



MODERN SILK ROAD JOINT TOUR PACKAGE: AN INNOVATIVE PROJECT TO EMPOWER SILK ROAD TOURISM



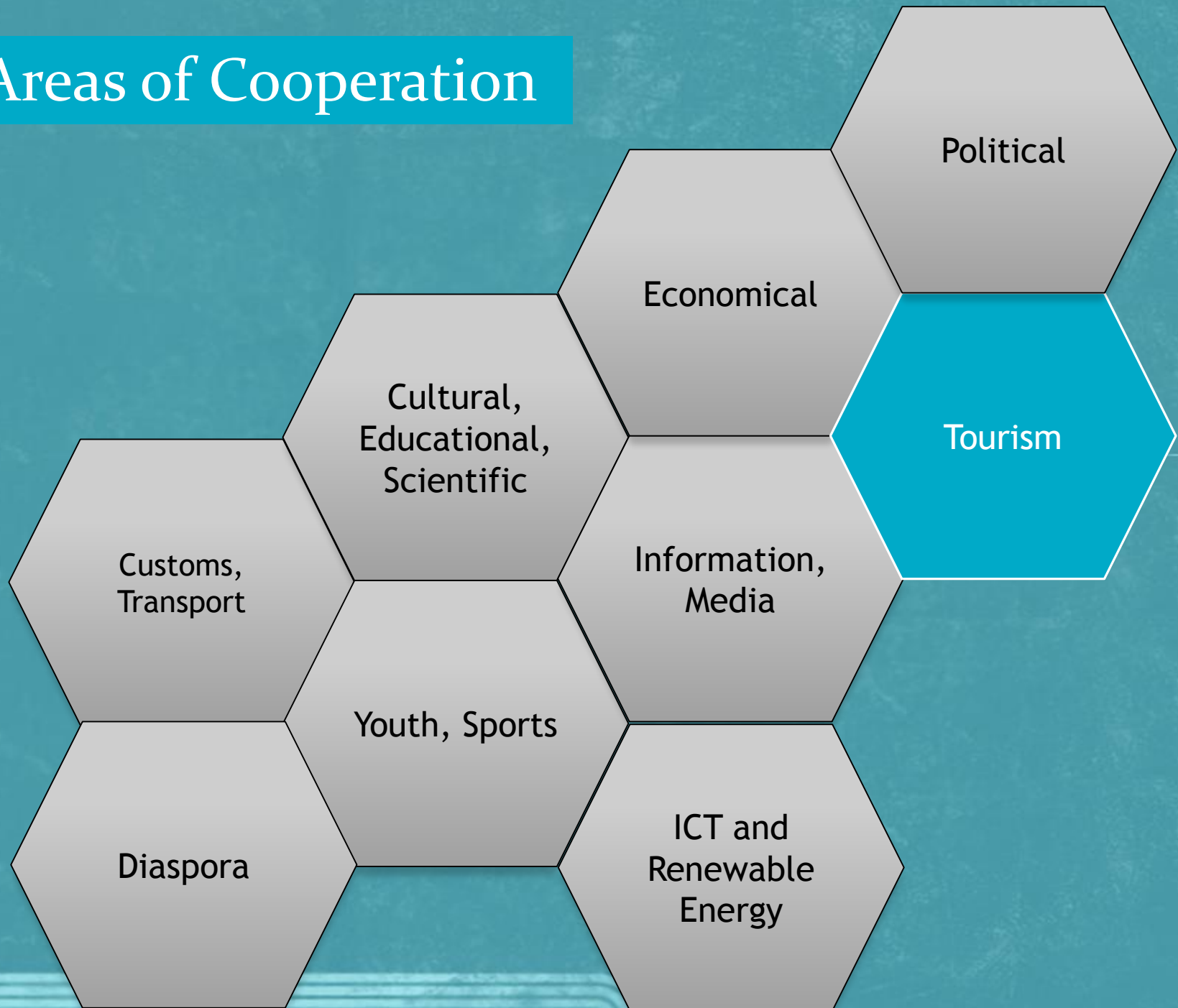
COOPERATION COUNCIL OF TURKIC SPEAKING STATES (TURKIC COUNCIL)



INFORMATION ON TURKIC COUNCIL

- ✓ Turkic Council is an intergovernmental international organization, whose overarching aim is to promote comprehensive cooperation among Turkic speaking states and in the region.
- ✓ The organization was established by the Nakhchivan Agreement, which was signed in 2009.
- ✓ The founding and current members are: Azerbaijan, Kazakhstan, Kyrgyzstan, Turkey and Uzbekistan. Hungary is observer country since 2018.
- ✓ Observer Member to ECO since 2012. MoUs with UNWTO, UNDP, UNOSSC, UNAOC, World Customs Organization, OIC, SESRIC
- ✓ Cooperation with OSCE, BSEC, ASEAN, CICA, UNECE, UNESCO and TİKA .

