



EURAC Research
Bozen/Bolzano, 31 May 2018

The Silk Road: Unlocking the Tourism potential through collaboration



Alla Peressolova
aperessolova@gmail.com

...why
tourism &
travel...?

1.323 mln+7%
travellers



2017



10%
GDP



(Direct, indirect and induced)

1/10 JOBS



(Direct, indirect and induced)

US\$
1.4 TRILLION
IN EXPORTS



7%
OF WORLD'S
EXPORTS

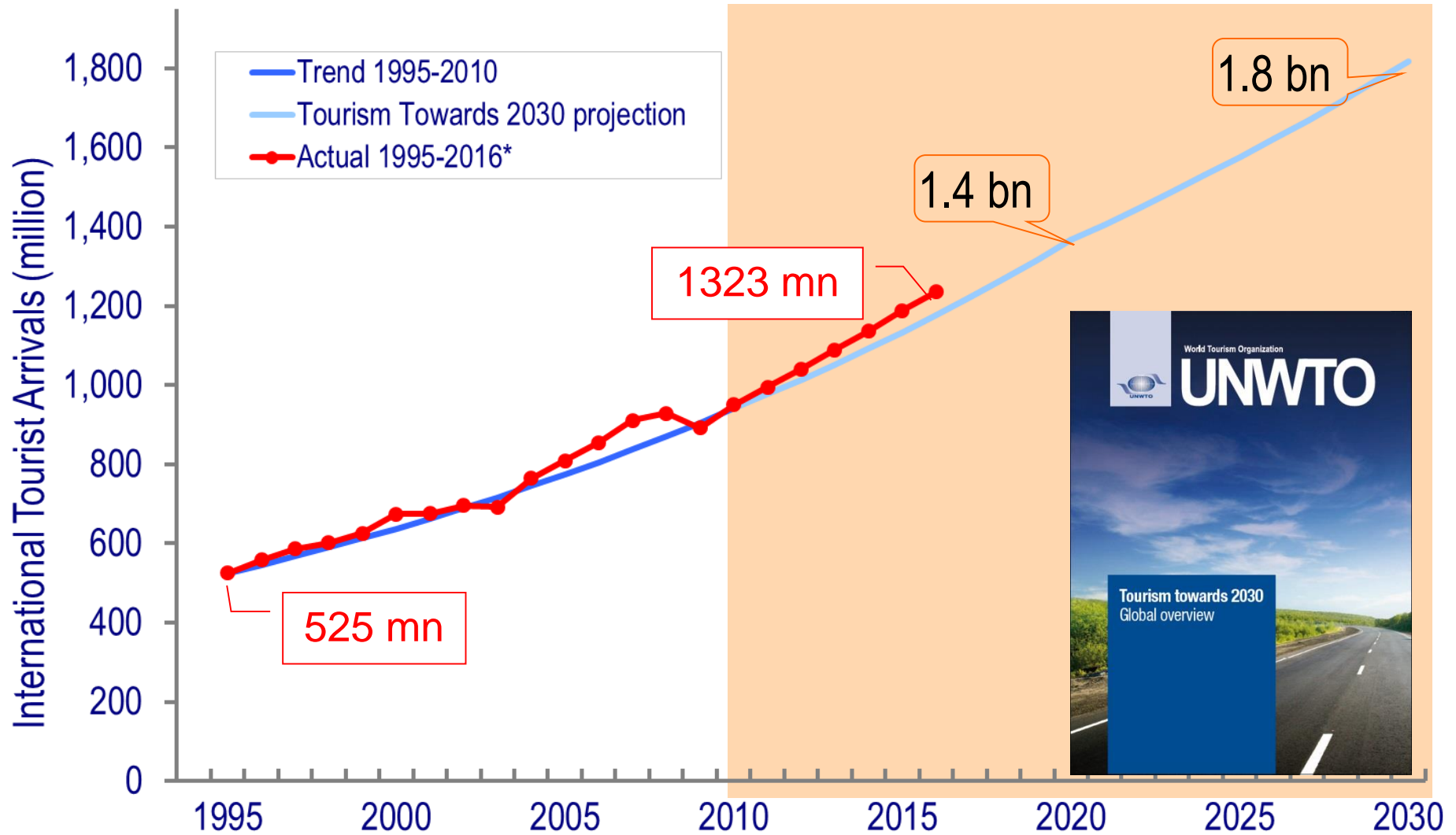


30%
OF SERVICES
EXPORTS



WHY TOURISM MATTERS

Tourism Towards 2030



Source: World Tourism Organization (UNWTO)



ZHANG QIAN



ALEXANDER THE GREAT



MARCO POLO

‘...the most **important route** in the history of mankind...’



“一带一路”国际合作高峰论坛

BELT AND ROAD FORUM FOR INTERNATIONAL COOPERATION

2017年5月14-15日 中国·北京

14-15 MAY 2017 BEIJING, CHINA



Forbes: 'The Silk Road is one of the world's most powerful brands, perhaps even bigger than Disney or Coca-Cola'

Forbes / Forbes Asia

JUN 15, 2015 @ 03:04 AM 6,794 VIEWS

What Does China's Silk Road Policy Mean In Practice?



**Ben
Simpfordorfer**
CONTRIBUTOR

I write about business in Asia.

