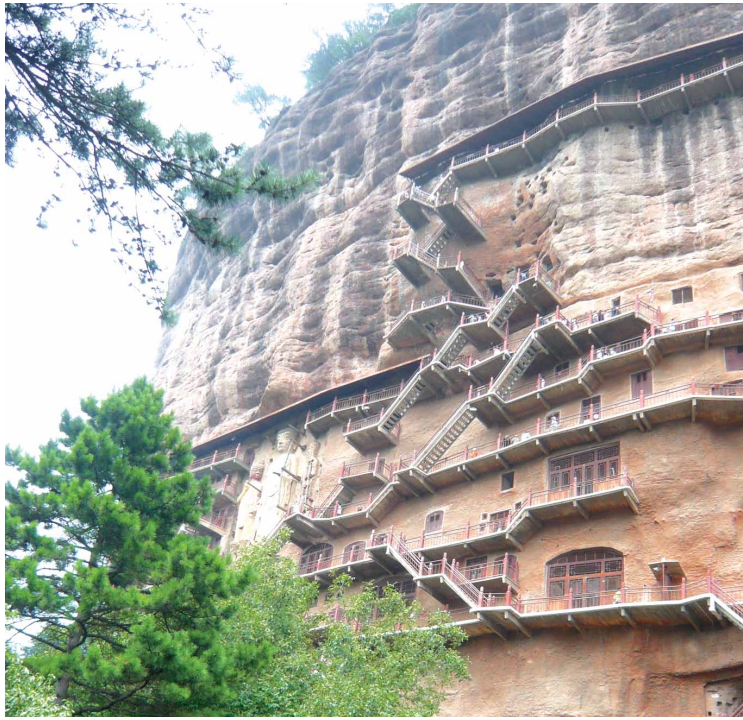


ROADMAP FOR DEVELOPMENT

Heritage Conservation & Tourism: Promoting sustainable growth along the Silk Roads Heritage Corridors





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Objectives

This Roadmap lays the foundation for developing a comprehensive and sustainable Silk Roads Heritage Corridors Tourism Strategy. It focuses on two heritage corridors crossing five countries: China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, which form the basis of a serial nomination that will be considered for inscription to the UNESCO World Heritage List in 2014. The strategy addresses the overarching principles of sustainable growth, community development, heritage management and conservation.

Specifically, the Roadmap is designed to:

- Set priority projects for developing tourism and safeguarding heritage across the Corridors
- Guarantee a balanced approach between site-conservation and site-promotion
- Identify strategic opportunities for economic growth and job creation
- Outline the different components of the project while demonstrating their inter-dependence
- Promote maximum engagement from all relevant stakeholders
- Provide a step-by-step picture of how this wide-ranging project will be implemented

