

Sándor Szatmári  
(University of Pécs)

# HERITAGE CORRIDORS: SUSTAINABLE TOURISM DEVELOPMENT ALONGSIDE THE SILK ROAD

---

ABSTRACT

## HERITAGE CORRIDORS: SUSTAINABLE TOURISM DEVELOPMENT ALONGSIDE THE SILK ROAD

Over the centuries several routes have been created alongside geographical corridors. People travelled and traded along these routes, later cities and cultures have emerged on the nodes of them. This phenomenon can be observed on any continent.

The Silk Road is a glaring example of this. The system of the Silk Road heads through deserts, seashores, river valleys and mountain passes. It cuts across the Eurasian Continent. The countries along the historical Silk Road look for the opportunities of collaboration and cooperation. We can say, that this cooperation means a natural way of cooperation for these countries from the point of their geographical location and geological connections.

A possible way of cooperation is the common tourism development. For this area, the natural geographical and built environment, the connections of these environmental factors have a large importance. The connecting of these circumstances can make a sustainable tourism development model. Any countries on the Silk Road have the opportunity to invest and connect to this cooperation. It means a sure and long run investment.

**KEYWORDS:** Silk Road, tourism development, sustainability, heritage corridor

---

## 1. Introduction

In the following, I would like to introduce the efforts to create a tourist co-operation along the ancient Silk Road. It is important to note that the main player in this international cooperation is China, who has recognized

the need to strengthen cooperation between East and West for economic growth. The New Silk Road Concept is China's recently announced most important foreign strategy, aiming at complex economic growth.

This cooperation means cultural cooperation as well, which has an importance regarding tourism as well. Cultural tourism is a dynamically developing phenomenon in which it has an outstanding importance to preserve old cultures and landscapes, and to develop tourist destinations and the transportation to these place.

The concept of the Silk Road, as a tourism brand name, has also appeared. It is a common aim of the cooperating countries to make this brand attractive and to advertise it. The strengthening of the Silk Road as a tourism project is also supported by international organizations within the framework of the United Nations. United Nations also co-ordinates cooperation between state, civil and economic actors.

Regarding UNESCO, the World Heritage Program has particular importance. Several parts of the former Silk Road infrastructure are qualified as a World Heritage site, or nominated as World Heritage Site, so are protected by the Convention. It is also a very interesting question, how to further develop the Silk Road as a tourism brand.

## 2. The „Ancient” and the „New” Silk Road

### 2.1. The „Ancient” Silk Road

Please let me say a few words about the Ancient Silk Road, with respect to it's historical importance of the thousands of years. The Ancient Silk Road was an approximately 12.000 km long network of continental routes and settlements from the South China sea to the Mediterranean. The route has fulfilled several functions already in the ancient times.

In addition, being a two-way trade route through central Asia throughout to Northern Italy, it also served as a military route, witnessed by the remained garrison quarters and military buildings. However, in addition to a trade and military route function, it has also played an important role as a cultural mediator. In terms of religion this was the route to forward buddhism from India to Japan, or judaism, islam and christianity from the Mediterranean to China. In terms of science and technology we can also think on technical solutions, medicine and agricultural procedures.

## 2.2. The „New” Silk Road

The „New” Silk Road is a complex initiative of China. The basic aim of this initiative to reinforce the former trade routes of China and to serve as a frame for them. It means the reinforcement of economic and infrastructural cooperations as well, and the strengthening of cultural relations.

The former Silk Road became a symbol, and now it has also become a central concept. Let me quote the words of President Xi Jinping on the new Silk Road concept:

The old Silk Road began to radiate with a new vitality... Developing friendly relations with the countries of Central Asia has now become a priority for China’s foreign policy... We should have wider aspirations, broaden our field of vision of regional cooperation, and together create new brilliance in the region<sup>1</sup>.

President Xi primarily emphasized an Eurasian cooperation, but the cooperation has a perspective of cooperating with any countries, who wish to join. President Xi highlighted China’s hope to co-build the “Silk Road Economic Belt”, which is a grand cause for the people along the route, with other countries in an innovative cooperation mode so as to build closer economic relations, deepen mutual cooperation, and create wider development space between Eurasian countries. Thereafter, the “Silk Road Economic Belt” has become the grand strategy of China, and it is vigorously promoted<sup>2</sup>.