[FOLLOW ON FORBES \(9\)](#)

The Silk Road is one of the world's most powerful brands, perhaps even bigger than Disney or Coca-Cola

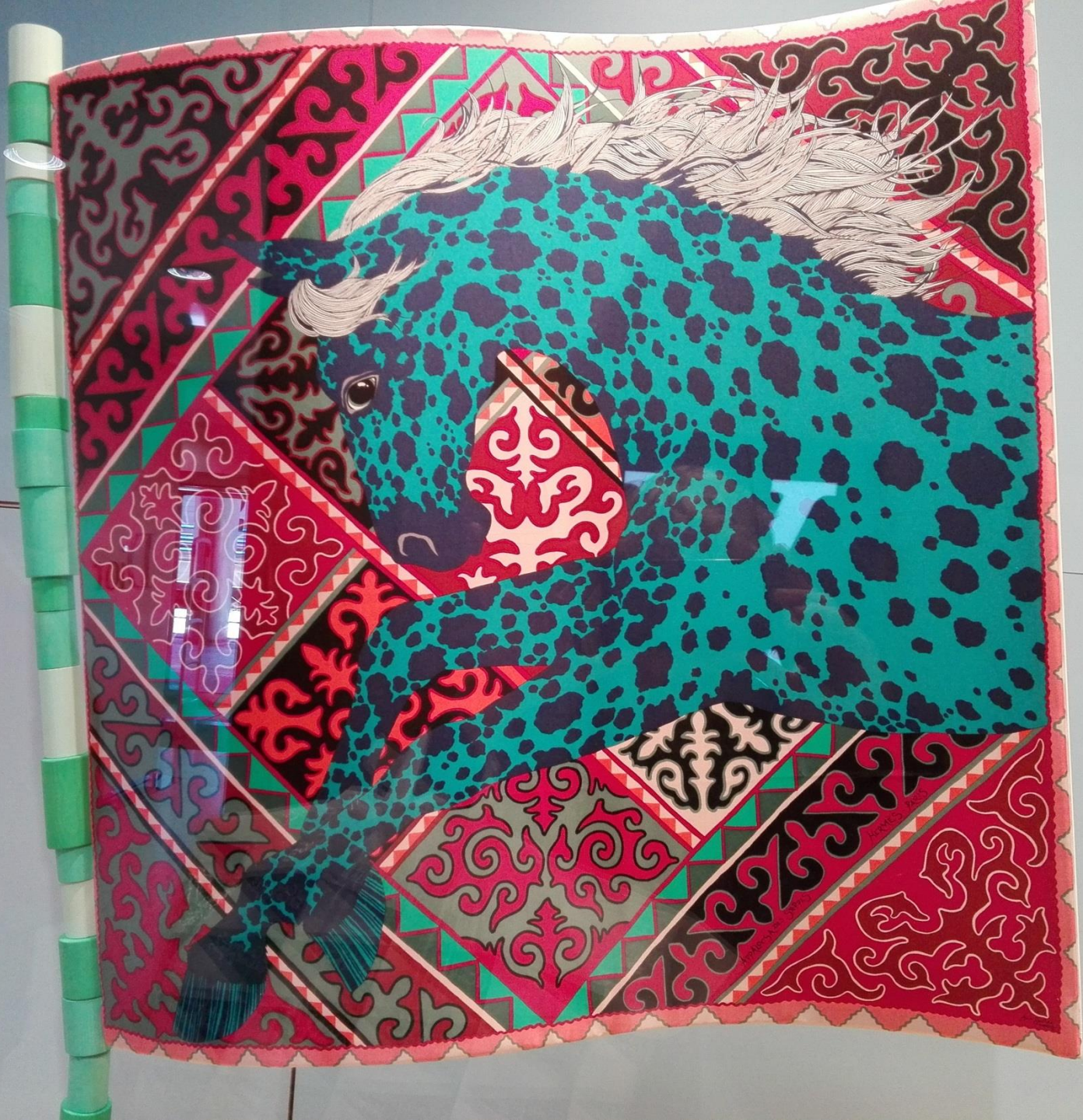
KO -0.41% . In my conversations across the region, whether speaking with a Chinese policy official or Egyptian taxi driver, simple mention of the Silk Road brings immediate recognition.

By adopting the concept to explain China's own regional ambitions, President [Xi Jinping](#) has leveraged the brand at little cost. And his early November announcement that China would fund a \$40 billion Silk Road Fund rightly caught news headlines around the world.

And yet trying to decipher the implications of China's strategic ambition is less straightforward. What does it mean in practice?



ENCIAGA



...tourism & the
Silk Road...

The Silk Road as the top 'touring route' (26,5%)



The Silk and Spice Routes

Silk Routes	Other trade and connecting routes
Spice Routes	Great Wall of China
Eurasian Steppe Route	Incense Road



1994 Samarkand Declaration on Silk Road Tourism



19 countries called for: ‘...A peaceful and fruitful rebirth of these legendary routes as one of the **world’s richest cultural tourism destinations...**’

UNWTO Silk Road Programme: 2010 - 2017

Silk Road Vision guiding the work of the programme:

The Silk Road will be an internationally renowned, seamless travel experience

- The Silk Road will be an established brand, supported by extensive cooperative marketing campaigns
- High quality infrastructure will facilitate smooth travel across international borders

The tourism sector will be prosperous across all Silk Road destinations, stimulating ongoing investment

- Governments will value and support the tourism sector and gain significant return for their investment
- The Silk Road will offer high quality tourism infrastructure
- Tourism will generate significant direct and indirect employment

Silk Road stakeholders will work closely together for mutual benefit

- Strong co-operation between Silk Road countries
- Profitable partnerships between public and private sectors
- Increased visitor length of stay and yield across all regions

Tourism will drive improved cultural and environmental management

- Advanced cultural management systems in place
- Environmental sustainability will underpin every aspect of tourism development

