, Europe and the Middle East to showcase their top news stories. UNWTO will also announce its upcoming activities for the Silk Road Programme for 2010/2011.

*Wednesday 10 November 2010, 14.30 – 16.00 in Platinum Suite 5, Level 2 Press Centre*

*World Travel Market London – Excel Centre*

<table>
<thead>
<tr>
<th>Leading partners:</th>
<th>UNWTO, WTM and NTAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target market:</td>
<td>Media</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → Media attendance at the event  
→ Feedback from NTAs  
→ Media follow up  
→ Promotional value through WTM networks (on-site and online) |
| More info contact: | All details including registration: silkroad@unwto.org |

**KEY**

- 🔄 Initiative already underway
- 🤔 Initiative under review
- 🛠️ Initiative under construction
- 💧 Donors required

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Silk Road Ministers’ Summit

*Wednesday 9 March 2011, 11.00-13.00 at the ‘Istanbul Room’ ITB Berlin*

*Ministers’ Luncheon: 13.00-14.30*

Interactive debate forum for Silk Road decision-makers and key industry players. The Summit will review and discuss opportunities for intra-regional cooperation through the UNWTO Silk Road Action Plan 2011. UNWTO will update Ministers on progress to date and important upcoming events.

*Full programme details TBC. Ministers register now at [www.unwto.org/silkroad](http://www.unwto.org/silkroad)*

<table>
<thead>
<tr>
<th>Leading partners:</th>
<th>UNWTO and ITB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target market:</td>
<td>NTAs, key private sector stakeholders, media</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → Minister attendance and feedback  
→ Feedback from NTAs  
→ Progress made on recommendations and activities  
→ Promotional value through ITB networks |
| More info contact: | silkroad@unwto.org |

Silk Road Tour Operators B2B Event

*Thursday 10 March 2011, ‘Istanbul Room’, 10.00 - 11.30*

Speed networking event for Silk Road tour operators to promote their destinations and products to the trade. Countries can nominate up to two tour operators – spacing is limited and places will be awarded on a first in, first served basis

<table>
<thead>
<tr>
<th>Leading partners:</th>
<th>UNWTO, NTAs and ITB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target market:</td>
<td>Trade, media</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → General attendance and feedback  
→ Media attendance  
→ Feedback from tour operators  
→ Promotional value through ITB networks (on-site and online) |
| More info contact: | silkroad@unwto.org |
Silk Road Pavilions at ITB
*Halls 7.2A and 7.2B at ITB Berlin 2011*

To promote awareness of the Silk Road brand and destinations, for the first time at ITB Berlin, two pavilions will be branded Silk Road pavilions. Key Silk Road destinations such as Iran, Kazakhstan, Pakistan, Tajikistan and Uzbekistan will be represented and promoted under the Silk Road banner.

![Silk Road pavilion signage designed for ITB Berlin 2011](image)

<table>
<thead>
<tr>
<th>Leading partners:</th>
<th>UNWTO, ITB Berlin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target market:</td>
<td>Trade, consumers, media</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → Trade/public and media attendance  
→ Media attendance and coverage  
→ Feedback from participants and organisers |
| More info contact: | silkroad@unwto.org |

Silk Road Hour at the Golden City Gate – Cinema ITB
*Hall 7.2. ITB Cinema, 14.00-15.00 daily at ITB Berlin 2011*

UNWTO is working with the organisers of the Golden City Gate competition to include a daily ‘Silk Road Hour’ throughout ITB Berlin which will feature film and music contributions from across the Silk Road. Films will be shown on a silver screen in Hall 7 with large seating capacity. Participation in the ‘Silk Road Hour’ will be free of charge for Silk Road countries.

<table>
<thead>
<tr>
<th>Leading partners:</th>
<th>UNWTO, Golden City Gate, NTAs and ITB Berlin</th>
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<tbody>
<tr>
<td>Target market:</td>
<td>Trade, consumers, media</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → Trade/public and media attendance  
→ Media attendance and coverage  
→ Feedback from participants and organisers  
→ Promotional value through ITB networks (on-site and online) and media coverage |
| More info contact: | silkroad@unwto.org |
UNWTO Silk Road Task Force Meeting

The first meeting of the UNWTO Silk Road Task Force will bring together key representatives from Silk Road destinations, United Nations agencies, the private sector and associations to discuss and plan priorities for the UNWTO Silk Road Programme 2012-2013. Special presentations on proposed activity will be given and participants will have the opportunity to share their experience and views on the future of Silk Road tourism.

