



## 2<sup>nd</sup> Intertational Western Silk Road Workshop

### “Valencia and the development of the Silk Road”

Bulgaria 27-28 June 2017



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## OBJECTIVES AND PHASES OF THE PROJECT

### OBJECTIVES

- Develop a strategy aimed at the creation of a tourist offer based on the silk tradition and the heritage resources, through different actions of research, creation of routes or itineraries, diffusion and promotion.
- **Collaborative governance**

### PHASES OF THE PROJECT

#### 1ª.- Identification of agents

Identification of resources linked to silk.

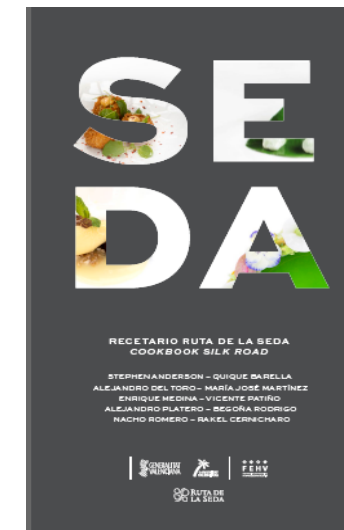
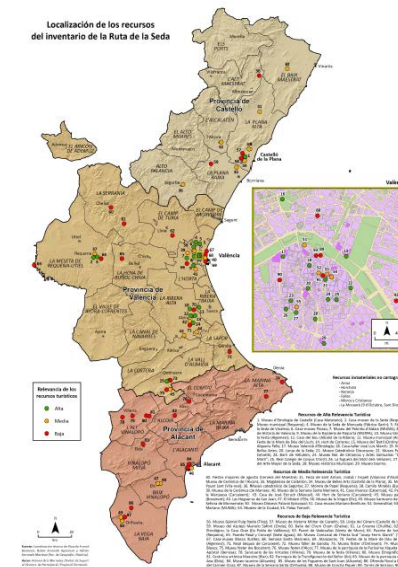
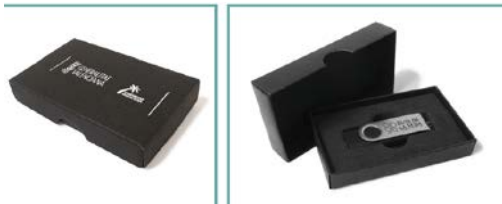
Basically institutional and cultural character.

#### 2ª.- Implementation of a tourism strategy: Implication of the sector.

- Local population
- Tourists

## LINES OF ACTION – 1st Fase of the Project

- ✓ Corporate image of the project
- ✓ Research and dissemination of cultural resources: Inventory (100 resources identified), International congress, training for local guides, cycle of conferences..
- ✓ Tourist information material: Brochures, a Guide of Silk legacy in Valencia, Publication for children, video documentary
- ✓ Agreement with the UNESCO Center Valencia
- ✓ Other activities:
  - ✓ Music, Festivals, Gastronomy, Fashion, Handicrafts, Education



## 2nd PHASE OF THE PROJECT