4th UNWTO Silk Road Task Force Meeting
Tbilisi, Georgia - 7-8 July 2014
SESSION ONE:
Marketing and Promotion
Workshop on Focus Area I: Marketing and Promotion

• How can the Silk Road brand present new marketing opportunities for destinations?
• How can Silk Road countries better implement cooperative marketing opportunities with neighbouring countries and destinations?
• What are the key marketing and promotion initiatives that Silk Road Member States would like to see launched in 2014/2015?
UNWTO Silk Road industry marketing via social media: Vimeo
UNWTO Silk Road industry marketing via social media: Twitter

#Italy announces #visafacilitation measures for Chinese citizens to encourage tourism: ow.ly/y7lh8 via @eTurboNews

Decisions of the 98th Session of the #UNWTO Executive Council now available: ow.ly/y7FNG

Retweeted by UNWTO
Routes News @routesnews Jun 15
#Viewfromthetop: Taleb Rifai, Taleb Rifai, secretary-general, World Tourism Organization (UNWTO). dlvr.it/60kDJ

#Travelidonttraffic! Tourists can help fight #humantrafficking – join @UNWTO @UNODC @UNESCO & learn the basics: bearesponsibletraveller.org

6-8 July: #UNWTO & 300+ world aviation leaders to meet @ 1st #RoutesSilkRoad, Tbilisi #Georgia ow.ly/xP6yc

Download your own copy of #UNWTO’s Global Report on Shopping
UNWTO Silk Road industry marketing via social media: Twitter

UNWTO @UNWTO - 9h

#UNWTO panel @#routes share success stories on #silkroad visa facilitation

Session 1 – Visas - How do Governments influence Tourism?

Moderator: John Bell, Travel journalist and Writer
Arman Khachatryan, CEO, National Competitiveness Foundation of Armenia
Zhanat Kazykhanova, Chief Expert Tourism Industry Committee of the Ministry of Industry and New Technologies, Kazakhstan
Giorgi Sigua, Head, Georgian National Tourism Administration
Nicole Boussioti, Regional Head, Member and External Relations, IATA
UNWTO Silk Road industry marketing via social media: Facebook
UNWTO Silk Road industry marketing via social media: Linkedin

1st ever Routes Silk Road aviation event to take place in Tbilisi, Georgia 7-8 July!
Jo Devine
Technical Coordinator at UNWTO World Tourism Organization

If you haven't already visited the beautiful city of Tbilisi and you work in tourism - here's your chance! Join us at Routes Silk Road where over 300 aviation and tourism professionals will convene to enhance route development across the Silk...

Visa, visa.....
Gavin Bell
Consultant - Ecotourism and Sustainable Development at Danube Competence Centre / GIZ

Interesting BBC piece!

BACK TO THE ROOTS: GRAND TOUR STYLE Silk road revitalising cultural tourism and focusing operators @UNWTO @UNWTO_Silk_Road....
Valere Tjolle
Sustainable Tourism Editor at TravelMole

Silk road revitalising cultural tourism and focusing operators at ITB travelmole.com
Objectives for Task Force

• Work with Asia and Member States for route development
• New ideas and Silk Road visa development
• Address lack of awareness of Silk Road
• Promote Maritime Silk Road
• Destination product placement in dramas, TV to increase awareness of SR
• Become more active in SR and work with neighbours
Objectives contd.

- Cluster development to piece together SR
- Joint efforts for travel trade development
- SR as competitive brand to attract events (MICE)
- Search Engine Optimisation
- Better visibility of SR on social media
- Website development covering all aspects of SR travel, heritage, culture
Objectives contd

- Joint promotion at major travel exhibitions
- Collaboration with private sector and travel trade
- Optimise World Heritage inscription of Silk Road heritage corridors for marketing
- Train the trainers – interpreting heritage
- Enhanced stakeholder engagement
- Need for a brand story for SR to connect destinations
SESSION TWO:
DESTINATION MANAGEMENT AND CAPACITY BUILDING
Workshop on Focus Area II: Capacity Building and Destination Management

• What are the current priorities for capacity building in destinations along the Silk Road?

• How can National Tourism Administrations collaborate more effectively to foster sustainable tourism development?
Brainstorming groups

GROUP 1
Elena
Igor
Svatlana
Suzie
Gahryman

GROUP 2
Diamanti
Mejvis
Vladimir
Mahmood A
Tornike

GROUP 3
Muhammad A
Daniela
Sungae
Fatimah

GROUP 4
Ali Bagher
Kabir
Basak
Javid
Rusudan

GROUP 5
Samar
Mohammed D
Zhanat
Ali Yassen
Building the Silk Road as a Cultural Tourism Route

CHALLENGE!

1) Identify your biggest challenge or barrier to tourism development on Silk Road (not visa)

2) Propose multinational steps/strategy to overcome this challenge
Group 1

Challenge: Lack of single concept, vision of SR
Strategy: Creation of portal, tour map, model your own route along SR, refer to resources, tour operators. Sites and monuments listing of SR
United quality standards along SR
Within the framework of SR, create a structure for SR universities, to cover scientific, historic elements
Developing standards should be minimal at beginning
Group 2

Challenge:
Strategy: SR Task Force to choose a city as SR capital to change each year, to hold festival

- SR better promoted by Member States, through joint guidebooks and festivals
- SR to promote pilgrimage through Naazeriya, SR religious tourism development
- Develop joint programme for training/capacity building/best practices
- Develop WFTGA initiative in other countries
- Standards, laws for tourism (hotels, tourist guides, etc)
- Initiative to prevent trafficking of antiquities and destruction of heritage, and safeguarding of intangible heritage
- Better promotion of SR through universities
Group 3

- Challenge: promotion
- Strategy: central website of SR countries, focusing on background of SR, and links to individual countries, need for SR logo to represent vision and quality standards, one pager on tourism and one pager on tourist to be taught at elementary level,
Group 4

- Challenge: how to consider SR as a product?
- Need to work together, exchange experiences, develop a network, more frequent interactive communications, need to use SR, TF to develop network, can be internationalised on the internet, tour ops and SMEs to be involved, develop joint products and packages (for visas), taste of SR, thematic products to be development. SR Network can overcome lack of awareness, and challenges
Group 5

Challenge: lack of promotion, lack of investment, lack of cooperation between public and private, lack of standards,

Strategy: united website of SR countries, culture, heritage, association of tour ops of SR, publishing electronic book about SR, make an exhibition promoting SR countries to be hosted by a SR country annually, SR channel on TV, every country’s national plan of events to include SR
SESSION THREE:
Travel Facilitation
Workshop on Focus Area III: Travel Facilitation

• Research shows that Silk Road countries are improving their visa policies, but are they doing enough from a collaborative perspective to open up the borders for travel in the long term?

• How can Silk Road destinations engage better to enhance route development in 2014/2015?

• When will we see low cost carriers connecting the Silk Road?
WRAP UP SESSION:
Maximising engagement in the
Silk Road Action Plan 2014/2015
WRAP UP SESSION:
Individual actions

- Search Engine Optimisation for SR + travel + your destination
- Establish dedicated Silk Road pages on your official destination websites
- Build interest for youth market, segment markets
- Participate in UNWTO Silk Road activities
- Tell UNWTO your news! Visas, new marketing campaigns, news stories related to SR, etc
WRAP UP SESSION:
Collective actions

• Silk Road visa meeting and form SR visa committees
• Joint package tours development for SR
• Participation in international SR events and festivals
• Work with UNWTO on SR activities at international fairs
• Collaboration on other Cultural Routes
• Development of Maritime Silk Road
• One to one collaboration for destination marketing