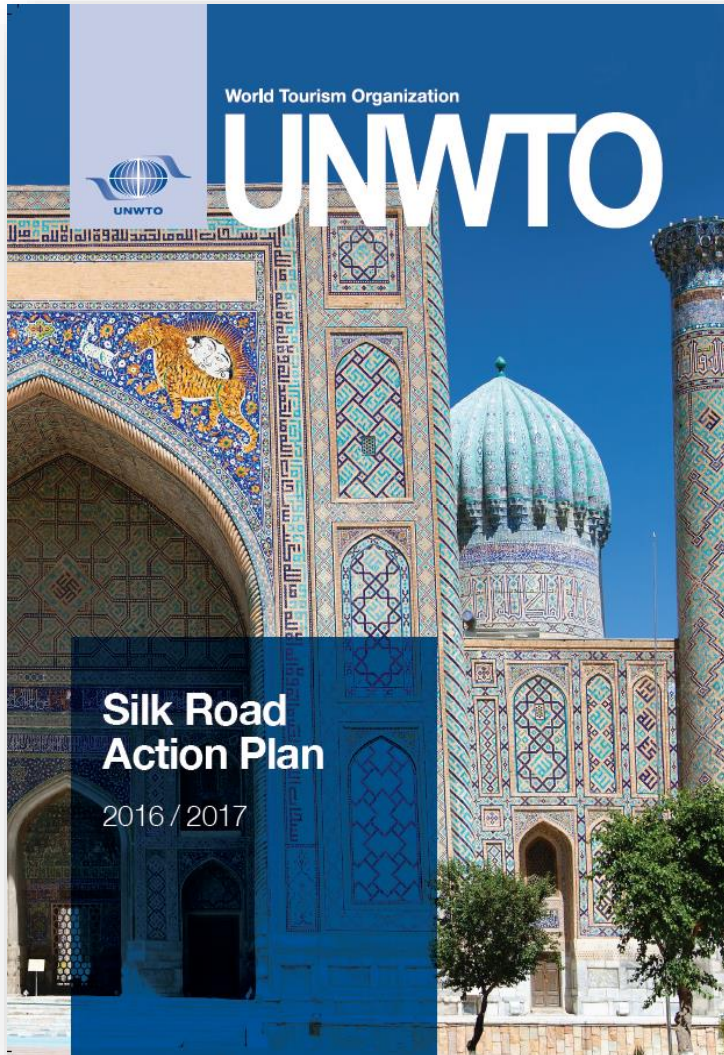
Silk Road tourism will act as a vehicle for fostering peace and cultural understanding

- Promotion of cultural pluralism and intercultural dialogue
- Intercultural cooperation as a key instrument to strengthen social cohesion, solidarity and peace

Positive results obtained:

- **34 countries participating in the programme**
- **Strong public-private partnerships established**
- **Increased awareness of the Silk Road as a travel brand**
- **Tourism diversification, joint research, joint capacity building, tourism intelligence, etc.**

Building the new Silk Road for Tourism



A collaborative platform aimed at fostering sustainable and competitive tourism along the historic routes.

3 key areas:

- **Marketing and Promotion**
 - **Destination Management and Capacity Building**
 - **Travel Facilitation**
- + New: SR Tourism Intelligence**

34 Committed Member States



Albania – Armenia – Azerbaijan – Bangladesh – Bulgaria – China – Croatia
– DPR Korea – Rep. Korea – Egypt – Georgia – Greece – Indonesia – Iran
– Iraq – Israel – Italy – Japan – Kazakhstan – Kyrgyzstan – Malaysia –
Mongolia – Pakistan – Romania – Russia – San Marino – Saudi Arabia –
Spain – Syria – Tajikistan – Turkey – Turkmenistan – Ukraine – Uzbekistan

