

# Silk Road and Multi Destination Tourism Corridor



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Roads



Silk Roads  
and Tourism  
Corridors in  
Turkey



New Silk  
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European  
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«Cultural  
Routes  
Experience»

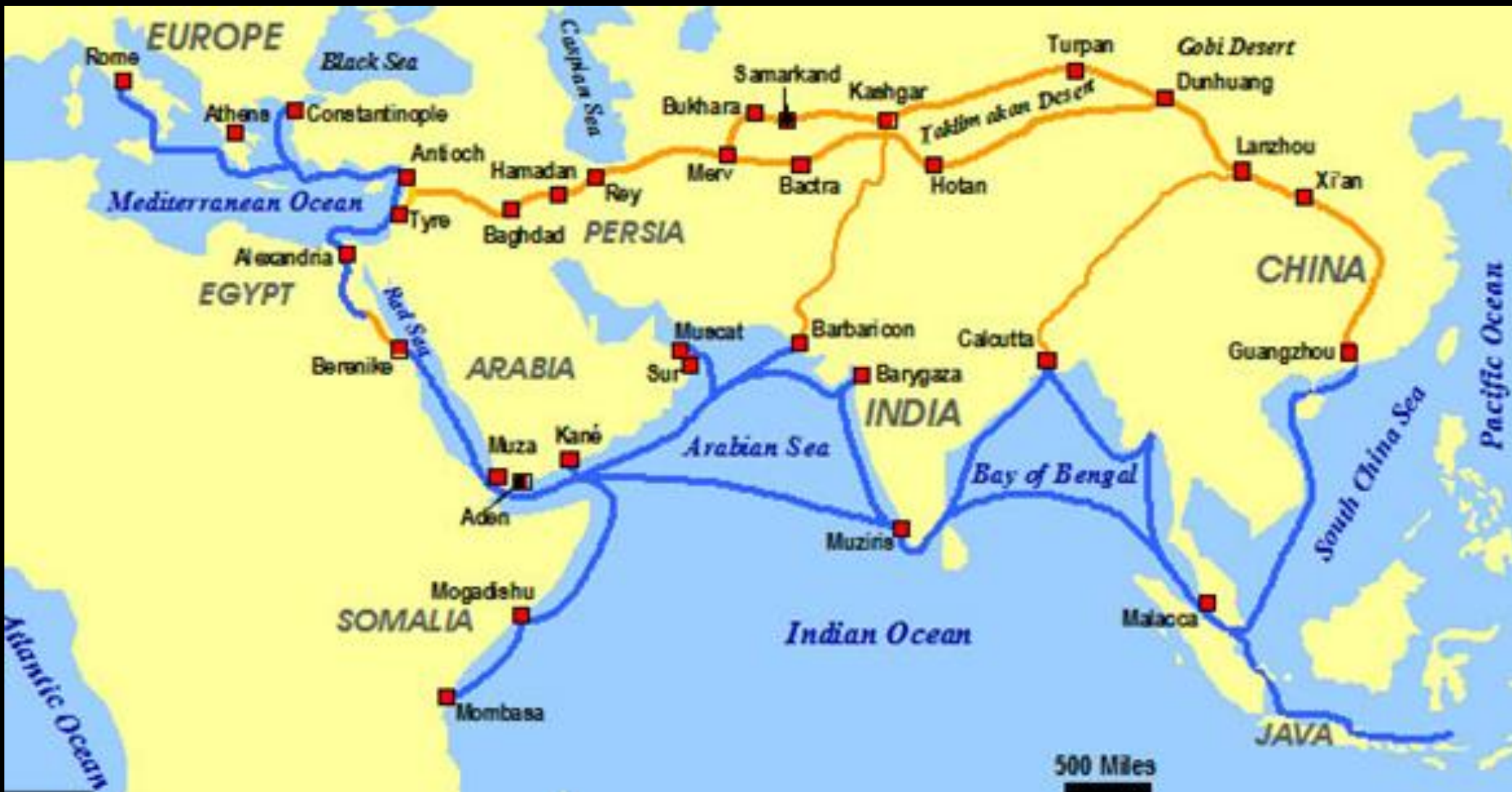


Last Words

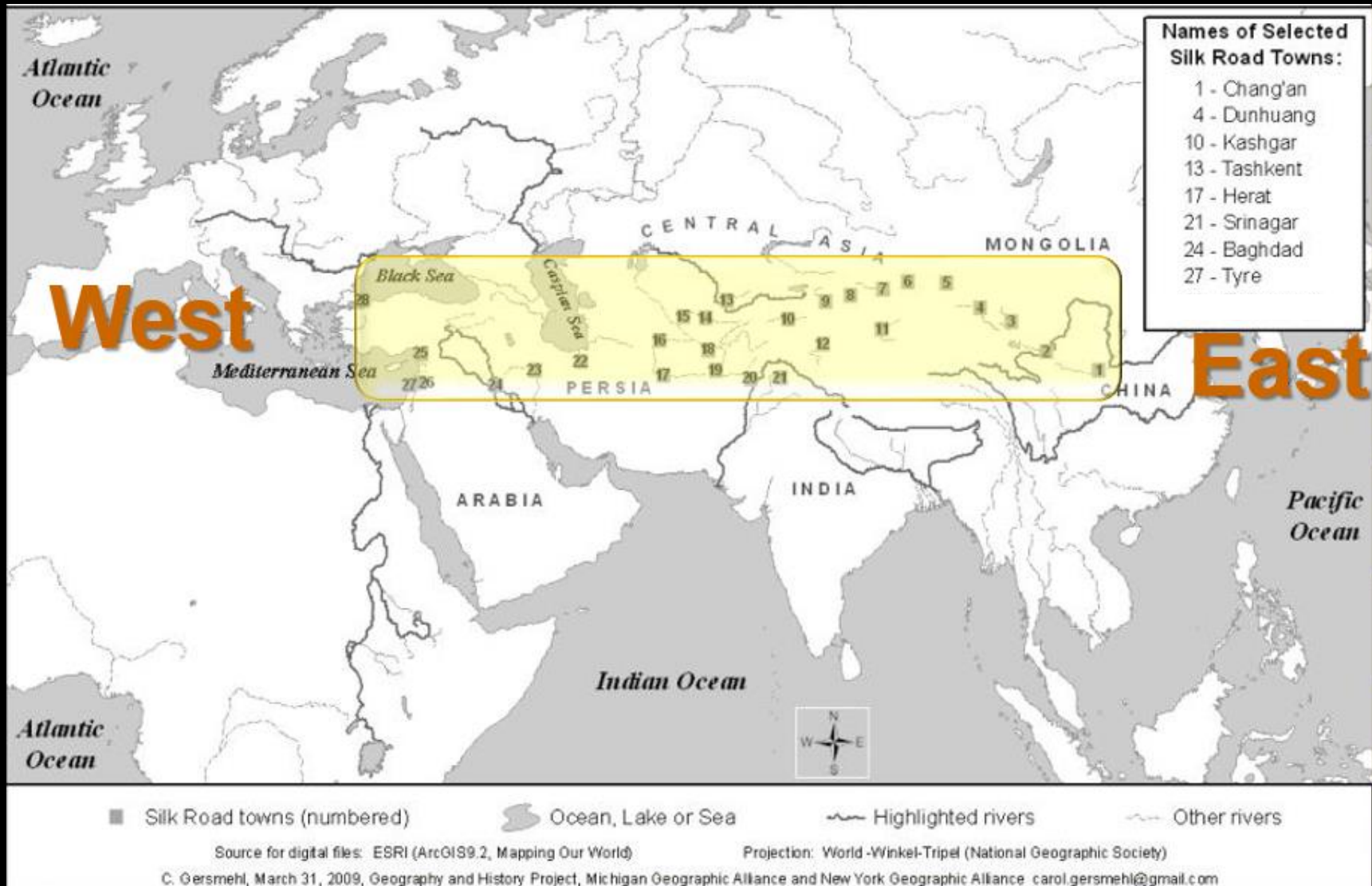
I.

# Historic Silk Roads

# Historic Silk Roads



# Silk Road Cities



## The Silk Road: Linking Europe and Asia Through Trade



The Silk Road is the most well-known trading route of ancient civilization. It connected the Yellow River Valley to the Mediterranean Sea.



Cross-cultural contacts between different peoples of the ancient world are thus of great importance to subsequent human history



Most significant trade networks were established.



They resulted in unparalleled levels of cultural exchange



## The Silk Road: Linking Europe and Asia Through Trade



Silk road was one of the first attempts of globalization in terms of trade and cultural exchange.



