

# Tourism along the silk road

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# Over the Years

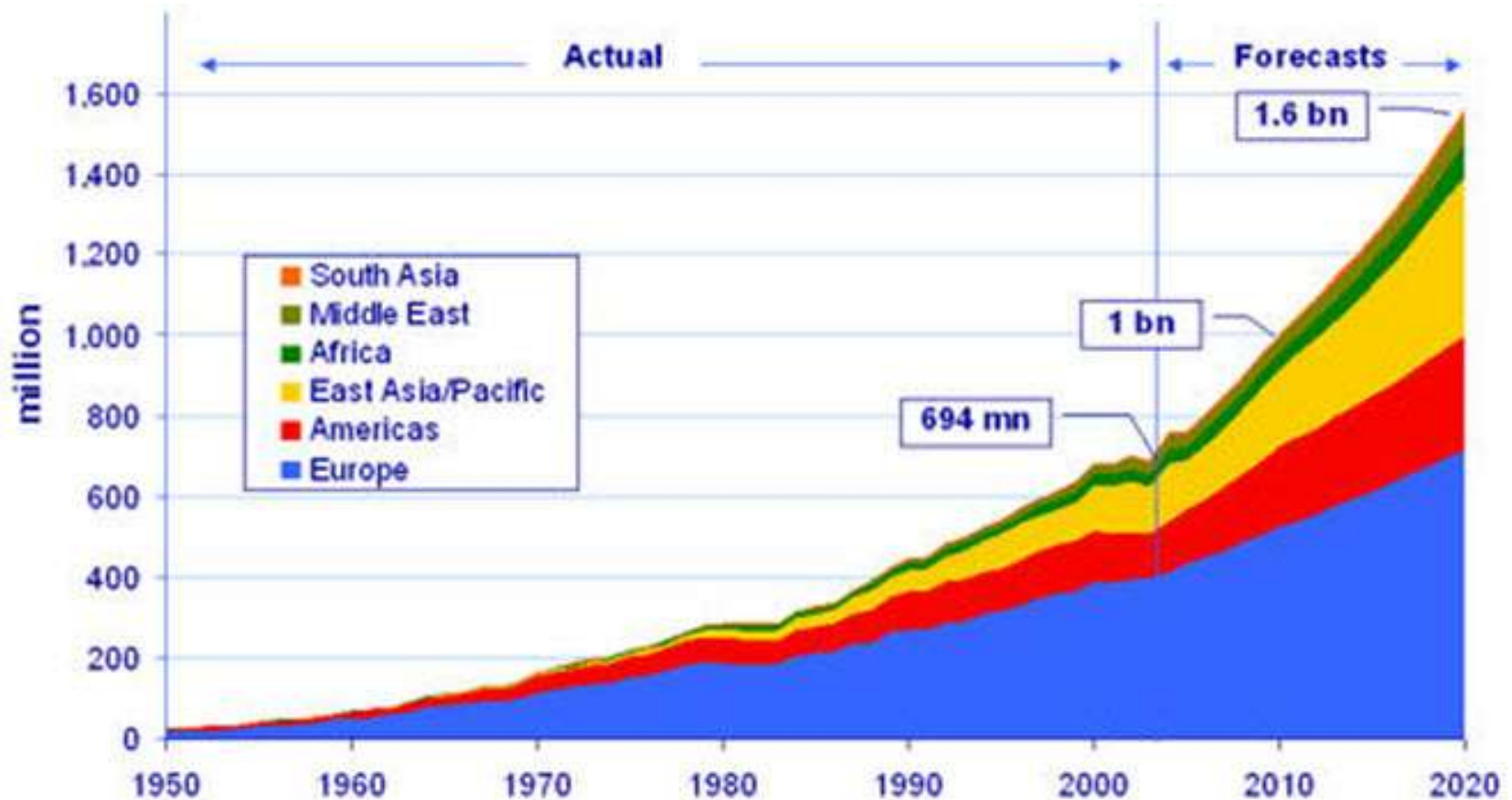
- Hsuan Tsang (602-664 BC)
- Fa Xian (377-422 BC)
- Marco Polo ( 1254-1324 AD)

