



Joint Operational Programme Black Sea Basin 2014-2020



**JOINT OPERATIONAL PROGRAMME  
BLACK SEA BASIN 2014-2020**

**Silk Road Local Culture – SILC**

**Project: Joint Operational Programme Black Sea Basin 2014-2020**

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**Activity A.T1.1: Study on the cultural and tourism value of the  
Silk Road**

**Deliverable D.T1.1.4: Guidelines for the study**



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## **Executive summary**

The plethora of cultures and traditions along the Silk Road countries and regions has become a major motivation for travel, with travelers seeking to engage with Silk Road cultural heritage. The United Nations World Tourism Organization (UNWTO) Western Silk Road Tourism Development Initiative, from the Caspian Sea, around the Black Sea and along Europe and parts of the Mediterranean basin, is expected to stimulate new strong business opportunities in the rising Silk Road tourism market segment.

The main aim of the Silk Road Local Culture-SILC project is to analyze the untapped cultural tourism opportunities that exist along the Silk Road in the project study areas and to identify the prospects of creating new tourism entrepreneurial networks based on the Silk Road cultural heritage.

Silk Road cultural heritage assets are significant cultural assets that can contribute substantially in the preservation and promotion of local culture, local tourism and local economies development. Consequently, they consist part of the local cultural identity, an essential element of the branding and originality of each region, and function as poles of tourist attraction. Rich tourism potential all over the SILC partner countries, based on beautiful and varied nature, excellent weather conditions, millennial cultural heritage, authentic crafts and customs, delicious food, hospitality and geographic proximity to the main emitting markets, are a prerequisite for the creation of attractive tourism products and destinations that attract the attention of different target groups. On the occasion of this, there is the necessity of planning for tourism development, respectively establishment, development and management of tourism destinations, within the territorial scope of the project areas, correlated and consistent with local Silk Road cultural inherited layers.

However, local Silk Road cultural heritage assets associated with local communities within the SILC partner countries have been rather poorly publicised, while the study areas lack coordination initiatives that can jointly promote, reinforce and further develop the local Silk Road legacy. In this context, there is an opportunity for both enhancing cooperation between local communities in the Black Sea Region, and further developing tourism through these events. SILC Project addresses this opportunity by proposing the development and coordination of local Silk Road cultural heritage assets in the study areas.

This Report has been initially elaborated by LP-Aristotle University of Thessaloniki, and been revised by all SILC partners, to be finally delivered by the Russian-Armenian University (RAU), responsible for monitoring and collecting all the necessary documents to be delivered under T1 GA, as the Lead Partner of the T1 GA.

## **PART I. OVERVIEW OF THE SILK ROAD LOCAL CULTURE-SILC PROJECT**

### **1. The Silk Road Legacy in the SILC Project**

Historically, the Silk Road served as a bridge between East and West, uniting different cultures along its routes. Acclaimed as the "greatest route in the history of mankind" the ancient Silk Road has been an important vehicle for trade between ancient empires of China, India, Persia and Rome, through a complex network of overland and sea routes. The historic Silk Road route was a channel for communication among people and cultures, inspiring the exchange of goods, know-how, technology, religion and ideas on art, science and philosophy, in what is considered to be the "greatest cultural exchange in the history of mankind".

With its rich and diverse cultural heritage, and its wealth of nature tourism attractions, the Silk Road today offers visitors the opportunity to experience a unique network of heritage destinations, following the footsteps of some of the world's most acclaimed explorers, such as Alexander the Great and Marco Polo<sup>1</sup>. Nowadays, the Silk Road is a rich tapestry of tourism destinations and products based on the unique and outstandingly rich heritage, nature, and traditions of dozens of distinct histories, peoples and cultures, all along the timeless route now extending a warm welcome to visitors. Therefore, the historic Silk Road revives again as an up-and-coming cultural tourism destination, engaging numerous countries, with rich natural and cultural heritage. The revival of the Silk Road in its modern perspective encompasses and encourages the creation of new tourism flows of independent travelers, seeking to experience diverse cultures and alternative forms of tourism, detouring from the mass-tourism scheme.

The Silk Road Local Culture-SILC Project focuses on the Silk Road cultural networking in the Black Sea Basin Region, a Region with rich cultural heritage. The output of the project will be the result of the collaboration between the SILC partners, namely:

1. Aristotle University of Thessaloniki, Research Committee – Special Account for Research Funds, School of Economic Sciences, LP, AUTH
2. State Educational Institution of Higher Professional Education “Russian-Armenian University”, PP2, RAU
3. University of Economics – Varna, PP3, UE-Varna
4. International Centre for Social Research and Policy Analysis, PP4, ICSRPA
5. National Association for Rural, Ecological and Cultural Tourism, Tulcea Branch, PP5, A.N.T.R.E.C. Branch Tulcea

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<sup>1</sup>[http://cf.cdn.unwto.org/sites/all/files/pdf/introduction\\_to\\_the\\_silk\\_road\\_programme\\_eng.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/introduction_to_the_silk_road_programme_eng.pdf)

The Black Sea Basin, as well as the SILC project study areas, at the crossroad of civilizations, share a rich and diverse cultural heritage and retain strong cultural assets in various nodes that need to be preserved. Several regional tangible and intangible cultural assets have been additionally listed as the heritage of humanity, and this wealth of cultural variety offers considerable opportunities for interregional cooperation.

In this line the SILC project follows existing policies and strategies that concern the intervention area. In particular, two countries of the proposed project, Bulgaria and Romania, are part of the Danube Macro Region. In this strategy the project is combined with the first pillar about Culture and Tourism, a comparative advantage for the Macro Region.

Also, another framework that embraces the SILC project is the Eastern Partnership of the European Neighborhood. It is the most important strategy, specifically concerning the area of intervention of the SILC project. It includes strengthening EU relations (including the SILC project partners Greece, Bulgaria and Romania) with Eastern Partnership countries (including the SILC project partners Armenia and Georgia). “Improving the business environment of regions and cities, interconnectivity, mobility and people-to-people contacts” open new prospects for cooperation and are the key priorities of both the Strategy and the SILC project, that will be achieved through the tourism utilization on the Silk Road Destinations.

Finally, the SILC project deals with tourism. Tourism potential in the Black Sea Basin area is rich and diversified. Even though comprehensive regional data is limited, it appears that the number of international visitors to the Black Sea Basin eligible area has expanded. Continued expansion and diversification of tourism over the past decades in the Black Sea Basin area means that tourism has become one of the largest and fastest-growing economic sectors in the area and it is still expected to increase considerably in the coming years. Therefore, with the implementation of the SILC project and the development of a new cultural tourism product, complementarities within this regional cooperation may be generated and one territorial challenge could be solved.

Moreover, the SILC project is coherent with the following synergies:

**Western Silk Road Initiative UNWTO / EU:** The United Nations World Tourism Organization (UNWTO) launched in 1993 the Silk Road Programme, a collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route, aiming to maximize the benefits of tourism development for local Silk Road

communities, while stimulating investment and promoting the conservation of the route's natural and cultural heritage. In 2016, the UNWTO in collaboration with the European Union (EU) launched the Western Silk Road (WSR) Tourism Development Initiative, a joint tourism project, a key segment of the Silk Road Programme. The WSR Initiative aims at revitalizing the Silk Road heritage located in the European region, from the Caspian Sea, around the Black Sea and along parts of the Mediterranean basin.

**Silk Road Heritage Corridors Tourism Strategy Project UNWTO / UNESCO:** On 2014, the World Heritage Committee inscribed a section of the Silk Roads network submitted by Kyrgyzstan, China and Kazakhstan on the World Heritage List. United Nations World Tourism Organization (UNWTO) and United Nations Educational, Scientific and Cultural Organization (UNESCO), together with heritage and tourism experts from the five participating countries, are developing a comprehensive and sustainable Silk Roads Heritage Corridors Tourism Strategy focusing on two heritage corridors crossing five countries: China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. The joint UNESCO/UNWTO strategy, which addresses the overarching principles of sustainable growth, community development, heritage management and conservation, follows years of ground-breaking research carried out by UNESCO, the International Council on Monuments and Sites (ICOMOS) and University College London (UCL).

**Silk Road Bloggers Challenge 2012 UNWTO / WTM:** On September 2013, the Republic of Armenia, hosted the winners of the Silk Road Bloggers Challenge, an international event designed to enhance the online and social media presence of the Silk Road by engaging top-travel bloggers in a competition to create the best online travel blog on the Silk Road.

**Black Sea Network for Sustainable Tourism BS NTS - Strategies for joint tourism marketing and development in the Black Sea region:** The project is aiming to achieve a stronger regional partnership and cooperation among regions in the Black Sea Basin for sustainable tourism management and joint marketing strategy. The partnership consortium is consisted by partners from Georgia, Greece, Bulgaria, Ukraine, Republic of Moldova and Turkey.

## **2. The Joint Operational Programme Black Sea Basin 2014-2020**

The Project "SILC – Silk Road Local Culture" is included in the Joint Operational Programme Black Sea Basin 2014-2020, an important programme under the Black Sea Basin Programme 2014-2020 as part of European Union's Cross-Border

Cooperation (CBC) under its European Neighbourhood Instrument (ENPI) 2014-2020 - Programming document for EU support to ENI Cross-Border Cooperation (2014-2020).

The Program's wider objective is to "improve the welfare of the people in the Black Sea Basin regions through sustainable growth and joint environmental protection". Its goal is to establish long-lasting interregional links within the Black Sea Basin by financing projects which should deliver clear interregional cooperation impact and benefits, and which demonstrate sustainability of their actions, synergies and complementarities with other actions in the same field.

