



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



兴旅传媒  
SUNNY COMMUNICATIONS



## Exploratory Research on the Tourism Impact

### Of the 21st Century Maritime Silk Road



The World Tourism Organization (UNWTO) with kind support of Beijing Sunny International Communications Ltd. has officially launched the Exploratory Research on the Tourism Impact of the 21st Century Maritime Silk Road, an innovative study aimed at revitalizing ancient Maritime Silk Road routes.

The project is designed to provide evidence on the tourism impact of the 21st Century Maritime Silk Road, and to assess the potential development of Maritime Silk Road thematic routes across Asia and beyond.

#### General Information

Duration	4 months (August – November 2017)
Primary target countries	Cambodia, China, India, Indonesia, Japan, Malaysia, Myanmar, Philippines, Republic of Korea, Sri Lanka, Thailand, Viet Nam and other relevant countries
Management	Ms Robert Travers, tourism expert, with support of UNWTO Silk Road Team
Milestones of the project	Phase 1: secondary and primary sources research, which will include interviews and surveys with relevant stakeholders, and field trips to the region of South East Asia. The main objective of the field trips will be to gather profound on-the-ground information on relevant case studies and good practices to be included in the publication.  Phase 2: analysis and assessment of the main research findings and preparation of the final publication "Exploratory Research on the Tourism Impact of the 21st Century Maritime Silk Road".
Deliverables	Research; publication; presentation of the results at the major international travel fairs in 2017 – 2018 and the UNWTO Silk Road events.
Final Outcome	Publication

#### Overall Vision and Benefits

Primarily associated with inland routes, the historic Silk Road comprises an extensive network of maritime itineraries, offering exceptional experiences, heritage and culture.

As the 21st Century Maritime Silk Road, a component of the Chinese Belt and Road Initiative, is expected to play a vital role for the maritime infrastructure development through regional cooperation, it has a potential to favour the establishment of new maritime routes based on the ancient Maritime Silk Road heritage.

Thus the momentum demands a profound study on the possible implication of the maritime infrastructure development of the 21st Century Maritime Silk Road to thematic tourism, based on the Maritime Silk Road heritage.

As to the overall vision and benefits, the Exploratory Research on the Tourism Impact of the 21st Century Maritime Silk Road will:

- Draw attention towards the Maritime Silk Road heritage and its tourism potential, with special reference to South East Asia and beyond;
- Evaluate management mechanisms to be used by the UNWTO Silk Road Programme to encourage the development of the Maritime Silk Road as a thematic tourism route;
- Examine the impact and scenarios of infrastructure development and enhanced cooperation between the countries in the region;
- Provide recommendations about application of the 21st Century Maritime Silk Road to their maritime thematic routes;
- Evaluate how China's 21st Century Silk Road initiative contributes towards the development of the maritime tourism sector, and furthermore assess its impact on sustainability
- Enhance the capacities of tourism stakeholders willing to explore new markets and to engage new partners;
- Combine available tourism assets to increase visitor length of stay, regional dispersal and yield across the region.

By providing relevant information, hosting field trips and distributing this invitation to your colleagues and contacts, you will decisively contribute to the quality of the research and position your country as a best-practice example. With the research to serve as the basis for future initiatives related to the development of the Maritime Silk Road, we kindly encourage you to make the most of this one of a kind initiative. For more detailed information, please contact UNWTO Silk Road Programme at [silkroad@unwto.org](mailto:silkroad@unwto.org).