## 3. Trade, Traffic and heritage routes and corridors

What was the reason of the fact, that the importance of the Ancient Silk road has decreased in the 15–16th centuries? The answer is very practical. The continental routes were less effective, than the sea routes. From the time

- 
- 1 *Promote Friendship Between Our People and Work Together to Build a Bright Future*, speech by H.E. Xi Jinping President of the People’s Republic of China at Nazarbayev University, [https://www.fmprc.gov.cn/mfa\\_eng/wjdt\\_665385/zyjh\\_665391/t1078-088.shtml](https://www.fmprc.gov.cn/mfa_eng/wjdt_665385/zyjh_665391/t1078-088.shtml) (accessed: 03.09.2019). In this historical speech, President Xi announced the „Silk Road Economic Belt” project.
  - 2 X. Lia, W. Wang, *The “Silk Road Economic Belt” and the “China Dream” Relationship: A Strategy or Tactic*, “Sociology Study”, March 2015, Vol. 5, No. 3, pp. 169–175.

of the great discoveries, the maritime routes came to the fore, because they were safer and quicker, than the continental routes. For this reason, the importance and the use of the former land routes has been reduced.

However, we can see a big change now. Modern technology has a significant effect on continental transport, particularly in high-speed rail developments. We can see, that these infrastructural transport developments are taking place on the most difficult mountainous terrains as well, far away from the coastal areas in North-West China. (such as the newly built train route from Urumqi to Lanzhou).



Map 1. The newly built High Speed Train network in North-West China

Source: W.C. Jones, M. Billington, *China's New Silk Road. Changing the Paradigm Toward Global Development*, "EIR: Executive Intelligence Review" 2014, Vol. 41, No. 48, p. 10.

The railroad is like a leaven, which creates a cultural fermentation among the population. Even if it passed through an absolutely wild people along its way, it would raise them in a short time to the level requisite for its operation.<sup>3</sup>

<sup>3</sup> Count Sergei Witte – Prime Minister of Russia under Czar Nicholas II, 1905–06.

In 2000, China had no high-speed service at all! Plans had been laid for the HSR (high-speed rail) project, and in just over a decade, the biggest high-speed rail system in the world was built, and has been expanding rapidly since.<sup>4</sup>

These transport and commercial objectives also brings the development of cultural cooperations with themselves, the same way, it has happened several thousands years before as well.

Heritage corridor is as an important component of the greenway concept in the tourism sector and connects significant historical and cultural resources. Heritage corridors listed as World Heritage enjoy outstanding universal value. According to Convention of World Cultural and Natural Heritage Protection, outstanding universal value (OUV) is the unique feature of world heritage.<sup>5</sup>

From a geographical point of view, we can talk about routes, mountain passes, valleys, gateways through the highest mountains of the world. Many of these routes were already in use centuries before, and for this reason they preserve numerous built and cultural heritages. These routes are revived, the cultural heritage here can be used as tourist attraction, and tourist destination.

#### 4. UNWTO Silk Road Tourism Program<sup>6</sup>

The Silk Road Tourism Program is a wide-ranging tourism cooperation within the United Nations World Tourism Organization. The cooperation has set several goals. First of all, a common marketing and branding activity for the participating countries. Secondly the facilitation of travel to the target countries by facilitating the acquisition of tourist visas. Thirdly the promotion of air transport, the expansion of tourism capacity and the development of tourist destinations.

---

4 W.C. Jones, M. Billington, *China's New Silk Road: Changing the Paradigm Toward Global Development*, (in:) *The New Silk Road Becomes the World Land-Bridge*, EIR Special Report, Dec. 1, 2014.

5 T. Zou, Y. Hao, L. Jiang, B. Xue, *Identifying Brand Genes in Tourism Branding Strategy: A Case Study of "Chang'an – Tianshan" Heritage Corridor*, (in:) *Proceedings Heritage Tourism & Hospitality*, International Conference 2015, Amsterdam: CLUE+ Research Institute, Vrije Universiteit Amsterdam.

6 UNWTO Silk Road Programme World Tourism Organization (UNWTO) c/Capitán Haya, 42, 28020 Madrid, silkroad.unwto.org (accessed: 03.09.2019).