According to ENI CBC programming document, the program includes six ENI CBC 'Common Output Indicators' (COI), developed in order to increase accountability and facilitate reporting progress at instrument level. The achievement of the indicators will be monitored permanently based on the values reported by beneficiaries. The program indicators and their baseline and target values are reflected in Table 1 below:

Table 1. ENI CBC 'Common Output Indicators' (COI)

Type	Priority	Indicator
RI	1.1	R1.1 Strength of cross-border business opportunities in the tourism and cultural sectors
RI	1.2	R1.2 Strength of cross-border links for trade and modernization in the agricultural and connected sectors
RI	2.1	R2.1 Level of availability of cross-border compatible environmental monitoring data and information
RI	2.2	R2.2 Level of awareness of environmental challenges and good waste management practices related to river and marine litter
PSOI	1.1	1.1.1 Number of strategies and products developed jointly to promote tourism
PSOI	1.1	1.1.2 Number of cross border tourism and cultural events organized using ENI support <sup>2</sup>
COI	1.1	1.1.3 Number of small scale improvements to cultural and historical sites as a direct consequence of programme support (COI 7)
COI	1.2	1.2.1 Number of enterprises participating in cross border agricultural or agro-industrial business events (COI 3)
COI	1.2	1.2.2. Number of additional ICT based tools developed supporting cross-border cooperation (COI29) increasing cross-border trade opportunities for agricultural and agro-industrial products

<sup>2</sup> During indicators monitoring process, tourism events and cultural events will be counted separately



COI	1.2	1.2.3 Number of business development organizations receiving support (COI1) to promote modernization in the agricultural or connected sectors
COI	2.1	2.1.1 Number of additional ICT based tools developed supporting cross-border cooperation (COI29) improving joint environmental monitoring and public availability of environmental information
COI	2.1	2.1.2 Number of institutions using programme support for cooperation in education, R&D and innovation (COI4) to improve data sharing and cross-border information exchange systems on the environment within BSB
COI	2.2	2.2.1 Number of persons actively participating in environmental actions and awareness raising activities (COI17)
PSOI	2.2	2.2.2 Number of organisations using programme support to develop or improve waste management tools or small scale facilities along river banks and sea shores (including ports)

### 3. The Silk Road Local Culture-SILC project

The Silk Road Local Culture-SILC project focuses at the strengthening of networks and intends to promote the harmonious, balanced and sustainable development of the Black Sea area, while reducing the economic and social territorial disparities which have arisen in counties and regions lagging behind, and speeding-up their economic and social restructuring.

The aim of the SILC project is to set a strategic approach of promoting Silk Road tourism and products in European Union (EU) and Black Sea Basin countries. Previous experience has showed that building a joint marketing strategy that will be complementary to regional strategies, is the most efficient way to bring together stakeholders and successfully promote the Black Sea region as an entity with common interests. Therefore, SILC project exploits the documented experience as best-practice fitting in the EU's strategic objective to enhance the competitiveness and sustainable growth of tourism sector, in line with the Europe 2020 Strategy (European Commission 2015, p.7)<sup>3</sup>. The SILC partners' experiences and previous best practices has been agreed to be integrated into the SILC project initiatives, testing new models of interregional cooperation.

To achieve the above purpose the Silk Road Local Culture-SILC project sets the following specific steps:

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<sup>3</sup> European Commission (2015) Black Sea Synergy: Review of a Regional Cooperation Initiative. Joint Staff Working Document, High Representative of the European Union for Foreign Affairs and Security Policy, Brussels, 20.1.2015, SWD(2015) 6 final

1. **T1 Implementation. Baseline study on the Silk Road Cultural Heritage:** The SILC project begins with an innovative survey and a baseline study focusing on identifying, documenting and mapping the cultural footprint of Silk Road and assessing its growth potential, as well as elaborating a vision on the project's study area by creating an operational guide to facilitate the project implementation.
2. **T2 Implementation. Silk Road Entrepreneurship Network:** In a second step, the project will enter its entrepreneurial phase establishing the newly proposed interregional network to be depicted on a data base, as well as reinforcing interregional cooperation and partnership's organization to support Silk Road cultural tourism development.
3. **T3 Implementation. Silk Road Virtual Observatory:** Moving along, the project will create and establish a Silk Road Virtual Observatory aiming at monitoring at local and interregional level the untapped cultural heritage and relevant destinations introducing a new means of information for travelers as well as national/regional/local authorities.
4. **T4 Implementation. Silk Road Entrepreneurship Label-SILCNECT Label Guide development:** Moreover, the project will create the SILCNECT Label, to be adopted by enterprises involved in the tourism and cultural sectors along the Silk Road, to certify them as quality affiliates of the SILC project. In addition, SILCNECT training activities will provide support from idea generation to scale-up of the enterprises to generate jobs and wealth via innovation, collaboration and trade.
5. Finally, the project will undertake innovative **Communication Actions** to promote and diffuse the Silk Road Tourism Intelligence created during the project, by designing a webpage to host a multilingual web-platform for information sharing about the Silk Road cultural heritage tourism industry, incorporating an advanced Web-GIS tool, Video Documentaries for Storytelling and Experience Crowd Sourcing for the Local Silk Road Cultures. The project will also include the organization of public events for ensuring relevant publicity not only to the project study areas, but also to other non-European areas.

By involving partners from five countries (Greece, Armenia, Georgia, Romania and Bulgaria), three Universities (Greece, Armenia, Bulgaria), one Institute (Georgia) and one NGO (Romania), SILC project aims to strengthen and diversify the tourism offer of Silk Road destinations within the study areas, as well as enhance interregional

cooperation and partnerships. Additionally, with this broad and diverse collaboration and synergy among five countries, the project will provide a substantial added value contributing to the achievement of the CBC impact by completing the program objectives in a sustainable way. In parallel, SILC activities are expected to have a positive effect on 'bridging the prosperity gap' through job retention and creation at local level, by supporting existing traditional enterprises and by encouraging small business creation (micro-entrepreneurship).

The project contributes to attaining the objectives of the Black Sea Programme by mobilizing people, communities and economies along the interregional study area in order to develop joint projects of interregional cooperation, by using the resources of all participating countries. Thus, the project strategy aims to create a common framework, a common vision for a territory that has common Silk Road cultural heritage characteristics and challenges.

#### **4. T1 Implementation. Baseline study on the Silk Road Cultural Heritage**

Aligned with the overall Programme's objective, the research activities to be conducted within T1 GA, aim to facilitate the strengthening of business opportunities and transnational synergies in the tourism and cultural sectors among SILC project areas involved. Culturepreneurs (Lange, 2011)<sup>4</sup> need to acquire awareness of the Silk Road cultural heritage, while tourism stakeholders must endeavor to comprehend the entrepreneurial framework of Silk Road tourism. Towards this direction, T1 GA includes actions of identification, documentation, classification, evaluation and reporting of Silk Road tangible and intangible cultural heritage along the project areas, in order to foster the sustainable development of Silk Road tourism by incorporating cultural assets management.

Russian-Armenian University (RAU) is the Lead Partner of the T1 GA. RAU has a considerable experience on the project's topic, gained within the Western Silk Road Tourism Development Initiative, developed by UNWTO in cooperation with the European Commission. RAU has been actively involved in the UNWTO Initiative, conducting a national SWOT analysis on the Western Silk Road in Armenia. RAU was invited to participate in the 1st International UNWTO Western Silk Road Workshop, held in Alexandroupolis, Greece on 26-27 April 2017. During the workshop, the "Silk

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<sup>4</sup> Culturepreneurs: cultural as well as entrepreneurial agents. Lange, B. (2011) Professionalization in space: Social-spatial strategies of culturepreneurs in Berlin, *Entrepreneurship & Regional Development*, Vol. 23, Nos. 3–4, April 2011, 259–279

Road Local Culture-SILC” project idea was introduced by Aristotle University of Thessaloniki, School of Economics (AUTH-ECON) Associate Professor Stella Kostopoulou, who was the Scientific Responsible of the national Western Silk Road SWOT analysis for Greece, carried out by AUTH-ECON also within the Western Silk Road Tourism Development Initiative.

The aim of the T1 GA is to support a widespread awareness on the Silk Road local cultures, focusing on tourism development and interregional synergies. The main rationale of the project is the promotion of tourism entrepreneurship in the study areas through the branding of local Silk Road cultures. To this end, all tangible and intangible cultural heritage resources that are linked to the Silk Road legacy and contribute to the local Silk Road cultural identity, will be identified, delineated, recorded and evaluated, so as to be then incorporated in a holistic tourism development Masterplan for the project area.

The implementation of the T1 GA is aligned with the Programme’s objectives, providing a baseline research on the interlinkages between tourism and Silk Road cultural heritage, including risks and opportunities. More specifically, T1 GA aims to:

1. Identify the Silk Road cultural footprint within the project areas, through an in depth research of tangible and intangible Silk Road cultural heritage footprint and assessment of its impact on tourism development;
2. Promote the Silk Road historical heritage and support its preservation through sustainable tourism development (e.g. Silk Road cultural assets survey and mapping);
3. Promote the development of interregional tourism products and transnational thematic itineraries based on the Silk Road historical routes;
4. Share experience/best practices and/or develop jointly targeted tourism strategies to promote high quality, innovative tourism products and services (e.g. eco-tourism, adventure tourism, creative tourism, cultural tourism) for specific markets (e.g. the Free Independent Travelers);
5. Report key steps for the elaboration, management and marketing of tangible and intangible cultural heritage-based tourism products; Define and prepare further joint research actions on Silk Road cultural tourism.

The two Outputs expected by this this GA are: Output O.T1.1. Mapping of the local Silk Road cultural footprint and Output O.T1.2. Silk Road Tourism Masterplan.

#### **4.1. Output O.T1.1. Mapping of the local Silk Road cultural footprint**

A major output of this Activity is the identification and detailed analysis of the tangible and intangible Silk Road cultural heritage at the local level, as well as an all-round

analysis of the cultural environment of the project areas, and of their groups of interest about the SILC project. More specifically, the output of this GA will be the mapping and the impact assessment of the cultural assets directly linked to the Silk Road tourism products, within the research area. The cultural assets connected with the Silk Road will be documented and the mapping results will be adapted as input to the Silk Road Virtual Observatory and the Web-GIS database (T2-Silk Road Virtual Observatory).

In line with the Programme's Priority "1.1 Jointly promote business and entrepreneurship in the tourism and cultural sectors", through the Output O.T.1.1, the mapping of the Silk Road footprint will:

1. Identify and report the local aspects of Silk Road cultural heritage;
2. Feature new business opportunities based on the identified Silk Road cultural heritage (e.g. new destinations, events, innovative tourism products);
3. Provide the theoretical background for the development of jointly targeted tourism products;
4. Upgrade the existing tourism businesses oriented to the Silk Road local cultures;
5. Create the basis for a strategic guide of this uncharted tourism and cultural field.

The Output O.T1.1. Mapping of the local Silk Road cultural footprint consists of the Activity A.T1.1. Study on the cultural and tourism value of the Silk Road.

#### **4.1.1 Activity A.T1.1. Study on the cultural and tourism value of the Silk Road**

This key study on the cultural and tourism value of the Silk Road aims to identify the Silk Road cultural assets and tourism infrastructure, and provide transnational collaboration opportunities through featuring new Silk Road tourism destinations and products.