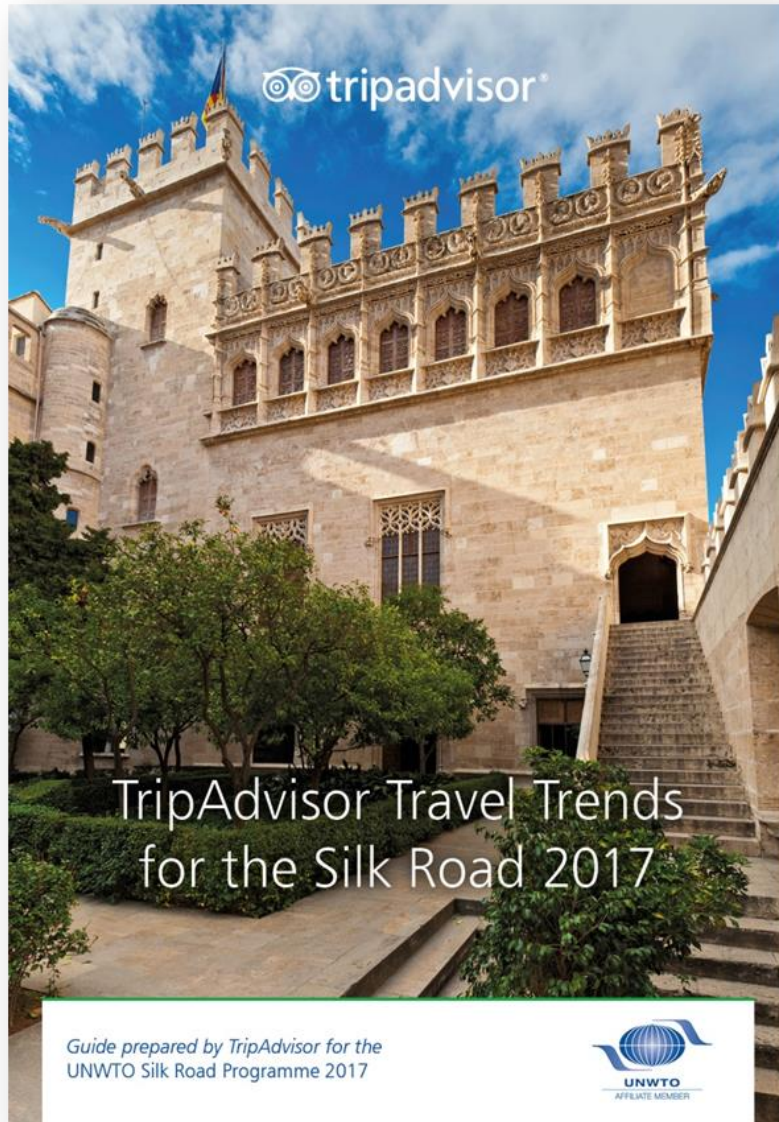


Western SR

Classic SR



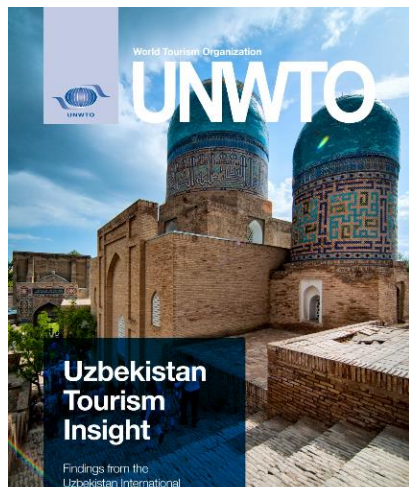
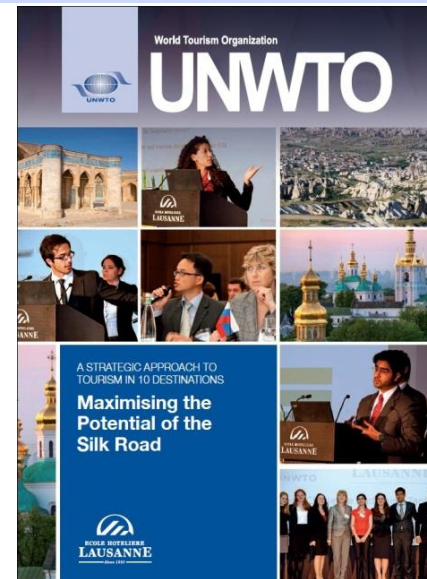
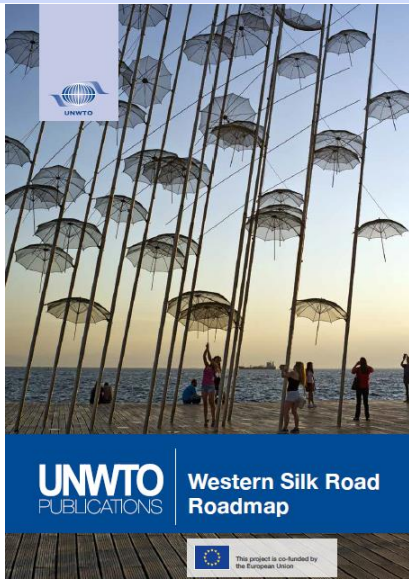
Why targeting the Silk Road Traveller?



Top Experiences – Ranking

-  **61%** Explore ancient Silk Road cities
-  **58%** Visit UNESCO World Heritage Sites on the Silk Road
-  **44%** interested to try local Silk Road gastronomy
-  **39%** Attend local festivals and events
-  **39%** Visit art galleries and museums

Silk Road knowledge and intelligence through research and focused transnational and destination based projects



**UNWTO/EU Western
Silk Road Tourism
Development Initiative**

**Exploratory Research on
the Tourism Impact of the
21st Century Maritime
Silk Road**



**UNWTO Silk Road
Training and Capacity
Building Programme**

**Silk Road Tourism
Guides Training –
UNWTO/UNESCO/
WFTGA**



THE WESTERN SILK ROAD TOURISM DEVELOPMENT INITIATIVE



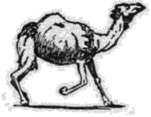
Project is co-financed by the Competitiveness and Innovation Framework Programme of the European Union

Objectives

- Bring economic benefits to the local communities
- Take advantage of the special market of the Silk Road Traveller
- Diversify the tourism offer of destinations
- Offer unique experiences to the travellers
- Celebrate the invaluable shared Silk Road heritage through tourism

More on: <http://silkroad.unwto.org>

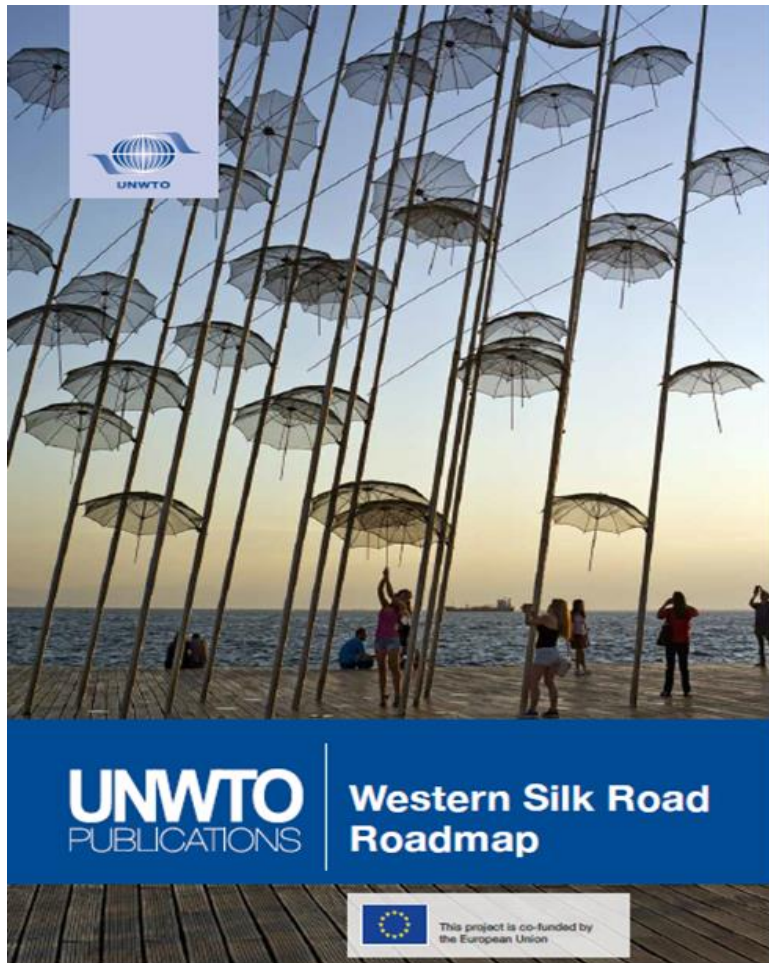




UNWTO/EU Western Silk Road Tourism Development Initiative



Western Silk Road Roadmap: way ahead



- Provides overview of what has been achieved
- Lays forth a common tourism development plan