## 4.1. Common marketing and common brand building

### 4.1.1. General introduction of the area

At the beginning of the Silk Road Tourism Cooperation, it has been decided to create a common trademark, a common brand, and to represent this brand together at tourism events. They have also decided to create a common portfolio and tourism packages.

This part of the collaboration also includes the common statistical administration, communication and media representation associated with the common brand name.

### 4.1.2. The digital Silk Road<sup>7</sup>

The rapid development of digital technology also naturally helps and supports the cooperation. It is manifested in several fields. Modern IIT tools can help to preserve the cultural heritage of the route and can help to increase awareness of them.

Japan is also a high level supporter of the reviving of silk road, and takes role in the digital silk road. There is cooperation between the Government of Japan and the UNESCO. Significant private companies in South-East Asia have also joined the cooperation, such as Hitachi Corporation or Mitsubishi Enterprise Group.

The main results of the project are:

- Southeast Asian Interactive Atlas 500–1500 A.D. These study aim to develop a dynamic form of historical inquiry: visualizing cultural and ecological information across time and space on a digital map interface. Data on the natural and cultural history of Southeast Asia, linked to location, suggests relationships among cultures, societies, and the natural environment;
- Multilingual and lexical terminology for caravanserais Caravanserais are buildings which were constructed to shelter the men, goods and animals of caravans. In order to establish an inventory of caravanserais, a multilingual terminology for caravanserais and a design for a lexical description model for historical architecture terminology are being investigated;
- Web Portal and 3D – Virtual Reality restoration of the Citadel of Bam;

---

<sup>7</sup> K. Ono1, T. Yamamoto, T. Kamiuchi, A. Kitamoto, F. Andres, S. Sato, E. Andaroodi, *Progress of the Digital Silk Roads Project*, "IEICE Electronics Express" 2005, No. 1, pp. 93–141.

- Wide and rapid usage of the web pages. Free access to results through the web, from anyone in the world, as quickly as possible;
- Meticulous and high-precision digitalization of the whole of the material In digitizing precious books.

#### 4.1.3. Trip Advisor survey on the „Silk Road” brand<sup>8</sup>

The TripAdvisor website is the world’s largest online service provider in the field of tourism.<sup>9</sup> It was visited by 490 million internet users in a month.

TripAdvisor has made an online research on the „Silk Road” tourism brand in the year of 2016 and 2017. The goal of these surveys was to measure the awareness of people about the Silk Road as a tourism brand. They have also examined, how many people would choose the Silk Road as a tourist destination. In addition, it has also been studied, that the access to tourist visa how much affects the choice of tourist destination. The results of the survey can be seen in the following table.

Table 1. TripAdvisor “Silk Road” Survey 2016

Answers	Asia and Pacific (APAC) region	Non-Asia and Pacific (non-APAC) region
Number of answers	7747	10678
<b>Awareness about „Silk Road” brand</b>		
have heard of „Silk Road”	87%	81%
aware of „Silk Road” as a tourism destination	85%	61%
<b>Tourism Visas impact on travel through the „Silk Road”</b>		
tourism Visas don’t have impact on their destination choice	73%	71%
they more likely travel, if they could obtain one single tourist visa to travel to Kazakhstan, Kyrgystan, Tajikistan and Uzbekistan	50%	41%

Source: *TripAdvisor Travel Trends for the Silk Road 2016*, [http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_-\\_silk\\_road\\_paper\\_itb\\_2016\\_v2.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_-_silk_road_paper_itb_2016_v2.pdf) (accessed: 03.09.2019).

<sup>8</sup> *TripAdvisor Travel Trends for the Silk Road 2016*, [http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_-\\_silk\\_road\\_paper\\_itb\\_2016\\_v2.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_-_silk_road_paper_itb_2016_v2.pdf) (accessed: 03.09.2019).

<sup>9</sup> TripAdvisor – Investor Relations, <http://ir.tripadvisor.com> (accessed: 03.12.2018).

Based on the survey, it can be said, that the awareness of Silk Road as a tourist brand is very high among travellers. There is a large enquiry about Silk Road, there is a large interest in developing the further details of cooperation.

It can be seen from the survey, that the brand of Silk Road has never been forgotten among people, mainly among the inhabitants of the area. People still remember on the former routes, and aware of the ancient culture. Of course, there is a need for the facilitation of travel to these places. Making tourists visas more accessible is very important, and could help to improve travel very much.