To achieve the formulated objectives, the study assigns the following tasks:

- (i) identification of the Silk Road cultural heritage within the study area divided into categories (tangible and intangible) and subcategories (e.g. archaeological sites, built heritage, industrial cultural heritage, local festivals, gastronomy);
- (ii) collection of information on cultural/historical value of the Silk Road assets;
- (iii) identification of local tourism infrastructure.

The Study on the cultural and tourism value of the Silk Road is in line with the Programme's Priority "1.1 Jointly promote business and entrepreneurship in the tourism and cultural sectors", as it aims to:

- Provide an inclusive list of the Silk Road cultural and tourism assets. In this way, the entrepreneurs involved will be able to access the Silk Road assets in their area, and/or locate common Silk Road assets in their region and other regions, so as to further develop new interregional and transnational cooperation activities.
- Encourage the development of interregional tourism products and services. The knowledge of the cultural and tourism resources available in each area will encourage entrepreneurs and businesses to orientate towards joint actions for the development of new Silk Road tourism products and services.

All SILC project partners are expected to provide an inventory of local cultural Silk Road resources in their area, contributing also to the subsequent action planning for business and networking. The full record of the resources will be available to all target groups involved, providing opportunities for collaborative marketing and promotional initiatives, such as strategies for building partnerships, overview of international trends and best practices on the Silk Road cultural footprint. In this way, they will be able to organize and develop new innovative business startups. Through this joint action the aim is to strengthen and diversify the tourism offer of Silk Road destinations and enhance regional cooperation and interregional partnerships.

The Activity A.T1.1. Study on the cultural and tourism value of the Silk Road includes the following Deliverables:

**4.1.1.1. Deliverable D.T1.1.1. Report of the study for the Local Silk Road Cultures footprint**

The report aims to record the research results on the Silk Road cultural assets and tourism infrastructure in the project areas. These results will call tourism entrepreneurs, agencies, stakeholders, to participate in sustainable tourism development strategies. The local Silk Road cultural footprint report will be the ground for the collaboration of local entrepreneurs so as to utilize the growth potential of existing, yet largely unknown cultural resources connected with the Silk Road.

**4.1.1.2. Deliverable D.T1.1.2. Report for the Map of the Local Silk Road Cultures**

This report will provide an inventory of the content of all information gathered about the Silk Road cultural assets in each study area. Tourism and cultural businesses and entrepreneurs will be able to access this report in order to draw upon it and organize accordingly their business plans. In this context, a brief identity profile of the cultural assets will be provided for the tourism and cultural stakeholders in the areas involved.

#### **4.1.1.3. Deliverable D.T1.1.3. Report on the Growth Potential of the Local Silk Road Cultures**

Based on the data from the Study for the Local Silk Road Cultures footprint and reported in the Map of the Local Silk Road Cultures, an assessment report will be carried out to:

- Evaluate Silk Road tourism growth potential based on the identified Silk Road cultural footprint;
- Identify synergies between businesses for interregional tourism entrepreneurship development;
- Recommend ways for further promoting cultural resources related to local Silk Road Cultures;
- Suggest priorities for improving and diversifying cultural and tourism Silk Road products in each area.

#### **4.1.1.4. Deliverable D.T1.1.4.Guidelines for the study**

Guidelines for creating the reports. It will include all needed and essential information that partners should gather for the complete approach of the study for the Local Silk Road Cultures footprint, the Local Silk Road Cultures mapping and the Growth Potential of the Local Silk Road cultures.

#### **4.2. Output O.T1.2. Silk Road Tourism Masterplan**

By analyzing and incorporating the information and data derived from the baseline research study, the Masterplan's main scope is to recommend ways for featuring Silk Road cultural resources as new tourist products and destinations, and to generate the conditions for synergies among cultural and tourism stakeholders and entrepreneurs in the areas involved. Furthermore, the Masterplan aims to evaluate the potential for business development, so as to respond to the needs of the culture and tourism sectors.

The Masterplan is to be divided into two stages:

1. A long-term (5 years) development framework, for Silk Road tourism entrepreneurial initiatives to be undertaken, with emphasis on joint policies and planning strategies, stakeholders' relationships strengthening, Silk Road tourism products development and diversification, integrated approach to cultural value, tourism infrastructure, and capacity-building actions, with regard to the Silk Road entrepreneurial *genius loci*.

2. A short-term (2-year) action plan, for priority actions to be undertaken to enforce sustainable Silk Road tourism development, and preparation guidelines for Silk Road pilot projects.

The Masterplan is proposed as a ground for pilot activities envisaged under the SILC project eligible areas, and more specifically, to:

- (i) define the methods for data collection and
- (ii) help analysis of the primary and secondary sources' of information.

To achieve the above purposes specific objectives are set:

1. Tourism growth potential assessment, focusing on specific niche markets, such as cultural tourists and Free Independent Travelers;
2. Facilitate tourism product development, with an increased emphasis on the Silk Road cultural heritage;
3. Set strategic goals to create synergies among businesses, stakeholders, organizations, local communities etc. within the involved areas;
4. Define key actions in order to complete the goals set;
5. Dissemination of the survey results to all stakeholders, entrepreneurs, authorities involved.

Entrepreneurs in the tourism and cultural sector are expected to get a strong advantage of the Masterplan results and be part of the strategic planning procedures. The establishment and spread of joint strategies, the implementation of coordinated joint actions, the development of joint Silk Road tourism products and services, and the awareness of the Silk Road entrepreneurial spirit, can generate multivariate benefits to the tourism and culture stakeholders within the areas involved in the project and beyond.

The Output O.T1.2. Silk Road Tourism Masterplan consists of the Activity A.T1.2. Masterplan of the Local Silk Road Cultures

#### **4.2.1. Activity A.T1.2. Masterplan of the Local Silk Road Cultures**

The Masterplan is part of the efforts to carry out an assessment to:

- Develop strategies in relation to local and interregional cultural tourism development;
- Recommend strategic priorities and actions for short-term and long-term entrepreneurial projects promoting cultural resources connected with the local Silk Road Cultures;
- Suggest priorities for improving and diversifying local Silk Road tourism products.
- Assess relevant external and internal factors & risks;



The main objective of the Masterplan is to assess the potential for further development of the existing Silk Road local cultural assets and tourism diversified products. This objective will be achieved through the following set of tasks:

- To analyze the local cultural tourism entrepreneurs' dynamic potential;
- To formulate a set of strategic goals;
- To build up a list of concrete actions for achieving each strategic goal;
- To provide whenever necessary supplementary information for the tourism trends based on the Silk Road cultural assets.

The Masterplan methodology includes the definition of the data collection methods and analysis of the secondary and primary sources of information. The secondary sources to be used in the preparation and implementation of this activity will include reports and statistical information on the research data; extensive online sources research; photographs provided by websites and the media sources; promotional material connected with the Silk Road cultural heritage; historical documents. The primary sources to be used will include information obtained through research survey on the local authorities/agencies of the regions of the study area, survey on the designated target groups, interviews.

In line with Priority “1.1 – Jointly promote business and entrepreneurship in the tourism and cultural sectors”, the Masterplan aims to:

- Formulate clear strategies, priorities and strategic objectives for cultural and tourism entrepreneurship development through the Silk Road culture.
- Propose appropriate action plans for the cultural and tourism sector towards joint transnational tourism products and services development and marketing.
- Chart the roadmap for development for entrepreneurs and tourism and cultural entities in the short and long term.

The Activity A.T1.2. Masterplan of the Local Silk Road Cultures includes the Deliverable D.T1.2.1.Masterplan Report for Interregional Cooperation:

#### **4.2.1.1 Deliverable D.T1.2.1.Masterplan Report for Interregional Cooperation**

The Masterplan Report outlines a path for the future growth of target groups involved in the cultural and tourism sector. It suggests new strategies and actions towards transnational cooperation and entrepreneurship and sets long-term priorities and goals for interregional cultural and tourism synergies based on the Silk Road *genius loci*.

Within the Activity A.T1.1. Study on the cultural and tourism value of the Silk Road, SILC partners have to collect data on the cultural and historical value of the Silk Road local legacy. For this purpose, they have to identify cultural assets all over their study areas related to local Silk Road culture.

In Part II the Deliverable “D.T1.1.4.Guidelines for the study” will be described to give detailed guidelines for the “Study on the cultural and tourism value of the Silk Road”, that is for the following Deliverables:

Deliverable D.T1.1.1. Report of the study for the Local Silk Road Cultures footprint

Deliverable D.T1.1.2. Report for the Map of the Local Silk Road Cultures

Deliverable D.T1.1.3. Report on the Growth Potential of the Local Silk Road Cultures

## **PART II. DELIVERABLE D.T1.1.4. GUIDELINES FOR THE STUDY**

### **A. GUIDELINES FOR DELIVERABLE D.T1.1.1. REPORT OF THE STUDY FOR THE LOCAL SILK ROAD CULTURES FOOTPRINT**

#### **1. INTRODUCTION**

The D.T1.1.1. Report of the Study for the Local Silk Road Cultures footprint is elaborated under Output O.T1.1. Mapping of the local Silk Road cultural footprint and more precisely under Activity A.T1.1. Study on the cultural and tourism value of the Silk Road and it will be the result of the collaboration between all SILC partners, namely:

1. State Educational Institution of Higher Professional Education “Russian-Armenian University”, PP2, RAU, the GA Responsible Partner
2. Aristotle University of Thessaloniki, Research Committee – Special Account for Research Funds, School of Economic Sciences, LP, AUTH
3. University of Economics – Varna, PP3, UE-Varna
4. International Centre for Social Research and Policy Analysis, PP4, ICSRPA
5. National Association for Rural, Ecological and Cultural Tourism, Tulcea Branch, PP5, A.N.T.R.E.C. Branch Tulcea

The aim of the Study for the Local Silk Road Cultures footprint is to provide the theoretical and evidence base for the “Silk Road Local Culture- SILC” project. As such a detailed methodology is structured and the theoretical background is elaborated. Through an extensive analysis of the study areas over the SILC partners’ countries, the main cultural assets related to Silk Road local cultures are identified.

The main rationale of the project is the promotion of tourism development in the Black Sea region through the branding of local Silk Road culture by means of Silk Road cultural footprint. To this end this study records not only the local Silk Road cultural footprint, but all the resources that are linked to cultural footprint and contribute to the Silk Road local identity. The sources of information utilized by the project partners comprise secondary sources, such as studies, books, official data sets and statistics, public documents, and primary sources, such as online research, questionnaires and/or interviews with stakeholders involved in culture and tourism.