Areas of Cooperation



COOPERATION IN TOURISM AREA

Heads of State Summit of the Turkic Council in 2014 in Bodrum
dedicated to
«Tourism Cooperation»

Instruction of the Heads of States: To Create a Joint Project to
Promote Silk Road Tourism



- 4 Ministerial Meetings
- 13 Meetings of the WG on tourism cooperation
- WG: Representatives of public and private sectors
- Several skype meetings
- Creation of a consortium of tour operators

MoU with UN World Tourism Organisation



Supporting each others' projects
and
joining hands to develop Silk Road
tourism

- MoU for cooperation signed between Turkic Council and UNWTO in 2015.

- Participation in each others' Meetings.

- Ex: UNWTO's SG participated in Turkic Council Ministerial Meeting in Issyk Kul, Kyrgyzstan 2016.

- Attendance of Turkic Council SG's and staff in UNWTO Silk Road Ministerial Meetings, ITB Berlin.

TURKIC COUNCIL MODERN SILK ROAD JOINT TOUR PACKAGE PROJECT



TURKEY



AZERBAIJAN



KAZAKHSTAN



KYRGYZSTAN



**MODERN
SILK ROAD
JOINT TOUR
PACKAGE
by the
Türkic
Council**

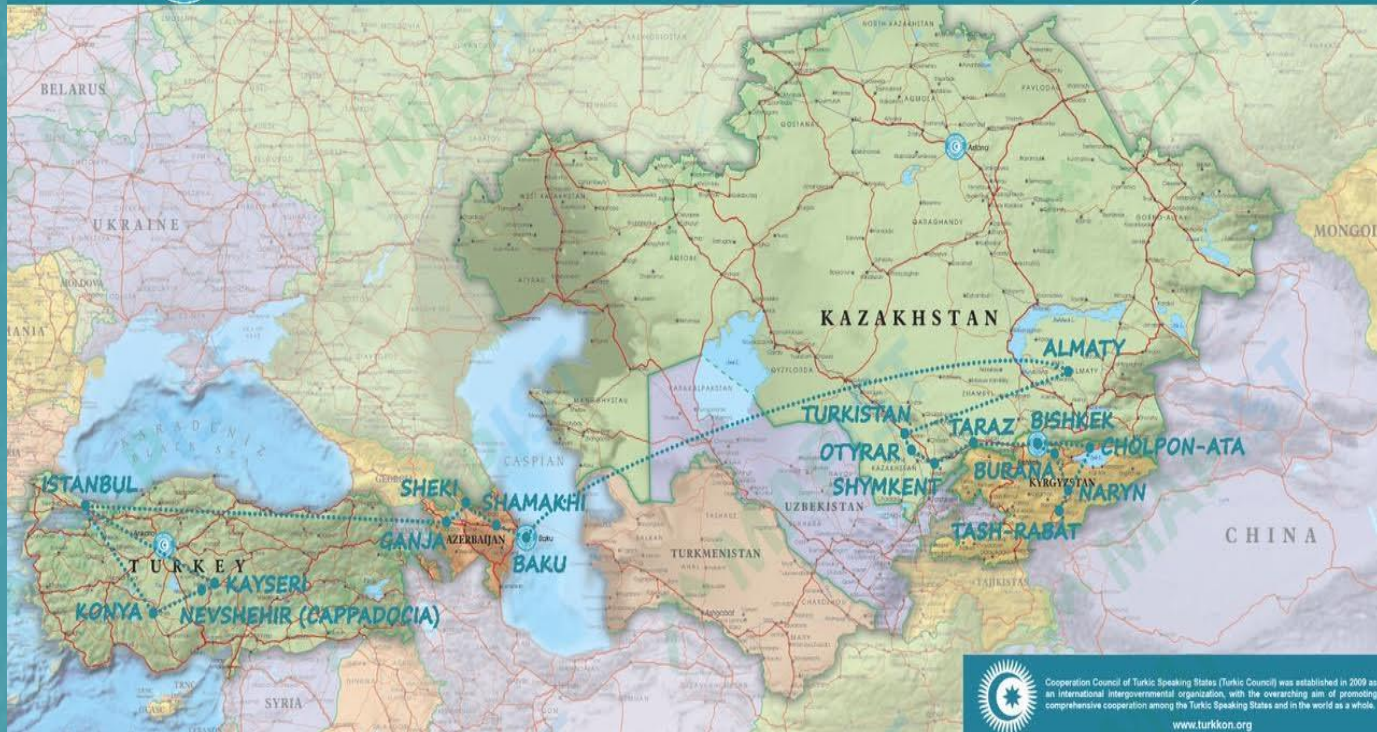
The Silk Road has been the route not only for exchange of commercial items but also the hub for interaction between, cultures, people religions, ideas, innovations etc.