## 4.2. World Heritage, sustainable tourism destination management

The World Heritage Convention, concluded by UNESCO (United Nations Educational, Scientific and Cultural Organization) in 1972, defines and lists natural and cultural heritage.

World Heritage Sites are of major importance for tourism development as destinations. UNESCO supports the states concerned in the development, management and, where appropriate, operation of the sites. Thus, the preservation of the historical, cultural and natural values of a particular location, which is an important objective in itself, has a clear impact on tourism. World heritage sites are the primary tourist destinations around the world.

When managed responsibly, tourism can be a driver for preservation and conservation of cultural and natural heritage and a vehicle for sustainable development. Tourism to World Heritage Sites stimulates employment, promotes local activity through arts and crafts and generates revenues. However, if not planned or managed effectively, tourism can be socially, culturally and economically disruptive, harming hereby fragile environments and local communities.<sup>10</sup>

UNWTO recommends that each destination should be linked as closely as possible to the Silk Road brand, to make travellers aware of the connection to the Silk Road.

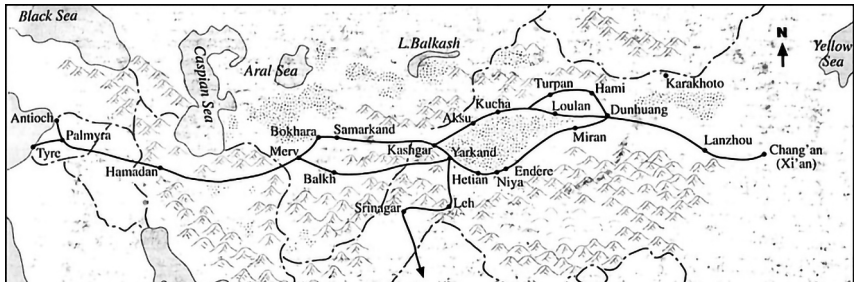
---

<sup>10</sup> UNWTO, *Developing a Sustainable Tourism Strategy for the Silk Roads Heritage Corridors. Introduction to the UNESCO/UNWTO Silk Roads Heritage Corridors Project*, <http://silkroad.unwto.org/publication/developing-sustainable-tourism-strategy-silk-roads-heritage-corridors> (accessed: 03.09.2019).



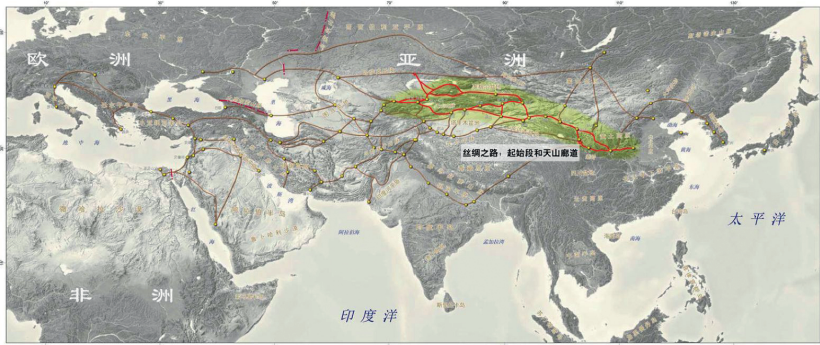
Establish dedicated section for the Silk Road on official destination and partner websites; identify and utilise country’s own Silk Road unique selling points, while preserving the destination’s uniqueness, and engage consumers through utilisation of social media in Silk Road marketing campaigns.<sup>11</sup>

#### 4.2.1 World Heritage part of Silk Road: Chang’an Tian-shan Corridor



Map 2. Ancient Silk Road Route from Chang’an (ancient capital of China) to the Mediterranean Sea

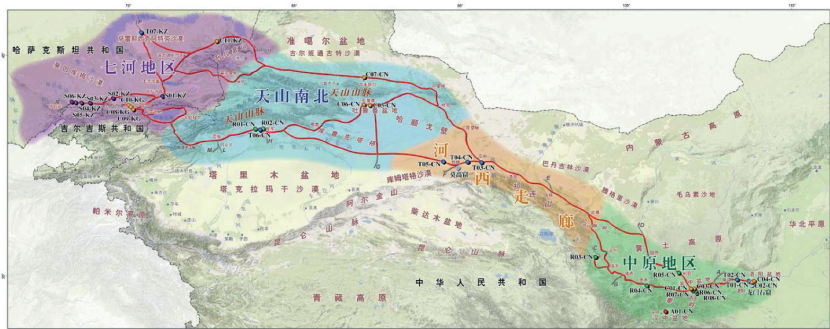
Source: Silk Route Map, <http://www.silkroute.cn/image/silk-route-map.jpg> (accessed: 03.09.2019).