Literature review documents the links between Silk Road cultural heritage and tourism development, while the analysis of tourism activity provides the general economic development framework. A theoretical approach of the contribution of Silk Road cultural heritage to local tourism development is given, with the delineation of economic and cultural criteria. Furthermore, a categorization approach for Silk Road cultural

heritage assets, as resources for tourism development is elaborated. Finally, the interconnection between tourism and culture is elaborated as the logic axis that permeates the current study and SILC project.

The study will be structured as follows:

1. Introduction: a brief profile of the project and the study will be provided, including information about the context and the eligible area of the study.
2. The scope, objectives and methodology of the study will be then elaborated (definition of data collection methods, analysis of the secondary and primary sources of information), .and its structure will be described.
3. The general theoretical background and review of the literature about Silk Road cultural heritage management and tourism development will be analysed: Importance of the tourism sector and the development of Silk Road cultural heritage; Overview of the Silk Road concept; Silk Road cultural heritage in the SILC Partners' countries; Tourism development challenges and prospects in the Black Sea Region and the SILC Partners' countries; Silk Road cultural heritage and local tourism development
4. The local socioeconomic situation of the study areas is described and analyzed, namely, administrative division, geographical, historical, demographic, economic characteristics; Transport and health infrastructure; Tourism infrastructure and services; Tourism and cultural resources;
5. The local tangible and intangible Silk Road cultural heritage assets in the selected study areas are identified and described, including specific characteristics of each area: buildings and historic places, monuments, artifacts and oral traditions, storytelling, fairytales puppetry and shadow theatre, Handicrafts and craftsmanship, Music and dance, Costumes, Festivals, Rituals, Religious Practices, Culinary habits, Traditional Cuisine, food products.
6. The main interest groups about the SILC project and its object are identified at the study areas including information data out of surveys conducted through questionnaires and/or interviews.
7. Conclusions are drawn out of the previous parts of the study in total about the eligible area of the SILC project.

## 2. THE GEOGRAPHICAL SCOPE OF THE STUDY

The purpose of the study is the all-round analysis of the local environment of the study areas, the identification of the local tangible and intangible Silk Road cultural heritage, as well as of the groups of interest about the SILC project. The analysis of the study areas is extensive and carried out at the regional level, in accordance to NUTS II- Nomenclature of Territorial Units for Statistics<sup>5</sup> used by Eurostat and other European Union bodies.

The geographical scope of the study covers the Regions where the seat of each SILC partner is located. Based on the programming document of the Black Sea Basin 2014-2020 the eligible areas of the Programme are defined as follows (Map 1):

- Greece: NUTS II Region of Central Macedonia, (EL52) and NUTS II Region of Eastern Macedonia and Thrace (EL51)
- Armenia: all regions (AM00)
- Bulgaria: NUTS II Region of Severoiztochen, (Northeastern) (BG33) and NUTS II Region of Yugoiztochen (Southeastern) (BG34)
- Georgia: all regions (GE00)
- Romania: NUTS II Region of South-East (RO22)

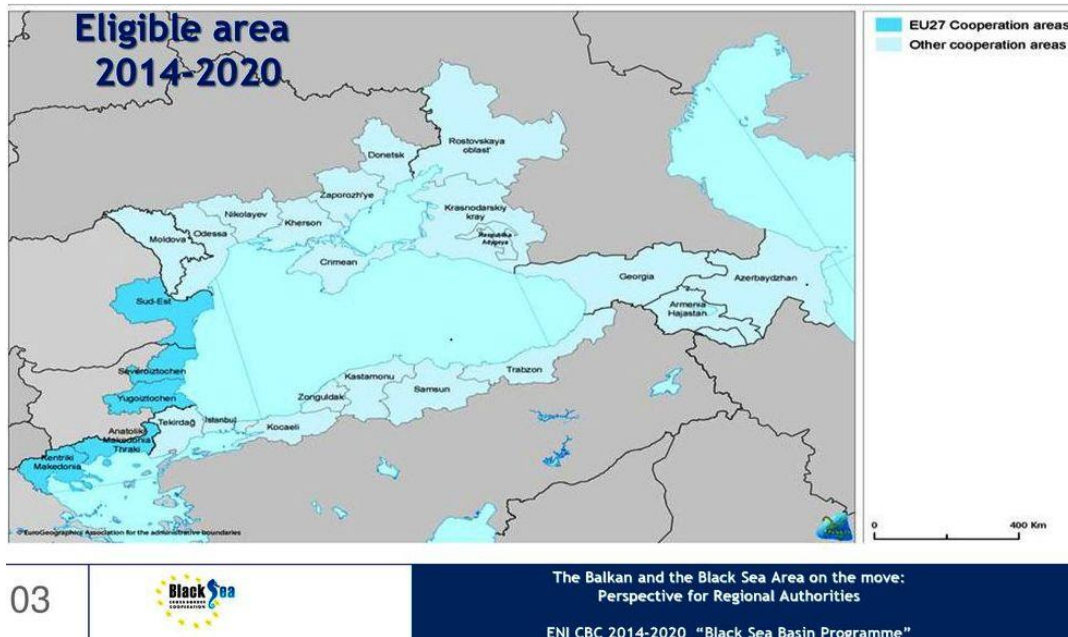
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<sup>5</sup>The current [NUTS 2016 classification](#) is valid from 1 January 2018 and lists 104 regions at NUTS 1, 281 regions at NUTS 2 and 1348 regions at NUTS 3 level.

The NUTS classification (Nomenclature of territorial units for statistics) is a hierarchical system for dividing up the economic territory of the EU for the purpose of:

- The collection, development and harmonisation of European regional statistics
- Socio-economic analyses of the regions
  - NUTS 1: major socio-economic regions
  - NUTS 2: basic regions for the application of regional policies
  - NUTS 3: small regions for specific diagnoses
- Framing of EU regional policies
  - [Regions eligible for support from cohesion policy](#) have been defined at NUTS 2 level
  - The [Cohesion report](#) has so far mainly been prepared at NUTS 2 level (<https://ec.europa.eu/eurostat/web/nuts/background>)

Map 1. Eligible area of the Black Sea Programme



**Source:** <https://slideplayer.com/slide/13096710/>, Eligible of areas Black Sea Basin 2014-2020,

### 3. SCOPE, OBJECTIVES AND METHODOLOGY OF THE STUDY

#### 3.1 Scope of the study

The regional approach to tourism development in most Black Sea Region countries is necessary also because the regional specificity of each country is distinguished with pronounced contrasts which require optimal horizontal network of tourism regions for specific and targeted policy. Planning, coordination and development of tourism can, and should be done on the basis of a reasonable regional diversification of the types and capacities for tourism activity in each country.

Preliminary research on existing local Silk Road cultural footprint all over the SILC partner countries revealed Black Sea Region with rich Silk Road cultural heritage. This work confirmed the initial conclusion that a number of study areas are richer in cultural assets related to the Silk Road legacy and relevant activities, while other areas of the Black Sea Region have a high potential for further development.

Within the D.T1.1.1. Report of the study for the Local Silk Road Cultures footprint, all SILC partners are to collect data on the cultural and historical value of local Silk Road cultures. For this purpose, each SILC partner has to identify in the study area of its country, all cultural assets related to the local Silk Road cultural footprint. The results

of the study will call tourism and culture entrepreneurs, agencies, stakeholders, to participate in sustainable tourism development strategies. The local Silk Road cultural footprint report will be the ground for the collaboration of local entrepreneurs, so as to utilize the growth potential of existing, yet largely unknown tapestry of cultural resources connected with the Silk Road. SILC Project partners involved in the study are to provide an inventory of Silk Road local cultural resources in their study area, so as to support the subsequent action planning for networking in the project eligible area.

Based on the above data/info collected within the Study for the Local Silk Road Cultures footprint an assessment will be carried out with the aim to:

- (i) recommend ways for further promoting cultural resources related to local Silk Road culture;
- (ii) identify synergies between local culture and tourism stakeholders, especially in relation to interregional tourism development (through the
- (iii) suggest priorities for improving and diversifying Silk Road cultural heritage tourism all over the project eligible area.

Joint implementation with a strong interregional collaboration under the Study on the cultural and tourism value of the Silk Road is expected to result through a thorough background analysis of the eligible area, to the necessary information data for the successive studies and steps to be taken: The elaboration of the Map of the Local Silk Road Cultures, the Study on the Growth Potential of the Local Silk Road Cultures and the Master Plan of the Local Silk Road Cultures, the development of the Silk Road Entrepreneurship Network, the Silk Road Virtual Observatory and the Label Guide development website, as well as the rest of the pilot activities like the web-platform, incorporating Web-GIS tool, Video Documentaries for Storytelling and Experience Crowd Sourcing for the Local Silk Road Cultures.

### **3.2. Objectives of the study**

The purpose of this study is to assess the cultural and historical value of the local Silk Road cultural footprint in the study regions of SILC partners' countries, in connection to its usage to promote local tourism development.

To achieve the formulated objective, the study assigns the following concrete tasks:

1. To identify the local cultural assets in the study regions linked with local Silk Road cultural heritage
2. To gather information on the cultural / historical value of the local Silk Road cultural heritage.

### **3.3 Methodology of the study**

The methodology used to analyse the cultural and tourism value of the Silk Road in the eligible Black Sea Region areas covers:

- theoretical background
- defining the methods for data collection
- analysis of the secondary sources of information
- analysis of the primary sources of information

#### **3.3.1 Secondary sources of information**

The secondary sources to be used in the preparation and implementation of the study are as follows:

- Studies, Books, Published papers, Official data sources;
- Reports and statistical information on the accumulated research data;
- Documents provided by various regional and municipal administrations concerning local Silk Road cultural heritage;
- Photographs provided by websites and media sources;
- Promotional material connected with local cultural heritage;
- Historical documents provided by the historical museums;
- Results of population censuses;
- Fiction works such as poetry, screenplays, plays, novels, film footage of films, videos and television programs.

#### **3.3.2 Primary sources of information**

The primary sources used in the preparation and implementation of the study are as follows:

- Information obtained through extensive online research of the materials available for the regions of the study area;
- Surveys conducted through questionnaires and/or interviews with local stakeholders e.g. local authorities, cultural organizations, higher education and research institutions, for the research results to be used by tourism businesses, culturepreneurs, tourism agencies e.tc.

