



Tourism on the Silk Road 2012/2013

Tour Operators' Forum on
the Silk Road
8 March | ITB Berlin 2012

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Today's presentation

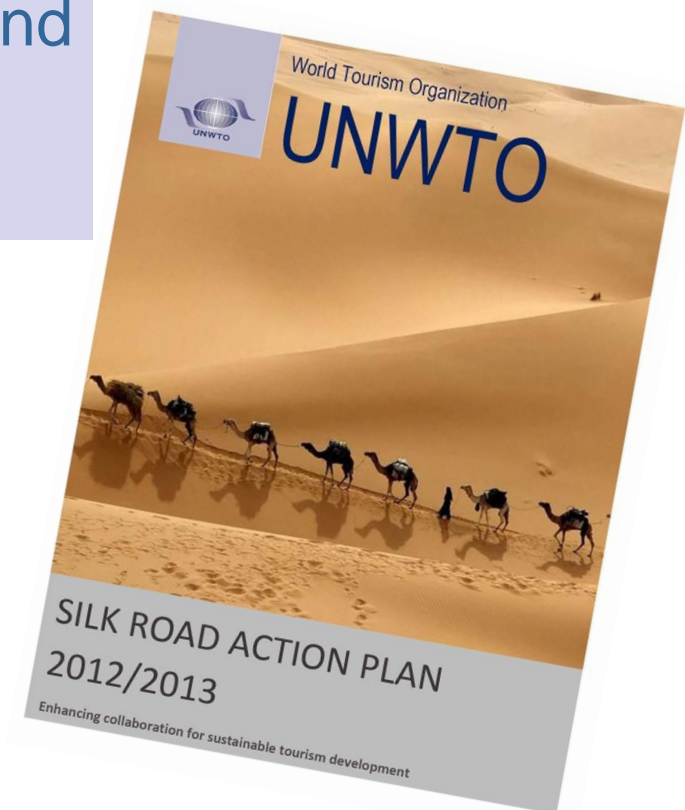
- UNWTO Silk Road Programme
- Mission and goals
- Progress 2010/2011
- Priorities and Opportunities 2012/2013
- Upcoming events – not to be missed!



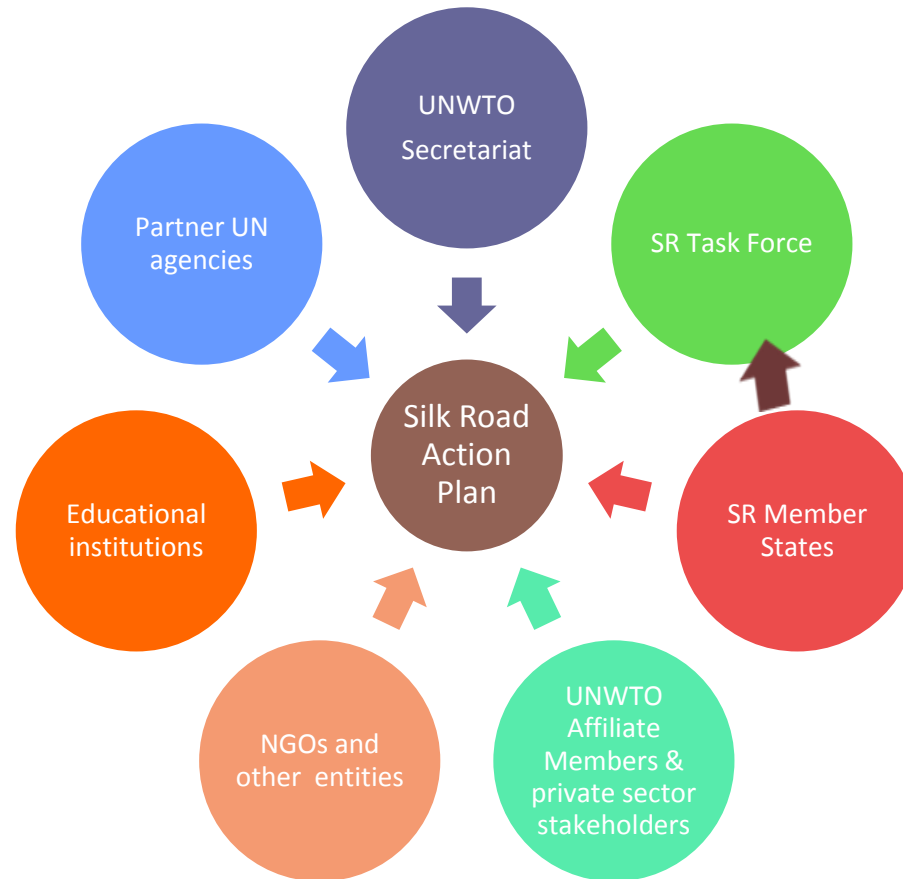
Mission & Goals

A framework for sustainable development, focusing on:

- ✓ Marketing and promotion
- ✓ Destination management and capacity building
- ✓ Travel facilitation



A collaborative initiative



Progress 2010/2011

What have we achieved so far...?

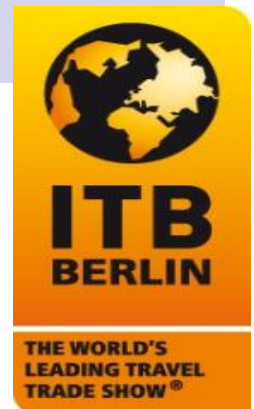
- ✓ Identified key challenges and opportunities → Silk Road Action Plan 2010/2011
- ✓ Research to understand the value of the Silk Road brand
- ✓ 28 countries now actively involved
- ✓ Trade and consumer events to raise profile of the Silk Road
- ✓ Annual gathering of Silk Road Ministers at ITB Berlin
- ✓ Established the Silk Road Task Force



The Silk Road @ ITB Berlin 2012



- Silk Road Ministers' Meeting | 7 March 2012
- VIP Walk 'Flavours of the Silk Road' | 7 March 2012
- UNWTO Tour Operators Forum on the Silk Road | 8 March 2012
- Experience the Silk Road @ the ITB Cinema daily
- Silk Road Pavilions at Hall 7.2a & 7.2b



Priorities and Opportunities 2012/2013



- Develop a fundraising framework for projects
- Global communications and marketing strategy including new Silk Road logo
- The Silk Road on 'Globetrekker' Round the World Special 2012
- UNWTO/EHL Silk Road Strategy Initiative
- Regional development & capacity building initiatives
- Develop Silk Road sustainable travel website
- Advance the agenda of travel facilitation

Major Events 2012

- EHL/UNWTO Silk Road Strategy Think Tank | 4 June 2012, EHL Lausanne, Switzerland
- UNWTO Silk Road Seminar | 21 September 2012, JATA Tokyo, Japan
- Silk Road @ WTM
 - Tour Operators Speed Networking in Cooperation with WTM | 5 November 2012, London, UK
 - 2nd Meeting of the UNWTO Silk Road Task Force | 7 November 2012, London UK
- 'Flavours of the Silk Road' International Conference on Food, Culture & Tourism | 6-7 September 2012, Baku, Azerbaijan



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Ministry of Culture and Tourism
of the Republic of Azerbaijan



Flavours of the Silk Road

INTERNATIONAL CONFERENCE ON FOOD, CULTURE & TOURISM

BAKU, Azerbaijan | 6-7 September 2012



Thank you!

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Visit us at
silkroad.unwto.org