Key Factors: security and long-distance trade



Facilitated the spread of religious traditions beyond their original homelands.



Facilitated the transmission of disease.

## **on the Silk Road**



**Merchants, Monks, Bandits and  
Soldiers**



**Silk cloth, Glass, Spices, Heavenly  
horses, Ivory, Cotton cloth**



**Buddhism, Islam**



**Bactrian and Dromedary Camel**



**Oasis, Steps, Deserts and Cities**



II.

## Silk Roads and Tourism Corridors in Turkey

## Silkroads in Anatolia







# Tourism Corridors in the Strategy

- 1. OLIVE CORRIDOR**
- 2. WINTER TOURISM CORRIDOR**
- 3. BELIEF AND GURU CORRIDOR**
- 4. SILK ROAD CORRIDOR**
- 5. WEST BLACKSEA COASTAL CORRIDOR**
- 6. PLATEAU TOURISM CORRIDOR**
- 7. THRACE CULTURE CORRIDOR**

III.

## The New Silk Road



# New Silk Roads

**New Silk Roads** | China is assembling new trade routes, binding other regions closer to it





## New Silk ROAD

***“One Belt, One Road”***

THE PROJECT IS LOCATED IN MORE THAN **80 COUNTRIES**.

**New Silk Roads Plan: A GIANT INFRASTRUCTURE PROJECT INITIATED BY CHINA IN 2013.**

**THE WORLD'S LARGEST** PLATFORM FOR REGIONAL COLLABORATION.

OBOR WILL INTERACT WITH ECONOMIES OF **40% OF WORLD GDP** AND MORE THAN **50% OF THE WORLD'S POPULATION**

**CORE: TRANSPORTATION** (Airway, Maritime, Railway, Highway)

**TOURISM TRAFFIC**

**ENERGY** (Gas Pipelines, Power Plants)

## IV.

# European Council «Cultural Routes Experience»

## CULTURAL ROUTES of the Council of Europe *European values through space and time*



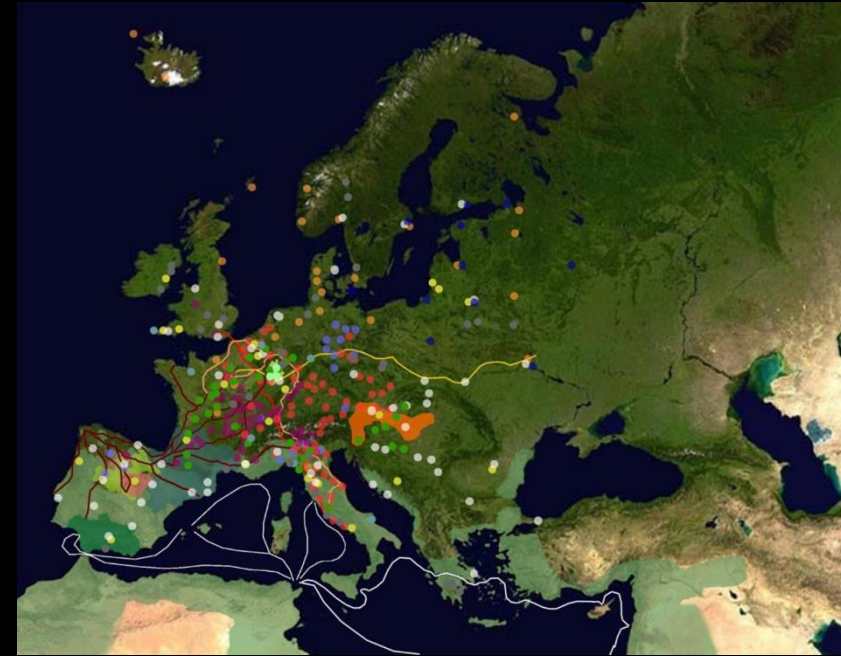
# CULTURAL ROUTES of the Council of Europe

*European values through space and time*



# 38 cultural routes

- The Santiago de Compostela Pilgrim Routes (1987)
- European Mozart Ways (2002)
- The Pyrenean Iron Route (2004),
- **The European Route of Jewish Heritage (2004)**
- **The Routes of the Olive Tree (2005),**
- .The European Cemeteries Route (2010),
- Prehistoric Rock Art Trails (2010),
- **European Route of Historical Thermal Towns (2010),**
- .The European Route of Ceramics (2012)
- The Roman Emperors and Danube Wine Route (2015),
- **European Route of Industrial Heritage (2019)**
- **Iron Curtain Trail (2019)**