Being lined up with the Programme's Priority "1.1 – Jointly promote business and entrepreneurship in the tourism and cultural sectors" and the project's main objectives, the target groups involved may include the following main categories:



- Higher education and research institutions: The involvement of researchers and academics serves the purpose of providing the accurate knowledge to tourism policy-makers and businesses, with clear guidelines in connection with the development of Silk Road cultures tourism, based on the research recommendations;
- SMEs, Sectoral agencies, Business support organizations: The above business-oriented target groups will be strongly involved in the collection of primary data and the overall research activities concerning the cultural tourism sector framework.
- NGOs, local authorities: Local authorities and NGOs are supposed to facilitate the research activities regarding Silk Road cultural footprint documentation.
- Entrepreneurs in the cultural and tourism sector: Cultural tourism entrepreneurs are foreseen to take advantage of the multiple research activities, as with the recommendations – based on research and international exchange of experience – they may receive better quality, more profound knowledge of the Silk Road local heritage and the ways to participate to the new tourism market demands.
- Tourism and culture policy-makers and authorities: Their involvement and consultation is important for the promotion of the proposed strategies on local and interregional level and their implication.

### **3.4 Definition of the Silk Road cultural property / assets**

If we review the Silk Road cultural legacy, we can identify several groups of cultural assets connected with the Silk Road tangible and intangible cultural heritage such as:

- Archaeological sites
- Museums
- Built heritage/industrial heritage e.g. silk mills, textile factories, wineries, pottery factories, forums, tobacco warehouses
- Traditional markets
- Caravanserai, inns/khans
- Ancient settlements<sup>6</sup>
- Spiritual sites (e.g. monasteries)

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<sup>6</sup>[https://www.icomos.org/images/mediatheque/ICOMOS\\_WHThematicStudy\\_SilkRoads\\_final\\_lv\\_201406.pdf](https://www.icomos.org/images/mediatheque/ICOMOS_WHThematicStudy_SilkRoads_final_lv_201406.pdf) p. 34

- Places of associations with transfer of ideas, language, music, dance etc.
- Places of other knowledge as a result of contact and exchange
- Places of trading goods (mining, metal working, manufacturing and handicrafts, and other industrial and production sites)
- Military posts, garrison stations, fortifications
- Documentary heritage
- Movable heritage and artifacts

Following a generic classification based upon UNESCO (UNESCO's interactive visuals, A constellation of living heritage)<sup>7</sup> intangible Silk Road cultural heritage may include:

- Oral traditions and expressions, storytelling, fairytales puppetry and shadow theatre
- Performing arts, Music and dance
- Costumes
- Festivals and cultural events related to the Silk Road cultural heritage
- Social practices, Rituals, Religious Practices
- Gastronomy, Culinary habits, cuisine, food products
- Traditional handicrafts and craftsmanship (knowledge and practices)<sup>8</sup>
- Any other natural and cultural landmarks

Based on the above classification of Silk Road cultural heritage, when identifying the resources for organizing Silk Road cultural heritage, we can recommend paying attention not only to the cultural resources, but also to the specific natural resources, as these determine the culture of the local community and are often used as a unifying feature.

#### **4. DESCRIPTION OF THE CONTEXT OF THE STUDY**

The main parts of the D.T1.1.1. Report of the Study for the Local Silk Road Cultures footprint include the following context:

1. In the first introductory part, the rich history of the Silk Road global legacy is firstly described, from ancient to modern times; A brief profile of the project and the study are provided, including information about the context and the eligible area of the study.

<sup>7</sup><https://ich.unesco.org/dive/constellation/?language=en>

<sup>8</sup> [https://en.unesco.org/silkroad/silk-road-themes/intangible-cultural-heritage/list?field\\_route\\_tid=1&field\\_country\\_entity\\_target\\_id=91&field\\_domain\\_tid=All](https://en.unesco.org/silkroad/silk-road-themes/intangible-cultural-heritage/list?field_route_tid=1&field_country_entity_target_id=91&field_domain_tid=All)

2. In the second part, the scope, objectives and methodology of the study are described, to clarify the data collection methods; designate the secondary sources of information to be used: studies, books, published papers, official data sources, reports and statistical information on the accumulated research data, promotional material connected with local cultural and tourism products, historical documents; also describe the primary sources to be included in the research: information obtained through extensive online research, interviews with local stakeholders e.g. authorities, tourism agencies e.tc
3. In the third part, the theoretical background and review of the literature to be provided will include the academic approaches to cultural heritage management and tourism development; Interregional cooperation and tourism development in the Black Sea programme areas: Importance of the tourism sector and the development of Silk Road cultural heritage; Overview of the Silk Road concept; Silk Road cultural heritage in the SILC Partners' countries; Tourism development challenges and prospects in the Black Sea Region and the SILC Partners' countries; Silk Road cultural heritage and local tourism development
4. In the fourth part, an overview of the current situation for each of the areas under study is presented: the administration structure is described, followed by a thorough analysis of the demographic structure and trends at the regional level. The economic analysis entails economic structure as well as employment and unemployment statistics. An extensive recording of transport and health infrastructures, as well as cultural and tourism infrastructure, services and resources is then provided. Regarding tourism resources the analysis is structured around natural and environmental resources (protected areas, mountains, coasts etc.) and cultural resources (cultural heritage sites, museums, traditional settlements, churches, ski centers, etc.).
5. In the fifth part, the identification of local Silk Road cultural heritage footprint and relevant resources arises from an in-depth research at the Regional level. For each study Region an analysis of the local Silk Road cultural heritage footprint is given, to include both tangible and intangible cultural heritage resources: archaeological sites, ancient settlements, museums, spiritual sites, silk road built heritage, fortifications, traditional markets, folklore traditions, local events and festivals, celebrations and rites, traditional crafts, movable heritage objects and artifacts, celebrations and rites, traditional gastronomy, confectionary, crafts workshops' and women's cooperatives products related to the Silk Road legacy

will be presented. This preliminary recording is further developed in the Report 'Map of the Local Silk Road Cultures'.

6. In the sixth part, the study will record the tourism and culture stakeholders of the study areas that are interested in the SILC project, by use of questionnaires and/or interviews. The main target groups may include culture and tourism stakeholders, local authorities, regional public authorities, national authorities, sectoral agencies, interest groups including NGOs, Higher Education and Research Institutions, SMEs, business support organizations, international organizations under national/international law. Through the engagement of them, the project will reach citizens and visitors of the region.
7. In the final seventh part, the concluding remarks will be presented, based on the well documented literature review and the extensive study of the Silk Road cultural assets and wider environment of the administrative units of the study areas all over the Black Sea region. Policy recommendations will be oriented towards building on synergies, common themes and complementarities between the study regions, in order to achieve positive impacts in tourism development and tangible results in the local economies. The local Silk Road footprint assets that are to be recorded in conjunction with the distinctive character of the study areas are expected to lay the ground for a fruitful collaboration and networking of local stakeholders to utilize the growth potential of Silk Road local cultures.

In addition, the general bibliographic references, together with online sources and bibliographic references for each SILC partner country will then be presented.

Finally, all ANNEXES mentioned in the study will be attached.

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All SILC partners will have to provide input for the D.T1.1.1. Report of the Study for the Local Silk Road Cultures. Specifically:

All partners will have to contribute by providing input to the following parts: 1, 2, 3.1, 3.4, 6.1, 6.3, 7, 8, 9.

Each partner will have to contribute by providing input for the study area of his/her country in the following parts: 3.2, 3.3, 4. 5, 6.2.

## **B. GUIDELINES FOR DELIVERABLE D.T1.1.2. REPORT FOR THE MAP OF THE LOCAL SILK ROAD CULTURES**

### **1. INTRODUCTION**

The main aim of the SILC project is to analyze the untapped cultural tourism opportunities that exist along the Silk Road in the project study areas and to identify the prospects of creating new tourism entrepreneurial networks based on the Silk Road cultural heritage.

Among the main SILC project outputs is T1.1 “Mapping of the local Silk Road cultural footprint” which is to provide an identification and detailed analysis of the tangible and intangible Silk Road cultural heritage at the local level, as well as an all-round analysis of the cultural environment of the project areas, and of their groups of interest about the SILC project. The main output will be the mapping and the impact assessment of the cultural assets directly linked to the Silk Road tourism products, within the study areas. The cultural assets connected with the Silk Road will be documented and the mapping results will be adapted as input to the Silk Road Virtual Observatory and the Web-GIS database (T2-Silk Road Virtual Observatory).

The mapping of the Silk Road will:

- identify and report the local aspects of the Silk Road cultural heritage;
- feature new business opportunities based on the identified Silk Road cultural heritage (e.g. new destinations, events, innovative tourism products);
- provide the theoretical background for the development of jointly targeted tourism products;
- upgrade the existing tourism businesses oriented to the Silk Road local cultures;
- create the basis for a strategic guide of this uncharted tourism and cultural field.

The main aim of this report is to map the Silk Road cultural heritage assets of the study areas that are directly linked to the local Silk Road cultural footprint. To this end the report records a full list of the local tangible and intangible cultural assets connected to the Silk Road in each region of the study area. Further details will be gathered for the identified cultural assets based on the Silk Road heritage and presented in a brief overview, supported by photographic or other form of documentation. Next the identified cultural assets will be classified based on characteristics such as type of asset. The report is utilized to provide input to the Silk Road Virtual Observatory and the Web-GIS database (T2-Silk Road Virtual Observatory), regarding information about the Silk Road tangible and intangible heritage over the SILC project eligible area.



The objective of this report is to identify and classify the existing Silk Road cultural footprint in the eligible areas. To achieve the formulated objective, the study assigns the following concrete tasks:

1. To gather information on local cultural assets based on the Silk Road heritage;
2. To formulate criteria for classification of the Silk Road cultural assets;
3. To identify the main tourism and cultural entrepreneurs and stakeholders and explore their roles;
4. To identify priorities and provide recommendations for future development.

The methodology of the report comprises steps of data collection, analysis and interpretation. Secondary sources of information are considered public documents and reports, testimonies, promotional material and statistics.

The identification of Silk Road cultural heritage assets is based on the delineation of the main categories of tangible and intangible cultural heritage, according to the definition of UNESCO and the categorization of the World Tourism Organization: handicrafts and visual arts that demonstrate traditional craftsmanship, gastronomy and culinary practices, social practices, rituals and festive events, music and the performing arts, oral traditions and expressions, including language as a vehicle of intangible cultural heritage, knowledge and practices concerning nature and the universe. Consequently, the criteria for the identification of the Silk Road cultural heritage assets will be based on the central theme and the characteristics of the asset.