Map 3. The Chang’an Tianshan Silk Road Corridor from Chang’an (Xian – the Ancient Capital of China) to the TienShan mountains of the Himalaya

Source: Icomos International Conservation Center, <http://www.iicc.org.cn> (accessed: 03.09.2019).

<sup>11</sup> UNWTO, *Building A Stronger Silk Road: Strategic Recommendations for Enhancing Tourism with a Special Focus on Central Asia* Compiled by UNWTO in collaboration with a team of international experts, <https://silkroad.unwto.org/publication/building-stronger-silk-road> (accessed: 03.09.2019).



Map 4. The Chang'an Tianshan Silk Road Corridor in the area of China

Source: Icomos International Conservation Center, <http://www.iicc.org.cn> (accessed: 03.09.2019).

Unlike other areas in China, the five western provinces alongside “The Silk Road: Chang’an – Tianshan Heritage Corridor” enjoy unique landscapes like plateau, gobi, grassland and desert. The unique landscapes have developed unique attractiveness<sup>12</sup> Taking shape between the 2nd century BC and the 1st century AD, the Chang’an-Tianshan Corridor linked multiple civilisations and facilitated the trade of goods, silk, culture, religious beliefs, arts, science and technology between two of the great power centres of the Silk Roads trade until the 16th century.<sup>13</sup>

The Chang’an Tianshan Corridor is the first section of the former Silk Road, that has been added to the World Heritage List. It was qualified as a World Heritage Site in 2014. The area of the route connects several countries, China, Kazakhstan, and Kyrgyzstan. This part of the Silk Road was in use from the 2nd century BC to the 16th century AD. Chang’an was the ancient capital of China, now known as Xian. The Silk Road started from here and went west through the Himalayas, in the Tianshan Mountains.

Several historical buildings can be found on the route, Historical buildings, palaces, forts, posthouses, beacons, Buddhist temples, 33 archeological sites. The Tianshan corridor is a witness of traditions of communication, and exchange in economy and culture.

<sup>12</sup> T. Zou, Y. Hao, L. Jiang, B. Xue, *Identifying Brand Genes...*

<sup>13</sup> UNWTO, *Global Report on Cultural Routes and Itineraries*, Affiliate Members Report: Volume twelve, [http://cf.cdn.unwto.org/sites/all/files/pdf/global\\_report\\_cultural\\_routes\\_itineraries\\_v13.compressed\\_0.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_cultural_routes_itineraries_v13.compressed_0.pdf) (accessed: 03.09.2019).

## 4.2.2. Nominated World Heritage part of Silk Road

### 4.2.2.1 Fergana-Syradarya Corridor

This part of the Silk Road was nominated as World Heritage site on the 14. November of 2016. This route is the continuing of the Tianshan Corridor.

It is also a multinational cooperation, it is a cooperation between Cooperation between Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. It geographically goes along the Syradarya river bank.



Map 5. The route of the Fergana Syradarya, Silk Road Corridor in North-West China

Source: UNESCO, *Action Plan adopted in Kyzylorda to set the way forward for the Silk Roads: Fergana-Syradarya Corridor World Heritage serial and transnational nomination process*, whc.unesco.org/en/news/1614 (accessed: 03.09.2019).