Main challenges:

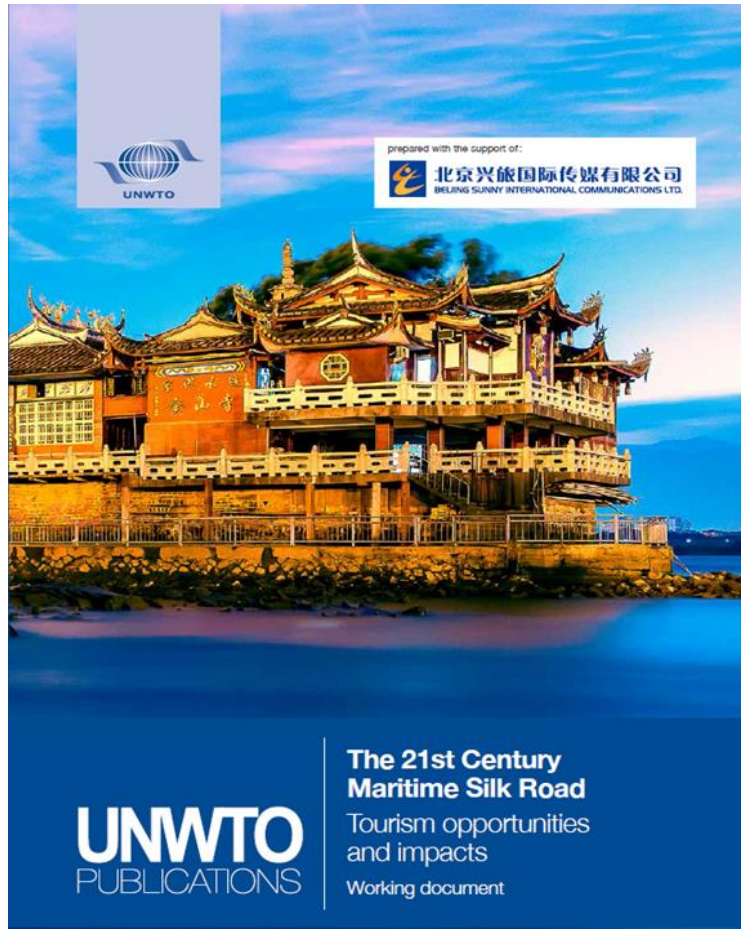
- Lack of awareness about the WSR heritage
- Lack of research focused on WSR heritage
- Coordinated stakeholder approach toward common initiatives

Western Silk Road Tourism Academic Network



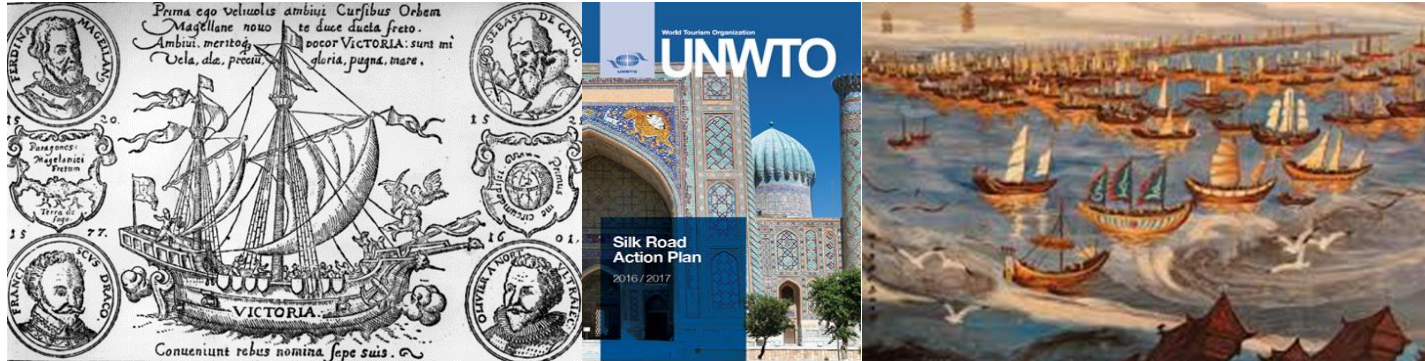
- Offspring of the UNWTO/EU Western Silk Road Tourism Development Initiative
- Close collaboration with Academia
- Establishment of the “European Interdisciplinary Silk Road Tourism Centre” on 29 August 2017 at Aristotle University of Thessaloniki (AUTH)

21ST CENTURY MARITIME SILK ROAD

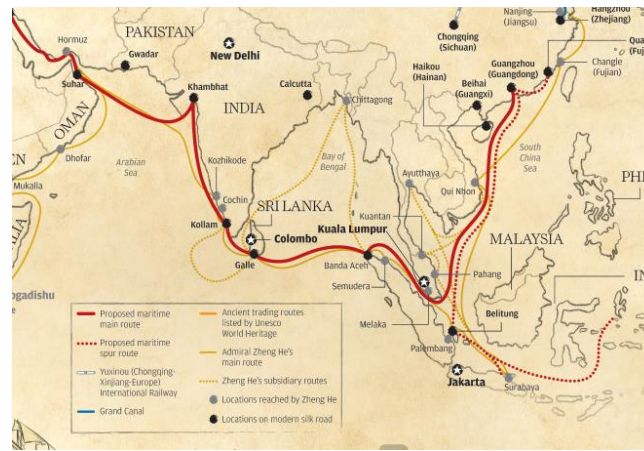


- With support of CNTA and Beijing Sunny International LTD
- LAUNCHED AT 8TH UNWTO Silk Road Ministers Meeting, March 2018, to be released soon
- Why is Maritime Silk Road important?
- Global framework: Belt and Road Initiative
- Key research findings from a product development perspective
 - Product development opportunities
 - Challenges
 - Key indicators