The registry of the Silk Road cultural heritage assets will include data in several fields e.g. identity number, cultural heritage asset name, content characteristics, website (if available), social media (if available), location, municipality, number of visitors (if available), contact details (if available), event organizers.

The report will also record the stakeholders involved in culture and tourism that are interested in the SILC project, be there local administration authorities, cultural organizations, business and tourism agencies, local society entities. The report covers the eligible areas of the study region and is further used as ground for building up of the GIS-tool (Geographical Information System tool) that will help culture and tourism stakeholders as well as end-users of the deliverables of the project to make use of an interactive map that will provide a detailed information on the location, size, topics and other characteristic features of the local Silk Road cultural heritage assets.

## 2. THE GEOGRAPHICAL SCOPE OF THE STUDY

The purpose of this study is to map the tourism impact of the Silk Road cultural heritage assets directly linked to the local communities. The analysis of the study areas is extensive and carried out at the regional level, in accordance to NUTS II-Nomenclature of Territorial Units for Statistics<sup>9</sup> used by Eurostat and other European Union bodies.

The geographical scope of the study covers the Regions where the seat of each SILC partner is located. Based on the programming document of the Black Sea Basin 2014-2020 the eligible areas of the Programme are defined as follows (Map 1):

- Greece: NUTS II Region of Central Macedonia, (EL52) and NUTS II Region of Eastern Macedonia and Thrace (EL51)
- Armenia: [1]all regions (AM00)
- Bulgaria: NUTS II Region of Severoiztochen, (Northeastern) (BG33) and NUTS II Region of Yugoiztochen (Southeastern) (BG34)
- Georgia: [2]all regions (GE00)
- Romania: NUTS II Region of South-East (RO22)

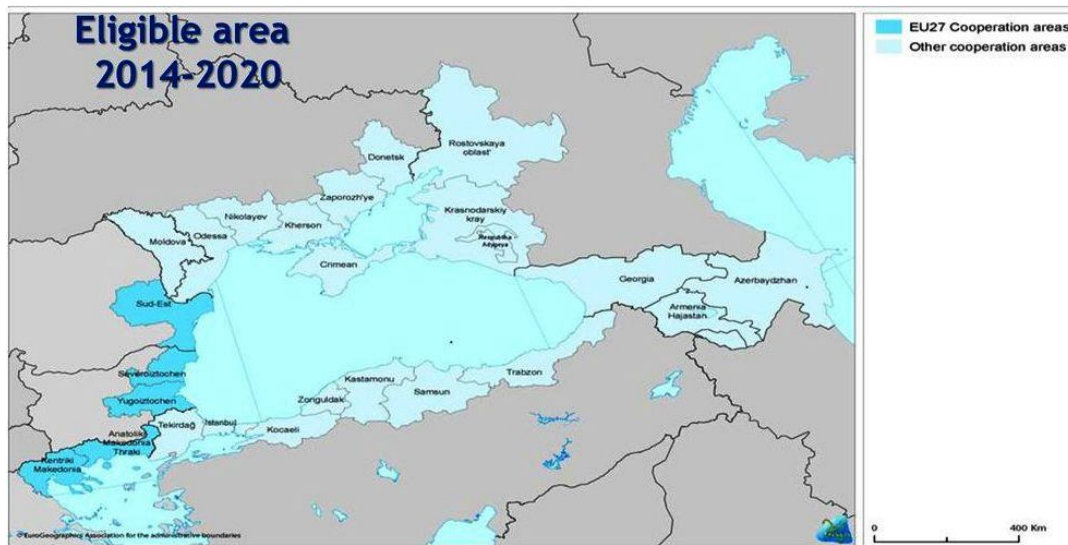
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<sup>9</sup>The current [NUTS 2016 classification](#) is valid from 1 January 2018 and lists 104 regions at NUTS 1, 281 regions at NUTS 2 and 1348 regions at NUTS 3 level.

The NUTS classification (Nomenclature of territorial units for statistics) is a hierarchical system for dividing up the economic territory of the EU for the purpose of:

- The collection, development and harmonisation of European regional statistics
- Socio-economic analyses of the regions
  - NUTS 1: major socio-economic regions
  - NUTS 2: basic regions for the application of regional policies
  - NUTS 3: small regions for specific diagnoses
- Framing of EU regional policies
  - [Regions eligible for support from cohesion policy](#) have been defined at NUTS 2 level
  - The [Cohesion report](#) has so far mainly been prepared at NUTS 2 level (<https://ec.europa.eu/eurostat/web/nuts/background>)

Map 1. Eligible area of the Black Sea Programme



03



The Balkan and the Black Sea Area on the move:  
Perspective for Regional Authorities

ENI CBC 2014-2020 "Black Sea Basin Programme"

**Source:** <https://slideplayer.com/slide/13096710/>, Eligible of areas Black Sea Basin 2014-2020

### 3. SCOPE, OBJECTIVES AND METHODOLOGY OF THE REPORT

#### 3.1 Scope of the report

The regional approach to tourism development in most Black Sea Region countries is necessary also because the regional specificity of each country is distinguished with pronounced contrasts which require optimal horizontal network of tourist regions for specific and targeted policy. Planning, coordination and development of tourism can and should be done on the basis of a reasonable regional diversification of the types and capacities for tourism activity in the country.

Preliminary research on existing local Silk Road cultural footprint all over the SILC partner countries revealed a Black Sea Region with rich Silk Road cultural. This work confirmed the initial conclusion that a number of study areas are richer in local cultural assets related to the Silk Road legacy and relevant activities, while other areas of the region have a high potential for further development.

Within the study D.T1.1.1. Study for the Local Silk Road Cultures footprint, SILC partners involved are to collect data on the cultural and historical value of local Silk Road culture. For this purpose, they have to identify cultural assets in the study areas, related to local Silk Road cultural footprint.

Within the study D.T1.1.2. Report for the Map of the Local Silk Road Cultures the initial list of the Silk Road cultural heritage assets is to be enriched to exhaustion, so that a profile of all assets in the region is elaborated. This report will provide an inventory of the content of all information gathered about the Silk Road cultural assets in each study area. Tourism and cultural businesses and entrepreneurs will be able to access this report in order to draw upon it and organize accordingly their business plans. In this context, a brief identity profile of the tangible and intangible Silk Road cultural heritage assets will be provided for the tourism and cultural stakeholders in the areas involved.

Tangible heritage includes buildings and historic places, monuments, artifacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture (UNESCO)<sup>10</sup> Tangible cultural heritage also known as physical cultural heritage, includes also the group of movable heritage: books, documents and artworks.

Intangible cultural heritage is manifested inter alia in the following domains: (WTO, 2012)<sup>11</sup>

1. Handicrafts and visual arts that demonstrate traditional craftsmanship
2. Gastronomy and culinary practices
3. Social practices, rituals and festive events
4. Music and the performing arts
5. Oral traditions and expressions, including language as a vehicle of intangible cultural heritage
6. Knowledge and practices concerning nature and the universe

Project partners involved in the study are to provide an inventory of local cultural resources in their study area, so as to support the subsequent action planning for networking in the eligible area.

### **3.2. Objectives of the report**

The objective of this report is to identify and classify the Silk Road cultural heritage assets existing in the study areas. To achieve the formulated objective, the study assigns the following concrete tasks:

1. To enrich the initial list of Silk Road cultural heritage assets, so that a profile of all Silk Road cultural heritage assets in the study areas will be prepared;
2. To gather information on Silk Road cultural heritage assets.

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<sup>10</sup> <http://www.unesco.org/new/en/cairo/culture/tangible-cultural-heritage/>

<sup>11</sup> World Tourism Organization (2012), Tourism and Intangible Cultural Heritage, UNWTO, Madrid

3. To formulate criteria for classification of the Silk Road cultural heritage assets;
4. To make a comparative analysis of the Silk Road cultural heritage assets by administrative unit based on the chosen criteria;
5. To identify the main stakeholders and explore their roles;
6. To identify priorities and provide recommendations for future development.

Joint implementation with a strong interregional collaboration under the Report for the Map of the Local Silk Road Cultures is expected to result through a thorough inventory of the Silk Road cultural heritage assets over the study area to the necessary information data for the successive studies and steps to be taken: The elaboration of the Study on the Growth Potential of the Local Silk Road Cultures and the Master Plan of the Local Silk Road Cultures, the development of the Silk Road Entrepreneurship Network, the Silk Road Virtual Observatory and the Label Guide development website, as well as the rest of the pilot activities like the web-platform, incorporating Web-GIS tool, Video Documentaries for Storytelling and Experience Crowd Sourcing for the Local Silk Road Cultures.

### **3.3 Methodology of the report**

The methodology of the report covers:

- defining the methods for data collection;
- analysis of the secondary sources of information.

**The secondary sources** used in the preparation and implementation of Study D.T1.1.2. Report for the Map of the Local Silk Road Cultures of the Project SILC are as follows:

- reports and statistical information on the accumulated research data;
- documents provided by various regional administrations concerning Silk Road cultural heritage assets;
- photographs provided by websites and the media sources;
- promotional material connected with the Silk Road cultural heritage assets;
- historical documents about the Silk Road cultural heritage assets;
- results of population censuses;
- fiction works such as poetry, screenplays, plays, novels, film footage of films, videos and television programs related to the Silk Road cultural heritage assets.

#### **4. THE CONTEXT OF THE STUDY**

The Deliverable D.T1.1.2 “Report for the Map of the Local Silk Road Cultures” will provide an inventory for the content of all information gathered about the Silk Road cultural assets in each study area. Tourism and cultural businesses and entrepreneurs will be able to access this report in order to draw upon it and organize accordingly their business plans. In this context, a brief identity profile of the cultural assets will be provided for the tourism and cultural stakeholders in the areas involved.