AIMS OF THE PROJECT

- ✓ Raise awareness on the historical and cultural heritage of the Silk Road in the Turkic Council Member States and across the region.
- ✓ Prepare the cities of the Member States in line with the new trends in tourism and empower them to become attractive touristic stops.
- ✓ Contribute to the training of tourism employees of the Turkic Council Member States in the needed sectors.
- ✓ Support generating projects to turn the Silk Road into a well-structured and well-known tourism destination .
- ✓ Facilitate the experience sharing among the Member States for the development of Silk Road Tourism.

HOW THE JOINT TOUR PACKAGE HAS BEEN PREPARED?

- ✓ Preparation of the joint itinerary of the Modern Silk Road Joint Tour Package
- ✓ Realization of the field visits to each Member State, make need assessments and prepare reports
- ✓ Establishment of the Consortium consisting of 11 tour agencies from 4 Member States- Coordinator from Turkey. They signed «Code of Ethics of the UNWTO»
- ✓ Facilitating the vocational trainings on service sector that Ministry of Culture and Tourism of Turkey has been carrying out for tourism employees of Azerbaijan, Kazakhstan and Kyrgyzstan
- ✓ Realization of the two familiarization trips in April-May 2017
- ✓ Preparation of the Joint Tour Package website:
<http://www.modernsilkroadtour.com/>



The Joint Tour takes 15 days in total, possibility to visit 1 country, or 2 and 3 in combination. The itinerary is as follows:

In Turkey; Istanbul-Konya-Aksaray-Nevşehir (Cappadocia), Kayseri-Istanbul

In Azerbaijan; Ganja, Sheki, Qobustan, Baku

In Kazakhstan; Almaty, Turkistan, Shymkent, Taraz

In Kyrgyzstan; Bishkek, Balasagun, Naryn, Cholpon Ata (Issyk-Kul)-Bishkek

SOME OF THE CULTURAL AND HISTORICAL PLACES TO VISIT



Whirling Dervishes,
Konya, Turkey



Hadji Bektashi Veli Tomb,
Nevşehir, Turkey



Sultanhanı Caravanserai,
Aksaray Turkey



Sheki Caravanserai, Azerbaijan



Open Air Museum of Petroglyphs,
Qobustan, Azerbaijan



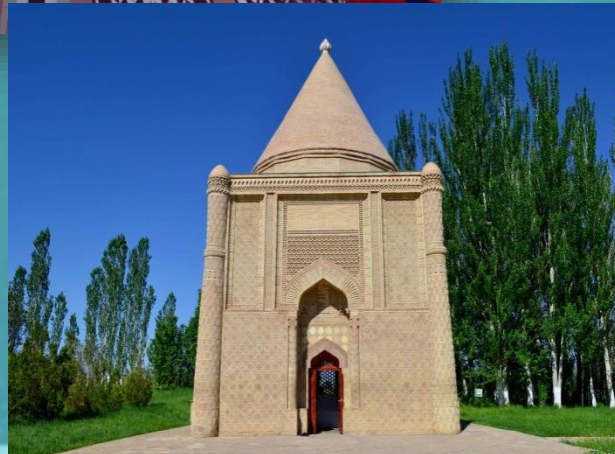
Imamzade Mosque, Ganja,
Azerbaijan



Khodja Akhmet Yassawi Mausoleum, Turkestan,
Kazakhstan



Alasha Ethno Village,
Shymkent, Kazakhstan



Aisha Bibi Mausoleum,
Taraz, Kazakhstan



Traditional Yurt Making, Naryn, Kyrgyzstan



Burana Tower, Balasagun, Kyrgyzstan



Tash-Rabat
Caravanserai,
Naryn, Kyrgyzstan

VOCATIONAL TRAINING PROGRAMS



Since 2014 trainings in the service sector were carried out by the Ministry of Culture and Tourism of Turkey for the tourism employees of Azerbaijan, Kazakhstan and Kyrgyzstan