Belt and Road: An evolving picture



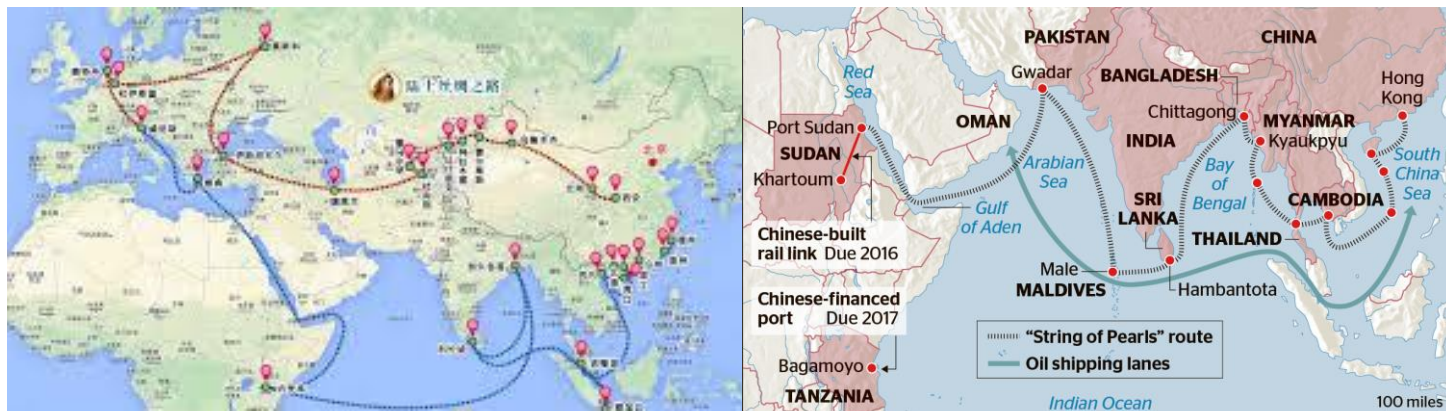
- Originally launched in 2013 and focussed mostly on Asia
- Progressed to two global trajectories:
 1. The Silk Road Economic Belt
 2. The 21st Century Maritime Silk Road
- Both trajectories are closely linked, and evolving
- Visions and Actions document 2015 (five priorities)
- Vision for Maritime Cooperation under the Belt and Road Initiative 2017



Belt and Road: An evolving picture

- “We should enhance cooperation in and expand the scale of tourism; hold tourism promotion weeks and publicity months in each other's countries;
- jointly create competitive international tourist routes and products with Silk Road features; and make it more convenient to apply for tourist visa in countries along the Belt and Road.
- We should push forward cooperation on the 21st Century Maritime Silk Road cruise tourism program.
- We should carry out sports exchanges and support countries along the Belt and Road in their bid for hosting major international sports events.”

National Development and Reform Commission, China (2015)



Belt and Road: An evolving picture

- Other countries also investing in maritime route development



Investments will complement each other and present great opportunities for tourism

Heritage tourism

Route development

Cruise tourism

MICE

Sports tourism,
marine activities

Private sector opportunities

Some areas of opportunity

- Accommodation
- Cruise
- Land-based services
- MICE
- Selling the Maritime Silk Road

Product development examples: Heritage

Guangdong Maritime Silk Road Museum, China
The Galeón Museum, Manila, Philippines

A promotional graphic for The Galeón Museum. It features a large, stylized keyhole shape in the center, with a bright sunburst effect emanating from the top. The word "DISCOVER" is written in large, white, serif capital letters across the middle of the keyhole. Below the keyhole, the text "YOUR KEY TO A WORLD OF IMAGINATION" is written in smaller, white, sans-serif capital letters. In the top right corner, the logo for "THE Galeón" is displayed, featuring a stylized 'G' and the text "Manila - Acapulco GALEÓN MUSEUM". At the bottom, the website "www.thegaleon.ph" and social media icons for Facebook, Twitter, and Instagram are shown, along with the handle "TheGaleonPH".

THE *Galeón*
Manila - Acapulco
GALEÓN
MUSEUM

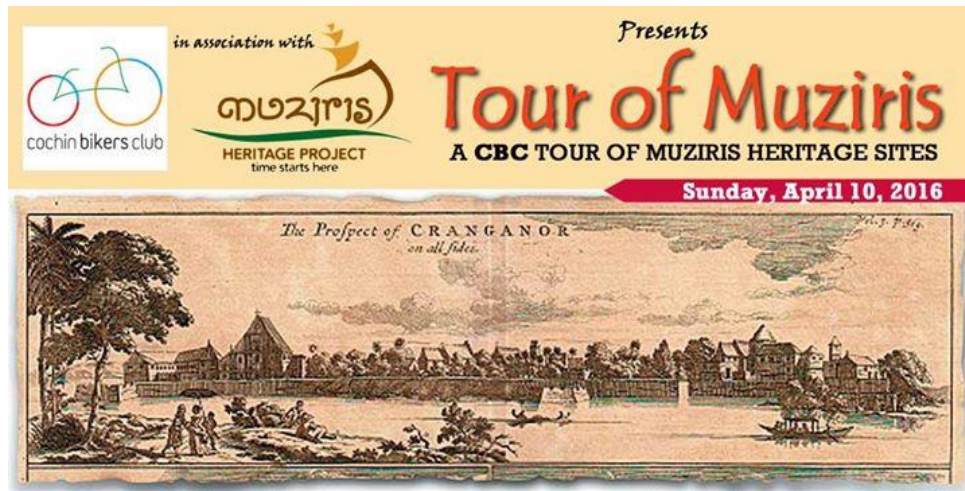
DISCOVER

YOUR KEY TO A WORLD OF IMAGINATION

www.thegaleon.ph TheGaleonPH

Product development examples: Heritage

Muziris Heritage Project, Kerala, India
National Maritime Museum, Galle, Sri Lanka



Product development examples: Touring Routes

Zheng He Trail, Indonesia



Product development examples: Opportunities for Routes

Aim: implementation of a trans-national thematic cultural route of the Republic of Venice, also known as the Serenissima



