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Task Force Meeting**
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RAISING AWARENESS FOR THE WESTERN SILK ROAD: *THE CASE OF GREECE*

George Tziallas
Secretary General for
Tourism Policy and
Development

mailto:
tziallas_g@mintour.gr



INTRODUCTION

- 2017: the **International Year of Sustainable Tourism for Development**.
- **acknowledges**: the significance of international tourism in promoting mutual understanding and intercultural dialogue.
- various nations are better acquainted with the invaluable cultural heritage of **different cultures** and their intrinsic values.
- This is the **transformative power of tourism**.



THE SILK ROAD: a privileged cultural route

- **12,000 kilometers of ancient routes**
- **33 countries**
- **3 continents**
- **one common theme: silk production and silk trade**



THE SILK ROAD: a privileged cultural route

- A precious tool for the development of **cultural tourism**.
- It suggests a predefined visit to monuments of cultural and natural heritage.
- It creates **direct linkages, between local craftsmen and artisans on the one hand, and local tourism professionals on the other hand.**



THE WESTERN SILK ROAD PROJECT

Aims at revitalizing natural and cultural heritage in Europe, from the Caspian Sea, around the Black Sea and along parts of the Mediterranean basin.



WHY GREECE?

- ❖ **Crossroads** between the East and the West.
- ❖ **Wealth of cultural assets** which are connected with the Silk Road.
- ❖ Monuments of an historical period of **more than 2.500 years.**
- ❖ **Unexplored** cultural heritage sites.
- ❖ **Large variety** of museums of traditional art and handicrafts.
- ❖ 18 properties inscribed on the **World Heritage List of UNESCO.**
- ❖ UNESCO has recognized the **Mediterranean diet:** not a mere list of food products, but rather a culture of social, traditional and agricultural practices.



GREECE



Silk Road Map of Greece

Administrative boundaries

- International boundary
- Decentralized Region boundary
- Regional Unit boundary
- National capital
- Capital of Region

Core Network

- Expressway
- Road
- Railway network
- Major airport
- Major port
- Railway border crossing

Regions

- Eastern Macedonia & Thrace
- Central Macedonia
- Western Macedonia
- Epirus
- Thessaly
- Central Greece
- Attica
- Western Greece
- Peloponnese
- North Aegean
- Ionian Islands
- South Aegean
- Crete

Silk Road Route

- Silk Road Branded Sites
- Main Silk Road Nodes
- Alternative Silk Road Nodes

Aristotle University of Thessaloniki
Department of Economics

Scientific responsible: *Kostopoulou S.*
Map designed by: *Sofianou E.*
Data provided by: *Kyriakou D., Malisiova S., Toufengopoulou A., Xanthopoulou V.*

Main nodes with direct historical and cultural links to Silk Road

1. Soufli: Silk history - Current Silk industry in Greece
2. Nigrita: Silk industry
3. Goumenissa: 'CHRISSALIS'
4. Thessaloniki: Silk mills - Protected monuments
5. Chalkidiki: Silk worm tradition
6. Edessa: Second silk industry of Greece in the past
7. Pindus: Silk weaving
8. Ioannina: Silk weaving and trade
9. Corfu (Kerkyra): Silkworm and Silk transit centre
10. Agia: Silkworms - Silk production
11. Volos: Silk industry
12. Thebes: Silk workshops - Silk trade
13. Athens: Hellenic Silk Industry - Metaxourgio district
14. Evvoia: Sericulture
15. Corinth: Major silk producer
16. Patras - Greater Achaia (Moreas): Silk production - Mulberries
17. Kalamata: 1st motor processing silk factory-silk industry
18. Messinia: Sericulture - Silk process
19. Andros: Basic silk production unit - Node on silk trade route
20. Chios: Silk production - Trade - Mulberries
21. Cos: Silk manufacture
22. Rhodes: Main trade node - Silk production
23. Crete (whole island): Tradition in Silk production - Exports - Main transit node

Background: www.mapsland.com



THE FIRST WESTERN SILK ROAD WORKSHOP

- **Co-organized** by UNWTO, the Ministry of Tourism of Greece and the Region of Eastern Macedonia and Thrace.
- **Where?** In Greece, in the city of Alexandroupolis.
- **When?** On 26 and 27 April.

Greece is committed to the development of local communities alongside the Silk Road.

Thank you for your attention!



MINISTRY OF TOURISM
SECRETARY GENERAL FOR TOURISM POLICY
AND DEVELOPMENT

mailto:

tziallas_g@mintour.gr



www.visitgreece.gr