And Finally Rudyard Kipling's KIM

# Tourism – a Global Industry



# World Tourism Growth Trend

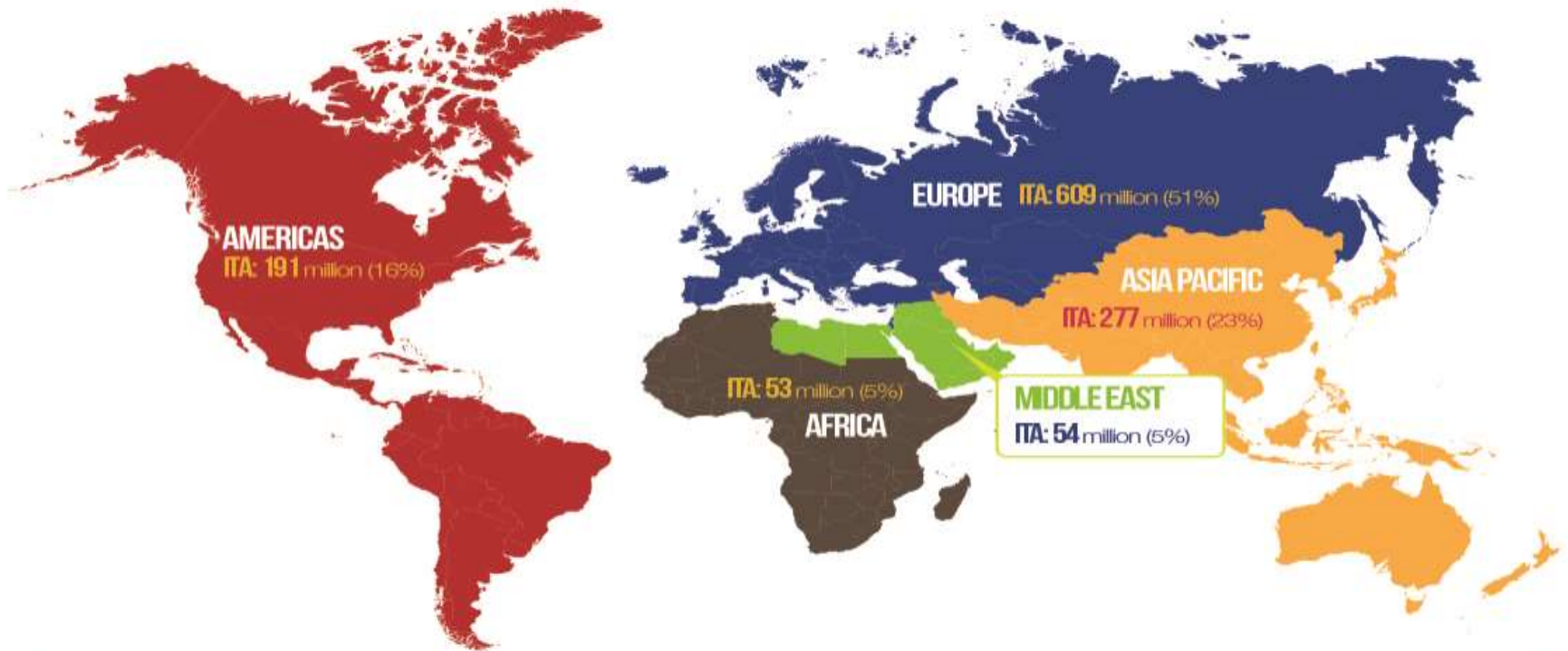


Source: UNWTO



# INTERNATIONAL TOURIST ARRIVALS 2015

Share (%)



## WORLD: 1,184 MILLION

# Top 10 Tourist Receiving Countries

Rank ↕	Country ↕	UNWTO Region <sup>[5]</sup> ↕	International tourist arrivals (2013) <sup>[4]</sup> ↕	International tourist arrivals (2012) <sup>[4]</sup> ↕	Change (2012 to 2013) (%) ↕	Change (2011 to 2012) (%) ↕
1	 France	Europe	84.7 million	83.0 million	▲ 2.0	▲ 1.8
2	 United States	North America	69.8 million	66.7 million	▲ 4.7	▲ 6.3
3	 Spain	Europe	60.7 million	57.5 million	▲ 5.6	▲ 2.3
4	 China	Asia	55.7 million	57.7 million	▼ 3.5	▲ 0.3
5	 Italy	Europe	47.7 million	46.4 million	▲ 2.9	▲ 0.5
6	 Turkey	Europe	37.8 million	35.7 million	▲ 5.9	▲ 3.0
7	 Germany	Europe	31.5 million	30.4 million	▲ 3.7	▲ 7.3
8	 United Kingdom	Europe	31.2 million	29.3 million	▲ 6.4	▼ 0.1
9	 Russia	Europe	28.4 million	24.7 million	▲ 11.2	▲ 13.5
10	 Thailand	Asia	26.5 million	22.4 million	▲ 8.8	▲ 9.1

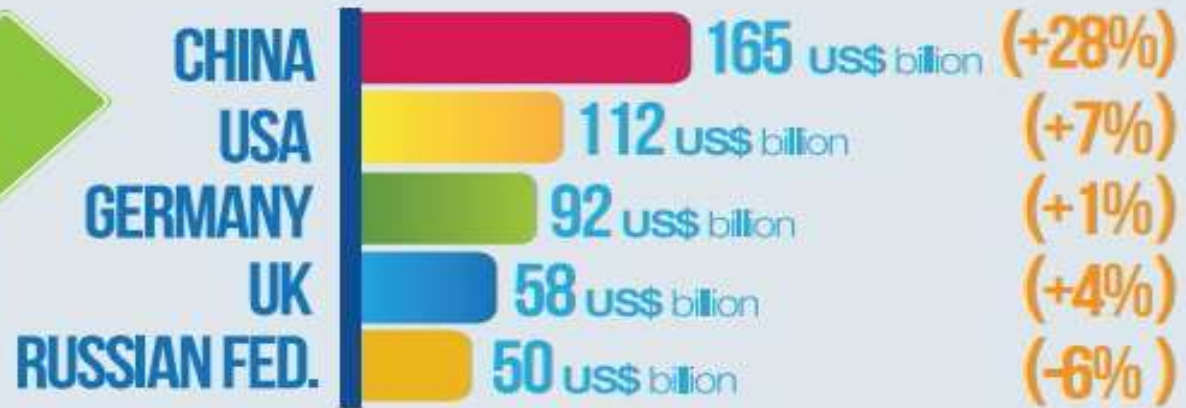
**Note 1:** see the *UNWTO World Tourism Barometer* for the full rankings.<sup>[4]</sup>

