Progress on the Silk Road and Opportunities for the Future

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Why the Silk Road?
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?
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
UNWTO Silk Road Member States
Building the new Silk Road for Tourism

- Marketing and Promotion
- Destination Management and Capacity Building
- Travel Facilitation
Marketing and Promotion
2.8 billion subscribers in 220 countries

A journey through China, Kyrgyzstan, Uzbekistan, Azerbaijan, Georgia and Turkey

6 Silk Road countries: Tajikistan, Uzbekistan, Iran, Turkey, Italy and China

UK and 152 mln subscribers in 120 territories on BBC World
Why targeting the Silk Road Traveller?

Top Experiences – Ranking

- **61%** Explore ancient Silk Road cities
- **58%** Visit UNESCO World Heritage Sites on the Silk Road
- **44%** interested to try local Silk Road gastronomy
- **39%** Attend local festivals and events
- **39%** Visit art galleries and museums
UNWTO/EU Western Silk Road Tourism Development Initiative

Exploratory Research on the Tourism Impact of the 21st Century Maritime Silk Road

UNWTO Silk Road Training and Capacity Building Programme

Silk Road Tourism Guides Training – UNWTO, UNESCO, WFTGA
UNWTO/EU Western Silk Road Tourism Development Initiative

- Research
- 2 Networking Workshops
- WSR Working Group
- WSR Tourism Academic Network
Enhancing Silk Road Interpretation and Quality Guides Training Initiative

- Implement 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
UNWTO Silk Road Training and Capacity Building Programme

16 Countries participate in 2 online modules
13 Countries participate in the onsite course
2018 Major Events and Meetings

- 8th International Meeting on Silk Road Tourism (biennial) – Thessaloniki, Greece, October 2018
- 8th Silk Road Ministers Meeting at ITB (annual)
- 7th TOs Forum at ITB (annual)
- 8th Silk Road Task Force Meeting (annual)
- 2nd Seminar for Russian Silk Road regions, Intourmarket, Moscow
- #Social Silk Road Seminar (annual), WTM London
- 1st WSR Working Group and 1st WSR Tourism Academic Network Meetings

And many more…
Join us!

Thank you!

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