1000 trained
tourism
employees
%50 of
trainees
were female

IMPACT OF THE VOCATIONAL TRAININGS IN TERMS OF SDGS IN THE TURKIC COUNCIL-UNOSSC JOINT REPORT



Participants in action at a vocational training session, March 2015, Bishkek, Kyrgyzstan

Identified Issue: Need to increase cooperation among member States in the field of tourism; promote the historical Silk Road as a tourism destination; ensure high-quality hospitality services

SDGs: 4 (quality education), 5 (gender equality), 8 (decent work and economic growth)

Components: Training workshops carried out by experts from the Ministry of Culture and Tourism of the Republic of Turkey, the Association of Turkish Travel Agencies (TURSAB), the Turkish Hoteliers Federation (TUROFED), relevant ministries and institutions of member States

Impact: Better work opportunities for more than 1,000 tourism employees who have been trained since 2014 and of which half of them were women; self-initiated trainings and staff exchanges.

Significant achievement for
the realization of
Sustainable Development
Goals related to sustainable
tourism

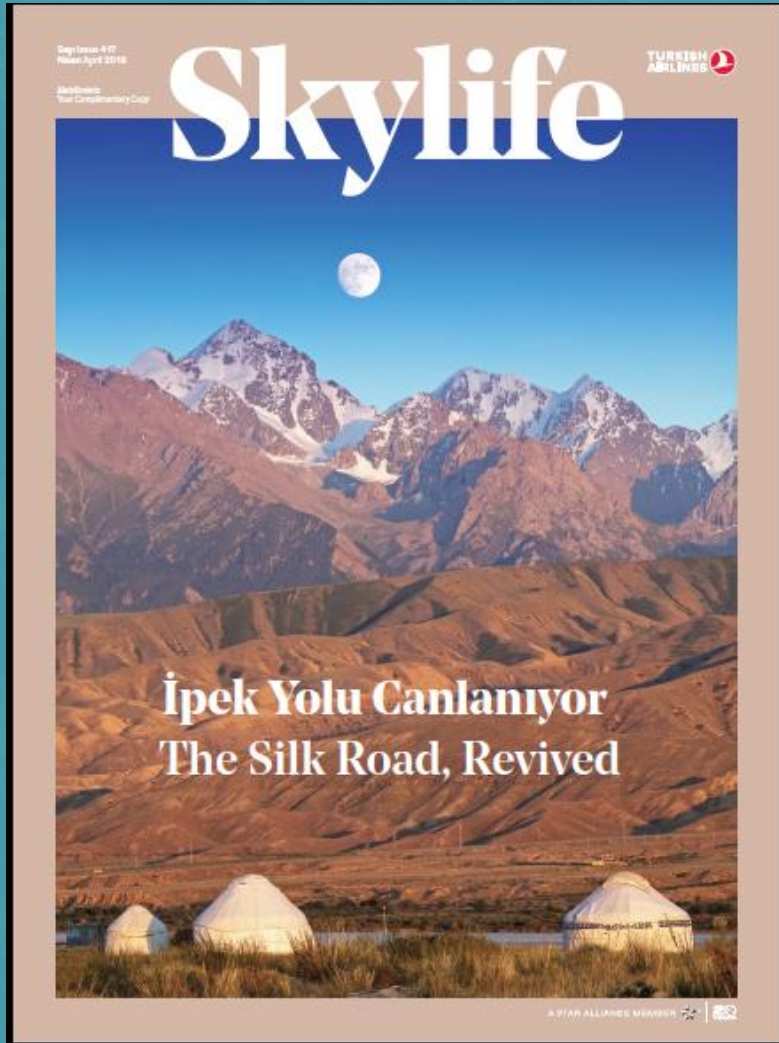
FAM TRIPS, APRIL AND JUNE 2017



59 journalists and experts from 18 different countries from the USA to Singapur attended the fam trips and shared their unforgettable experience with the broader audiences.