**Note 2:** Turkey is classified as part of Europe in the UNWTO tourism rankings geolocation scheme.<sup>[6]</sup>

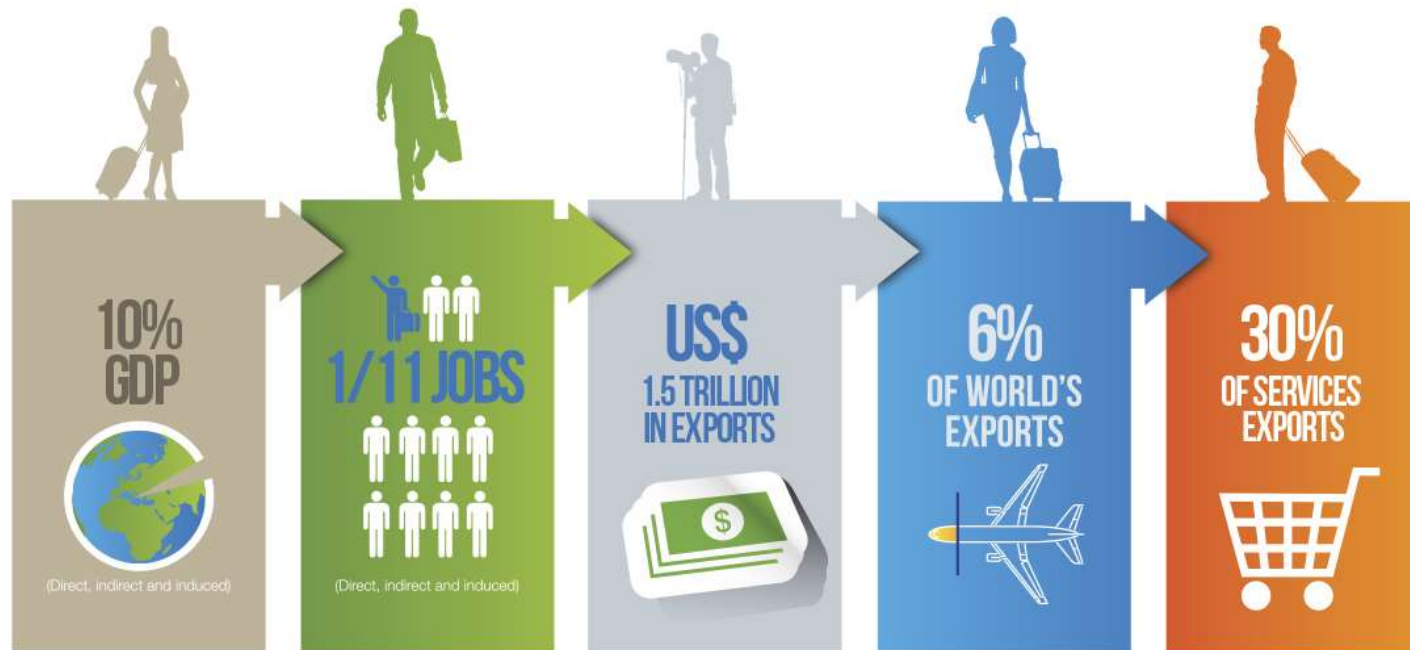


# WORLD'S TOP TOURISM SPENDERS

## INTERNATIONAL TOURISM EXPENDITURE 2014



# Economic Impact of World Tourism



**WHY TOURISM MATTERS**



# Economic Impacts of Tourism



# Tourism Typologies

- Recreation Tourism
- Adventure Tourism
- Cultural Tourism
- Shopping Tourism
- Sports Tourism
- Ecotourism
- Rural Tourism
- MICE Tourism
- Agri-Tourism
- Religious Tourism
- Business Tourism
- Youth Tourism
- and much more..

# TTCI-Travel and Tourism Competitive Index

- Sub-Index A-Enabling Environment
- Sub Index B-Policy and Enabling Conditions
- Sub-Index C- Infrastructure
- Sub-Index D-Natural and Cultural resources

Three CAREC member countries are on Indexed

- a) Georgia-105
- b) PRC-160
- c) Pakistan-206

# The Stages Model of Tourism Promotion Policy

- I. Agenda Setting
- II. Policy Formulation (substantive Constraints and Procedural Constraints)
- III. Implementation (Intents and outcomes)
- IV. Evaluation- Informed Course Correction

( Source Harold J Laswell-1902-1978)

# The Great Tourists

- Arthur Connelly
- Alexander Burns