Taking a Collaborative Approach to Sustainable and Competitive on the Silk Road Tourism

4th UNWTO Silk Road Ministers’ Meeting at ITB Berlin
5 March 2014 – Berlin, Germany

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Today’s presentation:
• Overview of the Silk Road Programme
• Progress in 2013
• Silk Road Action Plan 2014/2015
• Upcoming events 2014
19 countries called for: ‘...A peaceful and fruitful rebirth of these legendary routes as one of the world’s richest cultural tourism destinations...’
A framework for sustainable development, focusing on 3 key areas

- Marketing and Promotion
- Destination Management and Capacity Building
- Travel Facilitation
Progress and activities 2013
New partnerships

UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy Project

Kazakhstan  Kyrgyzstan  Tajikistan  Uzbekistan  China

Venetian Routes - VeRoTour Project
As of 28 Feb 2014, the survey was submitted by 20 countries: Albania, Armenia, Azerbaijan, Bulgaria, Croatia, Georgia, Greece, Indonesia, Iran, Iraq, Israel, Japan, Kazakhstan, Kyrgyzstan, Mongolia, Pakistan, Russia, San Marino, Tajikistan, Uzbekistan (New Survey Deadline: 14 March 2014)
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Upcoming Events 2014

At ITB Berlin:
• 3rd Silk Road Tour Operators Forum: Thursday, 11:00-13:00, Palais West Room
• VeRoTour Promotional Event, Thursday, 16:00-17:00, Palais West Room

Upcoming Silk Road Meetings:
• 4th Silk Road Task Force Meeting (6-8 July 2014, Tbilisi Georgia)
• 20th Anniversary of Silk Road Declaration Meeting (Date and Venue TBC)
Examples of Collaborative Initiatives

Featuring: China, Azerbaijan, Georgia, Kyrgyzstan, Turkmenistan, Uzbekistan, Turkey at Hall 14.2 each day at ITB
Thank you!

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