Wednesday 9 November 2011, 14.30 – 16.30 in Platinum Suite 5&6, Level 2 Press Centre
World Travel Market London – Excel Centre
Please note that this meeting is by invitation only.

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<thead>
<tr>
<th>Leading partners:</th>
<th>UNWTO, Silk Road Task Force</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target market:</td>
<td>NA</td>
</tr>
</tbody>
</table>
| Key performance indicators:| → Attendance by the Task Force
                                          → Feedback from Task Force
                                          → Implementation in Silk Road Action Plan 2012-2013 |
| More info contact:         | All details including registration: silkroad@unwto.org |

Silk Road Bloggers’ Challenge

On Wednesday 9 November 2011, bloggers from across the world will compete in the Silk Road Challenge at WTM London - a race to create the best Silk Road travel blog. Bloggers will meet the Silk Road destinations on their stands, and after gathering the most exciting stories and news, they will each develop a blog about travel on the Silk Road. The winning blog will be chosen based on its ability to capture the essence of the Silk Road, captivate readers, optimise outreach through social media and quality of content. The winner will be announced that evening at the WTM Social Travel Market.

<table>
<thead>
<tr>
<th>Leading partners:</th>
<th>UNWTO, WTM and NTAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target market:</td>
<td>Bloggers</td>
</tr>
</tbody>
</table>
| Key performance indicators:| → Media and social media coverage for Silk Road destinations
                                          → Promotional value through WTM networks (on-site and online)
                                          → Feedback from NTAs
                                          → Bloggers participation in the event |
| More info contact:         | silkroad@unwto.org           |

Wednesday 9 November 2011, ALL DAY at World Travel Market London – Excel Centre
ACTION 4
ENHANCE CAPACITY BUILDING & DESTINATION MANAGEMENT

A) Coordinate Sub-Regional Capacity Building Seminars

Establish a set of sub-regional capacity building workshops addressing SR tourism policy and governance issues, stimulating best-practice exchange of know-how between National Tourism Administrations.

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>Commencing 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO, NTAs</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>NTAs</td>
</tr>
<tr>
<td>Key performance indicators:</td>
<td>- Participation and feedback from NTAs</td>
</tr>
<tr>
<td></td>
<td>- Level of demand from NTAs</td>
</tr>
<tr>
<td></td>
<td>- Increase in dialogue and cooperation between NTAs</td>
</tr>
<tr>
<td>More info contact:</td>
<td><a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></td>
</tr>
</tbody>
</table>

B) Hold Regional TOURCOM Workshops

Promote the mainstreaming of SR branding and communications through a series of regional tourism communications workshops (TOURCOM), possibly held as a supplement to action A) of this section.

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>Commencing 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO, NTAs</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>NTAs</td>
</tr>
<tr>
<td>Key performance indicators:</td>
<td>- Participation and feedback from NTAs</td>
</tr>
<tr>
<td></td>
<td>- Level of demand from NTAs</td>
</tr>
<tr>
<td></td>
<td>- Increase in dialogue and cooperation between NTAs</td>
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<tr>
<td>More info contact:</td>
<td><a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></td>
</tr>
</tbody>
</table>

KEY

- Initiative already underway
- Initiative under review
- Initiative under construction
- Donors required

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C) Develop Silk Road Knowledge Camps (working title)

UNWTO Silk Road Programme and the UNWTO Themis Foundation, will be consulting the United Nations Educational, Scientific and Cultural Organization (UNESCO), to investigate the possibility of creating ‘Silk Road Knowledge Camps’, which will be short-term training camps providing junior tourism professionals and local communities with the opportunity to gain practical knowledge and experience in cultural heritage management. The Silk Road Knowledge camps will provide training programmes suited to the needs of individual destinations/products across the Silk Road. These Knowledge Camps will act as a platform for capacity building and development.

It is proposed that the Knowledge Camps will be developed in line with the missions of the participating UN agencies, namely:

- Contribution to the development of responsible, sustainable and universally accessible tourism (UNWTO);
- Help State Parties safeguard World Heritage properties by providing technical assistance and professional training (UNESCO);
- Promotion of quality and efficiency in tourism education and training (UNWTO Themis Foundation);
- Advancing of the UN Millennium Development Goals (all).

