Tourism on the Silk Road
2012/2013
Tour Operators’ Forum on the Silk Road
8 March | ITB Berlin 2012

Alla Peressolova
Programmes Manager
Silk Road & Fairs
Today’s presentation

- UNWTO Silk Road Programme
- Mission and goals
- Progress 2010/2011
- Priorities and Opportunities 2012/2013
- Upcoming events – not to be missed!
A framework for sustainable development, focusing on:

- Marketing and promotion
- Destination management and capacity building
- Travel facilitation
A collaborative initiative

- **UNWTO Secretariat**
- **SR Task Force**
- **SR Member States**
- **UNWTO Affiliate Members & private sector stakeholders**
- **NGOs and other entities**
- **Educational institutions**
- **Partner UN agencies**

Silk Road Action Plan
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
Flavours of the Silk Road

INTERNATIONAL CONFERENCE ON FOOD, CULTURE & TOURISM

BAKU, Azerbaijan | 6-7 September 2012
Thank you!

Alla Peressolova
Programmes Manager
SILK ROAD and Fairs
aperessolova@unwto.org

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