The purpose of the study is the registering of the local Silk Road cultural heritage assets in the research area. This particular study includes the following main parts:

1. In the first introductory part, a brief profile of the project and the present study will be provided, including information about the context and the eligible area of the study.
2. In the second part, the scope, objectives and methodology of the study will be elaborated, the wider context and the object of the research will be developed while the structure of the study will be described. The results of the D.T1.1.1. Report of the Study for the Local Silk Road Cultures research based upon secondary sources of information (studies, books, published papers, official data sources, reports and statistical information on the accumulated research data, promotional material connected with local cultural and tourism products, historical documents), as well as the research results of the primary sources (information obtained through extensive online research, interviews with local stakeholders e.g. authorities, tourism agencies etc.) will be used for the analysis.
3. In the third part, the registration of the local Silk Road cultural heritage assets of the research area of the project partners’ countries will be conducted. All Silk Road tangible and intangible cultural heritage assets of the project eligible areas will be registered and their basic characteristics will be recorded (e.g. identity number, cultural heritage asset name, content characteristics, website (if available), social media (if available), location, municipality, number of visitors (if available), the contact details (if available), event organizers.
4. In the fourth part, the registry of tourism and culture stakeholders of the study areas that are interested in the SILC project will be elaborated, based upon the research results of the D.T1.1.1. Report of the Study for the Local Silk Road Cultures research. The main target groups may include culture and tourism stakeholders, local authorities, regional public authorities, national authorities,

sectoral agencies, interest groups including NGOs, Higher Education and Research Institutions, SMEs, business support organizations, international organizations under national/international law.

5. In the fifth part, a brief description of each local Silk Road cultural heritage asset on the study areas will be conducted and relevant photographs will be displayed, to designate an “identity card” for each asset.
6. In the sixth part, some useful concluding remarks will be presented about the inventory of the Silk Road cultural heritage and the tourism development, resulting also from the previous parts of the research. Policy recommendations will be also oriented towards building on synergies, common themes and complementarities between the study regions, in order to achieve positive impacts in tourism development and tangible results in the local economies.
7. The general bibliographic references, together with online sources and bibliographic references for each SILC partner country will be provided.
8. Finally, all ANNEXES mentioned in the study will be attached.

The local Silk Road footprint assets that will be recorded in conjunction with the distinctive character of the study areas, are expected to lay the ground for a fruitful collaboration and networking of local stakeholders to utilize the growth potential of Silk Road local cultures.

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All SILC partners will have to provide input for the D.T1.1.2. Report for the Map of the Local Silk Road Cultures. Specifically:

All partners will have to contribute by providing input to the following parts: 1, 2, 3.1, 3.2, 6

Each partner will have to contribute by providing input for the study area of his/her country in the following parts: 3.3 - 3.7, 4, 5

## **C. GUIDELINES FOR THE DELIVERABLE D.T1.1.3 REPORT ON THE GROWTH POTENTIAL OF THE LOCAL SILK ROAD CULTURES**

### **1. INTRODUCTION**

The purpose of the Deliverable D.T1.1.3 Report on the Growth Potential of the Local Silk Road Cultures is to assess the economic impact and the growth potential of the Local Silk Road Cultures on the local economies and tourism development of the SILC project partner countries, in order to provide recommendations for enhancing local tourism development in the eligible area. It provides input to the Silk Road Tourism Masterplan and the framework for the elaboration of the Deliverable D.T1.2.1.Masterplan Report for Interregional Cooperation.

Tourism potential in the Black Sea Basin area is rich and diversified, while tourism development, and especially alternative forms like cultural tourism, is being a priority for many regions and local communities. Even though there is lack of comprehensive regional data, it appears that the number of international visitors to the Black Sea region has been increased. Over the past decades tourism has become one of the largest and fastest-growing industries in the world and in the Black Sea Basin area, and is expected to increase considerably in the coming years, characterized by continuous spatial expansion and product diversification.

The implementation of SILC project will provide considerable support to the development of new cultural tourism products, and as a result complementarities in interregional cooperation may be generated and a territorial challenge could be solved. The untapped tourism growth potential, may enhance the cooperation process for the purposes of the overall harmonious cultural development of the SILC project study areas, as well as enhance the openness of these areas to European and international tourism.

Silk Road Cultural assets are significant cultural 'assets' in the Black Sea Basin area. They consist part of the local cultural identity, an essential element of the branding and originality of each region, and function as poles of tourist attraction. Rich tourism potential of SILC project partner countries based on beautiful and varied nature, favourable weather conditions, millennial cultural heritage, authentic crafts and customs, delicious food, hospitality and geographic proximity to the main emitting markets, are a prerequisite for the creation of distinctive tourist products and destinations that attract the attention of various target groups. There is necessity of planning and tourist development, respectively establishment, development and

management of tourist destinations within the territorial scope of these areas, correlated and consistent with local cultural inherited layers. In this context, particular importance is attached to local Silk Road Cultural heritage assets and tourism products that may result from them.

Furthermore, small and medium enterprises (SMEs) in the Black Sea region represent the vast majority of enterprises, playing an important role as key engine for economic growth. There is still potential for SME's growth and the aim of SILC project is to provide the opportunity for small and medium enterprises and young entrepreneurs to create, develop and boost their existing activities. Silk Road local cultures over the study area can be used as anchor points for the development of local cultural and tourism entrepreneurial activities, through the creation of culture and tourism networks by encouraging synergies, networking and connectivity between tourism and cultural stakeholders.

The aim of the SILC project is to develop such networks and empower local entrepreneurship in order to utilize the positive economic impacts and other externalities. Moreover it aims to share experience and/or develop jointly targeted tourism products and services to jointly promote cultural products, while addressing the development of interregional tourism products and transnational thematic itineraries through the diversification of the tourism product that Silk Road destinations offer within the project study areas.

## **2. THE GEOGRAPHICAL SCOPE OF THE STUDY**

The purpose of this study is to assess the tourism impact of the Silk Road cultural heritage assets directly linked to the local communities. The analysis of the study areas is extensive and carried out at the regional level, in accordance to NUTS II- Nomenclature of Territorial Units for Statistics<sup>12</sup> used by Eurostat and other European Union bodies.

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<sup>12</sup>The current [NUTS 2016 classification](#) is valid from 1 January 2018 and lists 104 regions at NUTS 1, 281 regions at NUTS 2 and 1348 regions at NUTS 3 level.

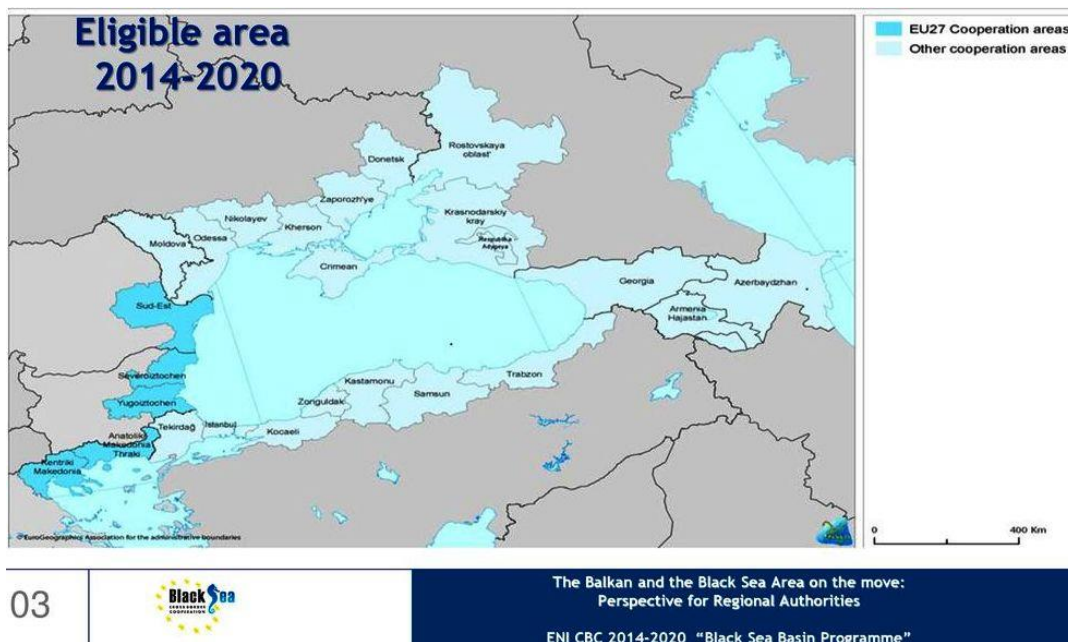
The NUTS classification (Nomenclature of territorial units for statistics) is a hierarchical system for dividing up the economic territory of the EU for the purpose of:

- The collection, development and harmonisation of European regional statistics
- Socio-economic analyses of the regions
  - NUTS 1: major socio-economic regions
  - NUTS 2: basic regions for the application of regional policies
  - NUTS 3: small regions for specific diagnoses
- Framing of EU regional policies

The geographical scope of the study covers the Regions where the seat of each SILC partner is located. Based on the programming document of the Black Sea Basin 2014-2020 the eligible areas of the Programme are defined as follows (Map 1):

- Greece: NUTS II Region of Central Macedonia, (EL52) and NUTS II Region of Eastern Macedonia and Thrace (EL51)
- Armenia: [3]all regions (AM00)
- Bulgaria: NUTS II Region of Severoiztochen, (Northeastern) (BG33) and NUTS II Region of Yugoiztochen (Southeastern) (BG34)
- Georgia: [4]all regions (GE00)
- Romania: NUTS II Region of South-East (RO22)

Map 1. Eligible area of the Black Sea Programme



**Source:** <https://slideplayer.com/slide/13096710/>, Eligible of areas Black Sea Basin 2014-2020,

- [Regions eligible for support from cohesion policy](#) have been defined at NUTS 2 level
- The [Cohesion report](#) has so far mainly been prepared at NUTS 2 level (<https://ec.europa.eu/eurostat/web/nuts/background>)

### **3. SCOPE, OBJECTIVES AND METHODOLOGY OF THE REPORT**

#### **3.1. Scope of the Growth Potential report**

The regional approach to tourism development in most Black Sea Region countries is necessary also because the regional specificity of each country is distinguished with pronounced contrasts which require optimal horizontal network of tourist regions for specific and targeted policy. Planning, coordination and development of tourism can and should be done on the basis of a reasonable regional diversification of the types and capacities for tourism activity in the country.

Preliminary research on existing local Silk Road cultural footprint all over the SILC partner countries revealed a Black Sea Region with rich Silk Road cultural. This work confirmed the initial conclusion that a number of study areas are richer in local cultural assets related to the Silk Road legacy and relevant activities, while other areas of the region have a high potential for further development.

In this phase, SILC focuses on completing data information collection and on the elaboration of studies. Both actions contribute in the assessment of the local Silk Road cultural footprint in tourism development and in the promotion of local communities.