Turkish Airlines was the main transport sponsor of the fam trips and the Project was supported by the Promotion Fund of Prime Ministry of Turkey, Ministry of Foreign Affairs of Turkey and Ministry of Culture and Tourism of Turkey

RAISING AWARENESS ON SILK ROAD TOURISM



Reaching more than 5 million passengers
only in one month

PARTICIPATION IN INTERNATIONAL AND NATIONAL TOURISM FAIRS

In line with the understanding reached with the Ministry of Culture and Tourism of Turkey, the JOINT TOUR PACKAGE has been presented at international and national fairs through a stand in the pavillion of Turkey.

FITUR, EMITT, New York Times Travel Show, ITB Berlin, Beijing COTTM and Shanghai ITB in 2018-2019.





ARE YOU READY TO REDISCOVER THE MODERN SILK ROAD?

- ✓ The commercial trips are on the market and the Turkic Council will support the project for the upcoming three years.
- ✓ Tourists can buy the Joint Tour from the website :
[«www.modernsilkroadtour.com»](http://www.modernsilkroadtour.com)
- ✓ Until 2023, more than 1 million tourists are expected to experience the Modern Silk Road Joint Tour Package.

THE WAY FORWARD

Upcoming promotional projects are on the way.

TRT Avaz that reaches an audience of 250 million preparing a documentary on the destination of the Joint Tour Package.

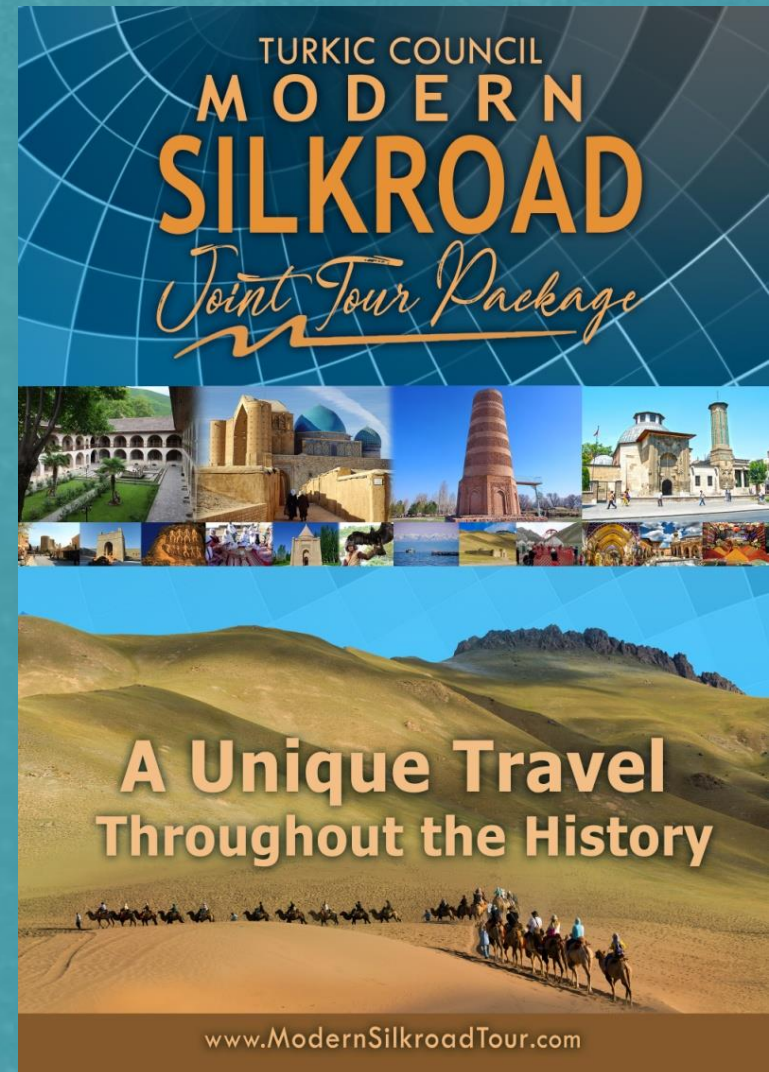
The Turkic Council considers the Modern Silk Road Joint Tour Package Project as a capacity building initiative as well as a tool for development of the Silk Road tourism.

Further joint efforts need to be displayed

In order to turn the traditional Silk Road as a well-known and attractive tourism destination.

A staunch digital media planning strategy is the must to achieve this noble goal.

Suggestion of launching UNWTO Silk Road Awards.



COOPERATION WITH PARTNERS
COUNTRIES



THANK YOU

For further information please

Visit our website
www.modernsilkroadtour.com

www.turkkon.org