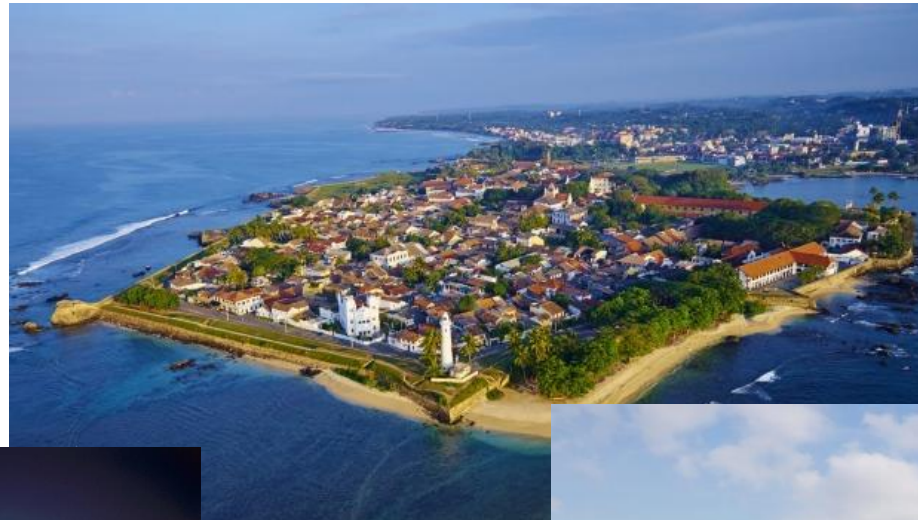
VENETIAN ROUTES:
ENHANCING A EUROPEAN
SHARED MULTICULTURAL
SUSTAINABLE TOURISM

verotour



MICE opportunities

- **Port convention and exhibition centres (e.g. Tianjin, China)**
- **Linking in with heritage sites (e.g. Galle, Sri Lanka)**
- **Water-based activities (e.g. dinner cruise, Tokyo Bay, Japan)**



Product development examples: Sports tourism



Jakarta – Old Batavia



Palembang - Srivijaya



Accommodation opportunities

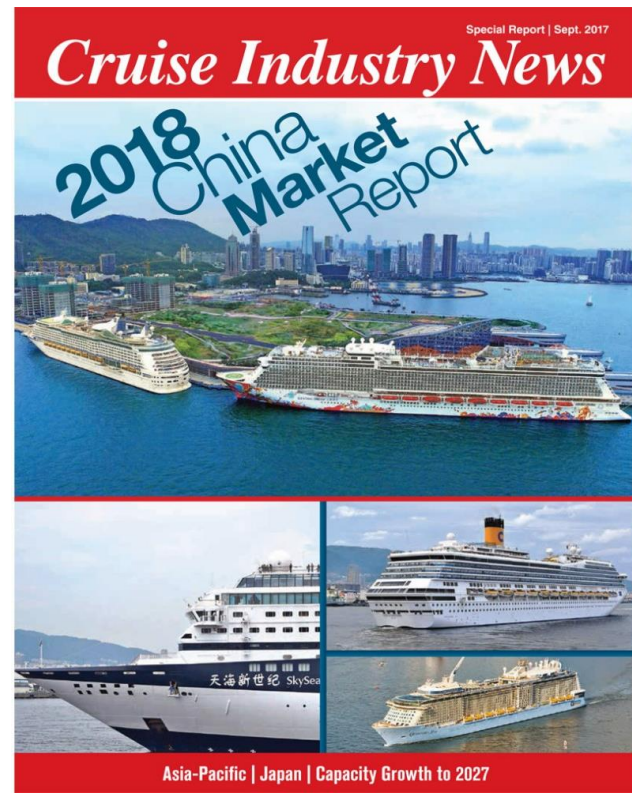
Boutique accommodation
Singapore warehouse




THE
WAREHOUSE
HOTEL

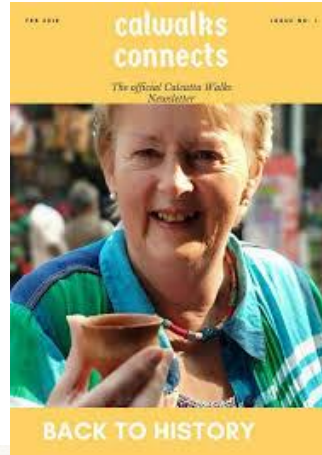
Product development examples: Cruise tourism

- Growth of China, South East Asia cruises
- New cruise terminals, larger ships and deep water berths
- Ships designed for the Chinese market
- Boutique cruises around Maritime Silk Route countries
- Ground handling for cruises
- Activities for cruise excursions



