Taking a Collaborative Approach to Developing Silk Road Tourism

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China, Mongolia agree to cement comprehensive partnership

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Liu Yunshan (L), a member of the Standing Committee of the Political Bureau of the Communist Party of China (CPC) Central Committee, meets with Mongolian President Tsakhiagiin Elbegdorj in Ulan Bator, Mongolia, Oct. 1, 2016. (Xinhua/Rao Aimin)
Forbes: 'The Silk Road is one of the world’s most powerful brands, perhaps even bigger than Disney or Coca-Cola'

What Does China's Silk Road Policy Mean In Practice?

The Silk Road is one of the world's most powerful brands, perhaps even bigger than Disney or Coca-Cola. In my conversations across the region, whether speaking with a Chinese policy official or Egyptian taxi driver, simple mention of the Silk Road brings immediate recognition.

By adopting the concept to explain China's own regional ambitions, President Xi Jinping has leveraged the brand at little cost. And his early November announcement that China would fund a $40 billion Silk Road Fund rightly caught news headlines around the world.

And yet trying to decipher the implications of China's strategic ambition is less straightforward. What does it mean in practice?
The Silk Road as the top ‘touring route’ (26.5%)
A collaborative platform aimed at fostering sustainable and competitive tourism along the historic routes.

3 key areas

- Marketing and Promotion
- Destination Management and Capacity Building
- Travel Facilitation
33 Committed Member States

Albania – Armenia – Azerbaijan – Bangladesh - Bulgaria – China
Indonesia - Iran – Iraq – Israel – Italy – Japan – Kazakhstan
Kyrgyzstan - Mongolia - Pakistan – Romania - Russia - San Marino
Saudi Arabia - Spain – Syria - Tajikistan – Turkey
Turkmenistan - Ukraine - Uzbekistan
SILK ROAD PARTNERS

- Partner UN agencies
- SR Task Force
- SR Member States
- NGOs and other entities
- UNWTO Secretariat
- Educational institutions

Silk Road Tourism
1. Marketing and Promotion

Raising the Global Profile of Silk Road Tourism
Trip Advisor Travel Trends for the Silk Road

Key Findings from the 7,747 respondents

Nearly nine in 10 (87%) APAC travellers have heard of the Silk Road.

85% of APAC travellers indicate that they are aware of the Silk Road as a tourism destination.
TripAdvisor Travel Trends for the Silk Road

Key Findings from 7,747 respondents

- 72% Explore ancient Silk Road cities
- 70% Shop in local bazaars and markets
- 65% Visit UNESCO World Heritage Sites on the Silk Road
- 52% Attend local festivals and events
- 50% Visit art galleries and museums
David Baddiel on the Silk Road

2.8 billion subscribers in 220 countries

A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey
Enhancing Silk Road Interpretation and Quality Guides Training Initiative

- Develop common standards for guides on the Silk Road
- Creation of a national pool of Silk Road trainers
- Enhance overall visitor experience to Silk Road heritage sites
3. Travel Facilitation

2008: 87% required a visa prior to departure to a Silk Road destination

2013: 73% required a visa

Improving air connectivity and “open skies” policies on the Silk Road
How to get involved

- Creating more tourism intelligence on Silk Road
- Participating in the Silk Road Social Media Campaign for the International Year of Sustainable Tourism for Development 2017
- Strategic Silk Road Tour operators training
- Silk Road Heritage guides training
- Keep in touch on silkroad.unwto.org
- Keep global conversation on #silkroadtourism
The near future...

Silk Road Seminar  
#SilkRoadNOW: Sharing the Experience  
WTM London, 8 November 2016

7th Silk Road Ministers Meeting, ITB Berlin,  
7 March 2017

6th Silk Road Tour Operators forum,  
ITB Berlin, 10 March 2017

Watch! The Silk Road on the Discovery Channel & BBC4
Thank you!

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