The strategic objectives of the Knowledge Camps will be to:

- Contribute to the protection and promotion of heritage sites within Silk Road countries and drive sustainable tourism growth;
- Provide support for Silk Road countries on heritage management in Silk Road countries by providing training for volunteers and host communities on heritage management;
- Stimulate awareness on the importance of protecting and preserving heritage sites;
- Maximise the joint expertise of UNWTO, UNWTO Themis Foundation and UNESCO through collaborative efforts and exchange of know-how.

_Pilot programme opportunities are currently being investigated. Details TBA._

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>First pilot programme under discussion for 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO, UNWTO Themis Foundation, UNESCO, NTAs</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>Host communities, young tourism professionals/volunteers</td>
</tr>
</tbody>
</table>
| Key performance indicators: |  → Feedback from NTAs and volunteers  
                               |  → Outputs/level of strategic development implemented  
                               |  → Adoption by additional destinations |
| More info contact:  | silkroad@unwto.org                            |
ACTION 5
IMPROVE TRAVEL FACILITATION

The ability of travellers to visit a number of destinations by crossing borders smoothly is inherent to success of the Silk Road’s development as a tourism concept. For many years, complicated travel formalities such as visa processes and regimented border control have impeded visitation and tourism development. A smoother and more integrated system allowing seamless travel across the Silk Road will attract more visitors, increase length of stay and generate more revenue and investment in tourism.

The diversity of political and socio-cultural regimes of the various countries, whilst strengthening the Silk Road’s tourism potential, also contributes to the complexity of visa types and procedures. Overcoming these barriers will require systematic planning, consultation and strong support and cooperation from Member States.

A) Update UNWTO Visa Facilitation Study
Commission update on the previous 2005 study addressing the issues relating to tourist visa facilitation across the Silk Road Member States, including:

- current status of imposition, processing and managing of visas, border formalities, customs regulations;
- updating and relooking at short, medium and long-term goals for visa facilitation;
- utilizing online systems and methods.

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>Late 2010- early 2011</th>
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</thead>
<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>NTAs, Silk Road stakeholders</td>
</tr>
<tr>
<td>Estimated budget required:</td>
<td>TBC</td>
</tr>
<tr>
<td>Key performance indicators:</td>
<td>→ Reviews and responses from NTAs</td>
</tr>
<tr>
<td></td>
<td>→ Engagement and commitment from NTAs on visa facilitation</td>
</tr>
<tr>
<td>More info contact:</td>
<td><a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></td>
</tr>
</tbody>
</table>

KEY

- Initiative already underway
- Initiative under construction
- Initiative under review
- Donors required
B) Administer Consultations with Ambassadors

Hold meetings with Silk Road country Ambassadors at UNWTO Headquarters in Madrid, Spain, to discuss travel facilitation issues raised by study (see Action point A of this section) and plan preparations of Regional Workshops (see Action C)

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>Commencing late 2010</th>
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</thead>
<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>NTAs</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → Participation from Ambassadors  
                         | → Resolutions reached |
| More info contact:  | silkroad@unwto.org   |

C) Coordinate Visa Facilitation Regional Workshops

To initiate the process within the timeframe of the Silk Road Action Plan 2010/2011, UNWTO plans to coordinate a series of regional workshops to bring together representatives from UNWTO, Ministries of Tourism/National Tourism Administrations and Ministries of Foreign Affairs/Ministries of Interior to address key issues including:

- Creating a multiple entry Silk Road Tourist Visa: challenges, obstacles and opportunities;
- Best practice examples used elsewhere, e.g. Schengen Visa, ASEAN, Mekong;
- Implementing a Visa Facilitation Action Plan.

<table>
<thead>
<tr>
<th>Timeframe:</th>
<th>Commencing early 2011</th>
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</thead>
<tbody>
<tr>
<td>Leading partners:</td>
<td>UNWTO, NTAs, Ministries of Foreign Affairs/Interior</td>
</tr>
<tr>
<td>Beneficiaries:</td>
<td>NTAs</td>
</tr>
</tbody>
</table>
| Key performance indicators: | → Level of interest, participation from NTAs  
                         | → Increased level of cooperation between NTAs  
                         | → Level of progression at the ministerial level |
| More info contact:  | silkroad@unwto.org   |
WE WELCOME YOUR FEEDBACK!

Contact Us:
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World Tourism Organization (UNWTO)
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Email: silkroad@unwto.org
Tel: 34 91 567 81 00
Fax: 34 91 571 37 33