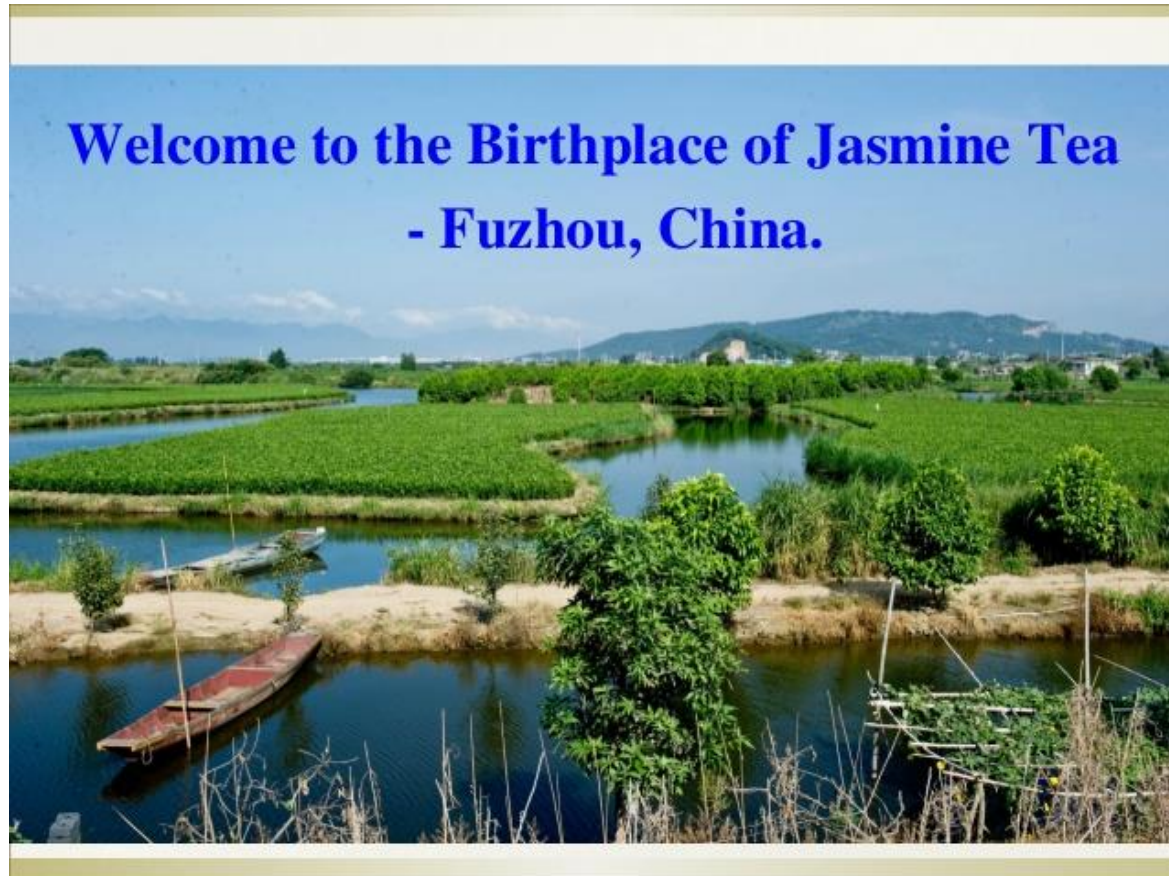
Other private sector opportunities

- **Food tourism related to the Maritime Silk Road**
- **Living cultural tourism**
- **Walking trails, discovery trails, etc.**



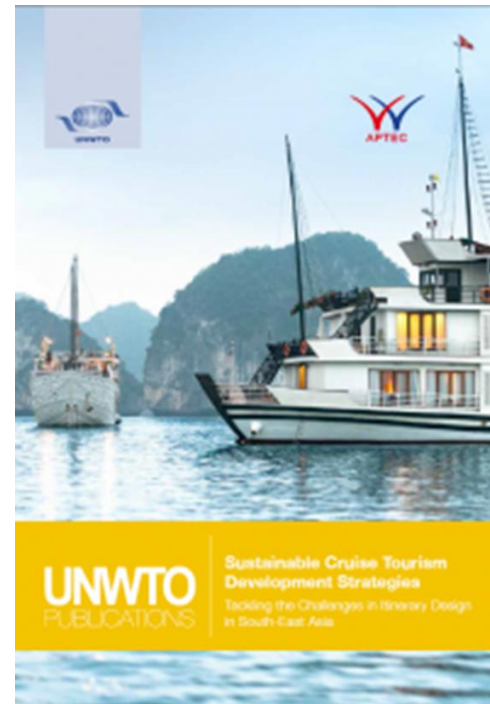
Other private sector opportunities

- **Endless opportunities for stories and experiences for both marketing and development**



CHALLENGES

- Maritime Silk Road not yet well known
- Managing cruise tourism
- Managing and conserving historic sites
- Overall destination management in and near ports
- Selling the Maritime Silk Road



IMPACTS

Impacts need to be considered in **economic, socio-cultural** and **environmental** terms

- Every Asian country has recorded increases in international tourist arrivals between 2010 and 2017
- The leading five receiving destinations were mainland China; Thailand; Malaysia; Hong Kong, China; and Japan.
- The leading source markets for Asian countries were other Asian (usually neighbouring) countries. The most striking performance in recent years has been the growth of the Chinese outbound market.
- Cruise ship calls at Asian ports rose 46% in 2016, and had an average annual increase between 2013 and 2016 of over 22%.
- The cruise industry created 10.9 million passenger destination days to Asia, compared with 7 million in 2015.

Socio-cultural & environmental impacts

- Ports tend to be robust destinations with long histories of socio-cultural interaction.
- Large cruise ships can present **destination management** challenges, particularly for heritage sites: Investment in **visitor management and conservation** needed.
- Large infrastructure developments inevitably have **environmental impacts** which require careful management.
- Initiatives like **the Belt and Road Green Development Partnership** have a role to play

Actions needed to realise opportunities

- Research: Tourism potential, historical and contemporary linkage opportunities.
- Marketing: Facilitating member countries and the business sector to cooperate in joint marketing initiatives.
- Destination management, greening development and capacity building: Sharing best practice.
- Impact: Sharing ways of measuring and managing the economic, socio-cultural and environmental impacts of tourism on maritime tourism destinations.
- Building partnership between Maritime Silk Road destinations.

Examples of areas that might be researched

- More detailed research into specific area or product (i.e. EU MSR ports, SR Tourism potential, historical and contemporary linkage opportunities for Ionic and Adriatic regions, Mediterranean cruises, creative industries, etc.)
- Investment opportunities related to tourism on the Maritime Silk Road
- Levels of awareness or customer satisfaction or concern relating to MSR products
- Benchmarking tourism development impacts, standards and systems between ports and tourism destinations



HELLENIC REPUBLIC
MINISTRY OF TOURISM



VERY
MACEDONIA
REGION OF CENTRAL MACEDONIA
GREECE

8th UNWTO International Meeting on Silk Road Tourism

October 9-12, 2018
Thessaloniki, Greece

**SAVE
THE
DATE!**

Thank you!



Alla Peressolova
aperessolova@gmail.com