#### **3.2. Objectives of the Growth Potential**

Within the Deliverable D.T1.1.3 Report on the Growth Potential of the Local Silk Road Cultures, the SILC Project partners involved are to provide an inventory of local Silk Road cultural and tourism growth potential in the study areas, so as to support the subsequent action planning for networking in the eligible area. Having in mind the above, the main objectives of the Growth Potential report are to:

1. estimate the impact of the existing Silk Road cultural heritage assets on the local and regional economies
2. identify the untapped Silk Road cultural heritage assets with tourism growth potential
3. approximate the growth potential of those Silk Road cultural heritage opportunities on promising local tourism products and target groups
4. make recommendations for the proper utilization of local Silk Road cultural heritage footprint to the overall aim of enhancing local tourism development.
5. identify synergies between businesses for interregional tourism entrepreneurship development.

6. recommend sustainable ways for further promoting cultural resources related to local Silk Road Cultures.
7. suggest priorities for improving and diversifying Silk Road cultural and tourism products in project areas.
8. assess relevant external factors and risks.

Joint implementation with a strong interregional collaboration under the Report on the Growth Potential of the Local Silk Road Cultures is expected to result through a thorough analysis of the tourism growth potential within the eligible area to the necessary information data for the successive studies and steps to be taken: The elaboration of the Master Plan of the Local Silk Road Cultures, the development of the Silk Road Entrepreneurship Network, the Silk Road Virtual Observatory and the Label Guide development website, as well as the rest of the pilot activities like the web-platform, incorporating Web-GIS tool, Video Documentaries for Storytelling and Experience Crowd Sourcing for the Local Silk Road Cultures.

### **3.3. Methodology of the Growth Potential**

The methodology for analyzing the Local Silk Road Growth Potential in the eligible interregional areas covers:

- theoretical background
- analysis of the secondary sources of information
- analysis of the primary sources of information

#### **3.3.1. Secondary sources of information**

Methodologically, the Deliverable D.T1.1.3 Report on the Growth Potential of the Local Silk Road Cultures builds on the findings and conclusions of the Deliverable D.T1.1.1. Report of the study for the Local Silk Road Cultures footprint and the Deliverable D.T1.1.2. Report for the Map of the Local Silk Road Cultures.

Moreover, the secondary sources to be used in the preparation and implementation of Project SILC-are as follows:

- Studies / Books / Published papers / Official data sources
- Public documents and Reports, statistical information on the accumulated research data;
- Documents provided by various regional and municipal administrations concerning Silk Road cultural heritage and tourism;
- Photographs provided by websites and media sources;

- Promotional material connected with local Silk Road Cultures;
- Historical documents provided by the historical museums;
- Results of population censuses;
- Fiction works such as poetry, screenplays, plays, novels, film footage of films, videos and television programs.

### **3.3.2. Primary sources of information**

Primary research will be carried out, focusing on the specific target groups of:

- Local Silk Road Stakeholders: tourism businesses, culturepreneurs, tourism agencies e.tc, SMEs, sectoral agencies, Business support organizationç, NGOs, local authorities, Tourism and culture policy-makers and authorities
- Typical tourists and Travelers seeking to experience diverse cultures and alternative forms of tourism, detouring from the mass-tourism scheme.

For the assessment of the impact of existing Silk Road cultural assets on the local economies tools of data collection, analysis and interpretation will be used. Primary data will be collected through extensive online research, interviews and/or questionnaire surveys on designated stakeholders, such as local communities, tourism businesses and culturepreneurs. The main themes of the questionnaires cover the respondents assessment on the visitors attraction, visitors spending, additional income for local businesses, additional income for participants, additional employment requirements.

## **4. THE CONTEXT OF THE STUDY**

The Deliverable D.T1.1.3 Report on the Growth Potential of the Local Silk Road Cultures will provide an assessment of tourism growth potential of the Silk Road cultural assets in the project eligible area. Tourism and cultural businesses and entrepreneurs will be able to access this report in order to draw upon it and organize accordingly their business plans.

The purpose of the study is the registering of the local Silk Road cultural heritage tourism growth potential in the research area. The study includes the following main parts:

### **4.1 Tourism Supply: Assessment of the tourism growth potential of Local Silk Road Cultures: Situation Analysis**

The first step in assessing tourism supply is the situation analysis, so as to collect and assess information on a wide range of aspects related to tourism supply (heritage sites, business structure, infrastructure, etc.). The situation analysis also gathers the views of all those likely to be implicated in tourism development and provides a mechanism for reaching a consensus on how to proceed.

An extensive socioeconomic analysis of the study areas, following by an in-depth assessment of the Silk Road Cultural footprint comprise the main tools toward this objective. Their identification will be based on the delineation of the main categories of tangible and intangible Silk Road cultural heritage, according to the definition of UNESCO and the categorization of the WTO. On the above basis the main Silk Road cultural assets identified that are related to local tourism potential aspects will be assessed and described, leading to the elaboration of tourism potential assessment inventories for each SILC Project study area.

### **Situation analysis / Inventory for determining tourism potential**

#### **Natural features**

- Characteristic and attractive landscapes
- Flagship species or habitats (e.g. bears, bogs)
- Other interesting, unusual or representative wildlife
- Diversity of ecosystems
- Geological features such as lakes, rivers, cliffs
- Protected areas: nature reserves, national parks

#### **Cultural features**

- Built heritage (monuments, ruins, castles, churches, etc)
- Small heritage features (fountains, chapels, walls, etc)
- Vernacular buildings
- Heritage objects (tools, clothes, furniture, tapestries, etc.)
- Traditions (skills, know-how, customs)
- Gastronomy (local products, recipes, production methods)
- Events and festivals

#### **Area as a whole**

- Surrounding landscape
- Main land uses
- Location and land tenure potential attractions
- Climate



**Stakeholders (who, views, capacity)**

- Public bodies
- Interest groups
- Tourism businesses
- Land owners and other economic sectors
- Local residents

**Infrastructure**

- Accommodation, restaurants, existing attractions
- Access and proximity to cities, airports, other destinations
- Transportation within destination
- Other facilities and services (shops, etc.)
- Current channels of information and marketing

**Legal and policy context**

- National or local tourism strategy and priorities
- Legislation relating to SMEs
- Policy priorities
- Planning laws and zoning according to economic interests
- Environmental legislation

**Tourism demand**

- Use of existing resources
- Market segment surveys
- Benchmarking competing destinations

Assessing tourism potential: Once the survey work is complete, a first assessment can be made of the different features to determine whether they have: strong tourism interest, strong enough to incite people to come to the area; moderate tourism interest, which can complement the primary attractions and diversify the offer; little or no tourism interest.

Once an overview of the area will emerge, the next step is to identify all relevant stakeholders and to obtain their views on developing sustainable tourism in the area. This will help to identify the potential pitfalls and conflicts which can then be directly addressed as part of the development process, but it could also provide a wealth of ideas and suggestions on what to develop and where. Giving the stakeholders an opportunity to voice their views, to hear the views of others and to participate in the decision-making process, is the best way to develop an innovative and dynamic approach to tourism development.

## **4.2 Tourism demand: Methodology for assessing current and potential markets**

Apart from the supply side, there is also the need to determine whether there is a market for emerging Silk Road tourism products, and what that might be. Relatively little information exists generally on typical visitor profiles, market influences or market potentials for the different nature and culture related market segments. There is therefore little choice but to carry out one's own primary research or seek the assistance of tourism professionals. The advantage is that the results will be much more targeted and relevant to the area concerned. Assessing current markets: If there are already tourism flows in the area, it is better to start with a survey of existing tourists in order to determine their numbers, interests and concerns. From this, it will be possible to assess whether the existing attractions are being used fully and whether creating more similar attractions or whether alternative facilities should be offered to diversify/ complement the existing offer. Survey of current tourism use and preferences:

- Who are they (age, sex, size of group, profession, there is a potential market for main interests, motivations)?
- When do they come and how long do they stay?
- Where do they come from and how do they get here?
- Where do they stay and what do they do/visit?
- How much money do they spend locally?
- What are their expectations?
- What do they particularly like/dislike?
- Have they been before, will they come again?

Looking for potential markets: There are two possible approaches to defining target user groups:

- a. to look at what the region has to offer in terms of attractions then to search for appropriate markets to tap into.
- b. to assess which particular types of tourism activity are showing strong growth potential, or are under-represented in the region, and then to adapt the products accordingly.

In practice, a combination of both approaches is best. Starting with a potential list of tourism attractions derived from the assessment of tourism supply, a first estimate can be made of who is likely to be attracted to these features (e.g. using some of the

findings of previous phases regarding typical visitor profiles, motivations and interests). This will provide an orientation for the potential market research study so as to further determine how many tourists they may be able to attract, from where, for how long.

### **4.3. Strategies for Local Silk Road Tourism Growth**

The Silk Road has the potential to become one of the strongest tourism brands in the Black Sea area. However, this can only be achieved through a collaborative, streamlined strategy adopted by active Silk Road culturepreneurs and tourism entrepreneurs. By identifying and promoting the unique Silk Road entrepreneurial aspect, interregional businesses communities can combine their assets to create a strong Silk Road brand.

The strategies aiming at catalyzing for local Silk Road tourism growth will introduce the creation and establishment of a sustainable action plan activated in the Black Sea area, aiming to increase the economic impact on the region's tourism and cultural sectors. Aligned with Black Sea Basin expected results for stronger interregional business opportunities in the tourism and cultural sectors, the strategies will be structured in a way to ensure a clear interregional impact on Silk Road tourism entrepreneurial initiatives and develop a consistent plan towards the enhancement of Silk Road brand-awareness. This part of Deliverable D.T1.1.3 Report on the Growth Potential of the Local Silk Road Cultures will facilitate the sharing of experiences and expertise and encourage professional interregional cooperation aiming at adopting a coherent joint strategy for promoting Silk Road entrepreneurial initiatives.

The strategic framework for Silk Road Growth Potential is oriented at:

1. The promotion of diversified Silk Road tourism products, which local stakeholders will commonly unite and promote to markets of special interests.
2. The creation of interregional Silk Road tourism products and common service standards.
3. The exchange and dissemination of expertise and experience, by promoting cultural tourism aspects.
4. The intensification of cooperation level and management proficiency of the local businesses in cultural tourism issues.
5. The contribution to the Black Sea Silk Road entrepreneurial reinforcement.

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All SILC partners will have to provide input for the D.T1.1.3 Report on the Growth Potential of the Local Silk Road Cultures. Specifically:

All partners will have to contribute by providing input to the following parts: Executive Summary, 1, 2, 3.1, 3.2, 4.1, 4.4, 4.5, 5.1, 5.3, 5.4, 6, 7

Each partner will have to contribute by providing input for the study area of his/her country in the following parts: 3.3, 4.2, 4.3, 5.2