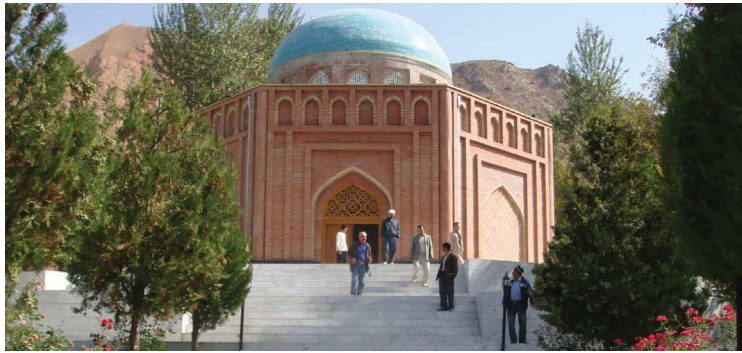
The Roadmap in 3 Phases

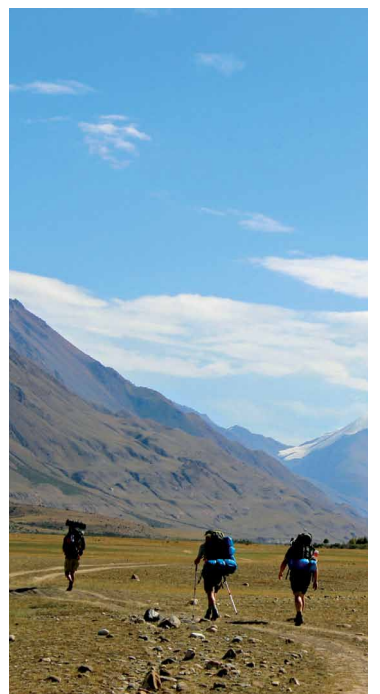
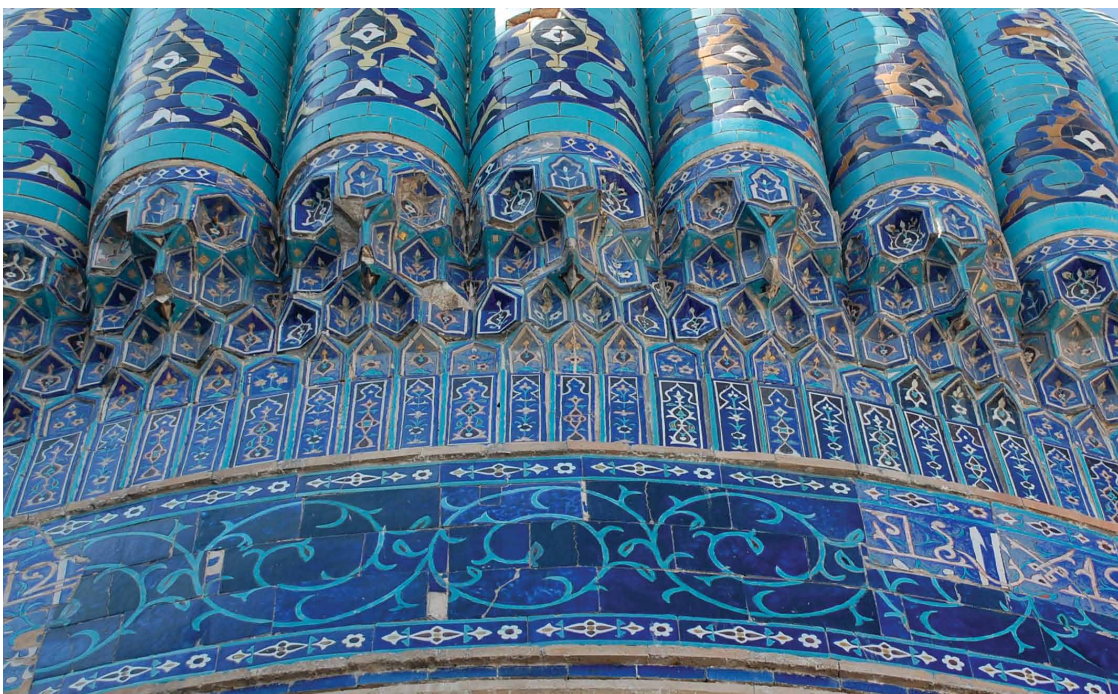


PHASE I:

SITUATION ANALYSIS & NEEDS ASSESSMENT

1. **Perform an audit of heritage sites included in the Serial Nominations** including an analysis of strategic positioning, visitor management, interpretation, accessibility, environment and sustainability
2. **Conduct a market analysis and collect data** on international and domestic arrivals, identification of key source markets, seasonality trends, level/scope of destination/brand awareness and quality assurance
3. **Carry out an inventory of infrastructure and services** along the Heritage Corridors to assess connectivity between sites, quality of roads, public transportation, accommodation, product, tourist services and border crossings
4. **Investigate government policies and legal instruments** to evaluate openness for investment, sustainability approaches, visa policies, long-term tourism plans and development strategies
5. **Analyse stakeholder engagement** to assess involvement of the private sector, local community, destination management organizations, NGOs and municipal associations
6. **Identify information gaps and evaluate opportunities for marketing and promotion** at all levels: site, destination, national and regional





PHASE II: PROJECT DEVELOPMENT & PRIORITIZATION

Projects will be developed in line with the recommendations and findings of Phase I: Situation Analysis and Needs Assessment.

1. **Develop tourism and visitor management guidelines** for World Heritage properties on the Heritage Corridors to provide a consistently high quality visitor experience, covering all areas of management including a Silk Road handbook for tourist guides
2. **Establish official travel routes** for the Heritage Corridors that improve connectivity and accessibility, encourage the development of specific tourism products and services, spread the dispersal of tourists and encourage increased length of stay and yield
3. **Design a marketing, branding and promotions strategy** to establish an attractive and professional brand for the Heritage Corridors and provide comprehensive information for visitors via online and communication mediums
4. **Set a visa facilitation plan** that provides steps for governments to take to facilitate travel across the Corridors, minimising barriers and unnecessary bureaucracy
5. **Recommend a framework for governance** that defines the collaborative role of all National Tourism Administrations in promoting foreign and local investment, enhancing sustainability, engaging stakeholders and providing industry training plans and capacity building in local communities

PHASE III: IMPLEMENTATION, MONITORING & EVALUATION

1. **Three stages of implementation:** immediate/short-term actions (for quick wins), mid-term actions (reliant on funding) and long-term actions based on overall objectives
2. **A monitoring system** will be put in place to measure the progress of each project in terms of its Key Performance Indicators
3. **Evaluation** will be an ongoing part of the process, to analyse efficiency and make improvements

EXPECTED OUTCOMES

- High quality visitor experiences to some of the world's most outstanding cultural and natural heritage
- Targeted policy guidelines that strengthen conservation of the heritage assets and provide incentives for the sustainable development of tourism
- Increased awareness on the Silk Road Heritage Corridors destinations through professional and consistent interpretation, presentation and branding
- Improved visa processes to allow the smooth flow of tourists between destinations
- Increased economic growth, job creation and professional development across the destinations
- Enhanced international cooperation and engagement of stakeholders across all levels

UNWTO and UNESCO welcomes interested stakeholders to identify areas of engagement for targeted support of this important project.

About this Roadmap

This Roadmap was developed based on the decisions of the UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy Workshop held in Almaty, Kazakhstan on 7–8 October, 2013, supported by the Ministry of Industry and New Technologies of the Republic of Kazakhstan and the UNESCO/Netherlands Funds-in-Trust.



Ministry of Industrial and
New Technologies of the
Republic of Kazakhstan
TOURISM INDUSTRY
COMMITTEE



Ministry of Education, Culture and
Science of the Netherlands

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