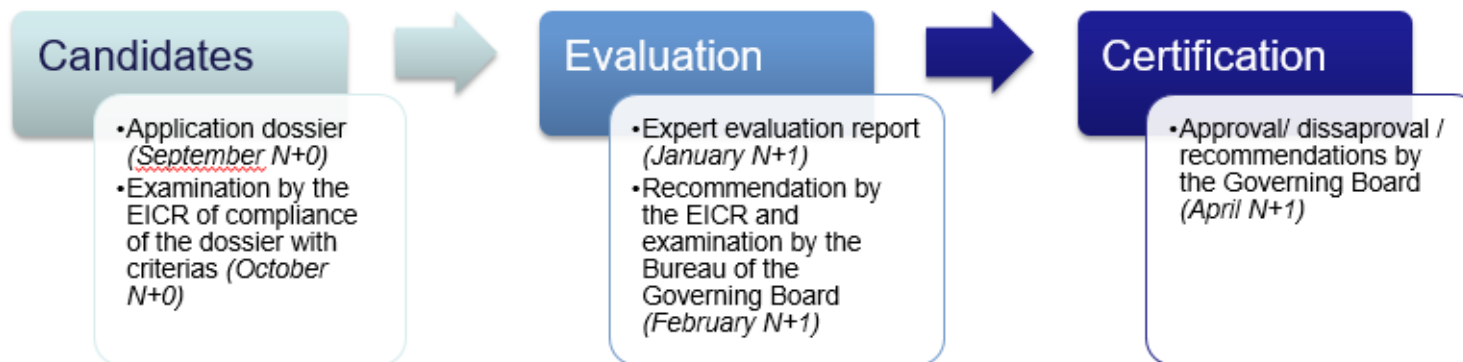
## CULTURAL ROUTES of the Council of Europe *European values through space and time*

### Criteria for Cultural Routes certification Committee of Ministers Resolution (2013) 67

## Cultural Routes certification cycle

Resolution CM/RES(2013)66

<u>Criteria</u>	Fields of action	
European theme	Research	Interpretation   Narrative function
European network (3+ countries)	European citizenship   Young people	Contemporary cultural and artistic practice
	Creation of new economies	Sustainable tourism and development



**CULTURAL ROUTES of the Council of Europe**  
*European values through space and time*

**CoE Enlarged Agreement on Cultural Routes  
(EPA)**

**TASKS**

- Awards "Council of Europe Cultural Route" certification
- Provides advice and expert assistance **to Certified Cultural Routes** for **development, implementation, evaluation and promotion of the cultural routes**; Provides advice to **Candidate cultural routes**

**STAKEHOLDERS**

- Ministries of Culture and Tourism
- Enlarged Membership (Mediterranean)
- Observers and International Organizations
- Local and regional authorities

**MAIN ACTIVITIES**

- Cultural Routes certification
- Training Academy
- Annual Forum



**CULTURAL ROUTES of the Council of Europe**  
*European values through space and time*

The Enlarged Partial Agreement on Cultural Routes (EPA)

## European Institute of Cultural Routes

EPA Headquarter and Council of Europe Technical Agency for the  
implementation of the Cultural Route programme, with the support of the  
Grand Duchy of Luxembourg



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES

### Missions

Advising, Monitoring, Evaluation

Training, Promotion, Visibility

University Network

V.

Last Words

## **What are the benefits of tourism corridors?**



**Transportation**



**Infrastructure development**



**Trade and investment**



**Energy and natural resources**



**Financial Security**

## **What shall we gain with these corridors?**



**Inclusiveness-Peace**



**Tourism**



**Trade**



**Mutual trust**



**Mutual learning**

## **What should we do?**



**New Roads- New Connections**



**New Institutions**



**New Webs**

There exists an invisible way  
from heart to another heart  
It goes from spirit to another spirit  
It's a secret road

***Neşet Ertaş***



What a good to dent everyday from a place,  
What a nice to perch everyday to a place,  
do not dim, do not freeze,  
What a nice to flow.  
Dear has gone with yesterday.  
A lot of words about yesterday,  
Now, must say new things.

***Mevlana***



**Thank you**  
**for your kind attention**

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