### 4.2.2.2 The Zarafshan Corridor (Penjikent-Samarkand-Polikent)

“Penjikent-Samarkand-Poykent Corridor”, is a part of the Silk Road, which is expected to be nominated as the next section of the Silk Road. It is the most important interlink in the Central Asian section of the Great Silk Road located along the Zarafshan river. It is connected to the Tian Shan corridor in the North, the Fergana Valley Corridor in the East and the

Amudarya corridor in the South. It starts in the ancient city of Penjikent (Tajikistan) and continues through Uzbekistan towards Ashgabat (Turkmenistan) in the west until the Poykent ancient settlement. From the 2nd century B.C. to the end of the 16th century, this corridor had three important periods of prosperity: during the Turkish khanate, the Samanid period and Temurids time).<sup>14</sup>

## 5. Summary

All in all, the re-exploration of the mainland Silk Road, in addition to infrastructure developments, is a rethinking and revival of the preservation of cultural monuments.

The formerly forgotten route still lives in historical memory, and its effective preservation and exploration also means creating tourist destinations. This benefits local communities, cities and areas along the Silk Road.

The UNESCO World Heritage Program and the UNWTO Silk Road Tourist Project provide an excellent framework for revitalizing this network, which has three main points: the common marketing and branding activities of the participating countries; facilitating travel to destination countries by facilitating the acquisition of tourist visas; as well as the promotion of air transport, the expansion of tourism capacity and the development of tourist destinations.

## Bibliography

- W.C. Jones, M. Billington, *China's New Silk Road: Changing the Paradigm Toward Global Development*, (in:) *The New Silk Road Becomes the World Land-Bridge*, EIR Special Report, Dec. 1, 2014.
- X. Lia, W. Wanga, *The "Silk Road Economic Belt" and the "China Dream" Relationship: A Strategy or Tactic*, "Sociology Study", March 2015, Vol. 5, No. 3, pp. 169–175.

---

<sup>14</sup> UNESCO, *Preparation for the World Heritage nomination: "Silk Roads: Penjikent-Samarkand-Poykent Corridor"*, 23 February–1 March 2016, [http://www.unesco.org/new/en/tashkent/about-this-office/single-view/news/preparation\\_for\\_the\\_world\\_heritage\\_nomination\\_silk\\_roads](http://www.unesco.org/new/en/tashkent/about-this-office/single-view/news/preparation_for_the_world_heritage_nomination_silk_roads) (accessed: 03.09.2019).

- Promote Friendship Between Our People and Work Together to Build a Bright Future*, speech by H.E. Xi Jinping President of the People's Republic of China At Nazarbayev University, [https://www.fmprc.gov.cn/mfa\\_eng/wjdt\\_665385/zyjh\\_665391/t1078088.shtml](https://www.fmprc.gov.cn/mfa_eng/wjdt_665385/zyjh_665391/t1078088.shtml) (accessed: 03.09.2019).
- K. OnoI, T. Yamamoto, T. Kamiuchi, A. Kitamoto, F. Andres, S. Sato, E. Andaroodi, *Progress of the Digital Silk Roads Project*, "IEICE Electronics Express" 2005, No. 1, pp. 93–141.
- TripAdvisor Travel Trends for the Silk Road 2016*, [http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_-\\_silk\\_road\\_paper\\_itb\\_2016\\_v2.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_-_silk_road_paper_itb_2016_v2.pdf) (accessed: 03.09.2019).
- TripAdvisor Travel Trends for the Silk Road 2017*, [http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_silk\\_road\\_2017\\_for\\_print\\_pf.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_silk_road_2017_for_print_pf.pdf) (accessed: 03.09.2019).
- UNESCO, *Action Plan adopted in Kyzylorda to set the way forward for the Silk Roads: Fergana-Syradarya Corridor World Heritage serial and transnational nomination process*, [whc.unesco.org/en/news/1614](http://whc.unesco.org/en/news/1614) (accessed: 03.09.2019).
- UNESCO, *Preparation for the World Heritage nomination: "Silk Roads: Penjikent-Samarkand-Poykent Corridor"*, 23 February–1 March 2016, [http://www.unesco.org/new/en/tashkent/about-this-office/single-view/news/preparation\\_for\\_the\\_world\\_heritage\\_nomination\\_silk\\_roads](http://www.unesco.org/new/en/tashkent/about-this-office/single-view/news/preparation_for_the_world_heritage_nomination_silk_roads) (accessed: 03.09.2019).
- UNWTO, *Building A Stronger Silk Road: Strategic Recommendations for Enhancing Tourism with a Special Focus on Central Asia Compiled by UNWTO in collaboration with a team of international experts*, <https://silkroad.unwto.org/publication/building-stronger-silk-road> (accessed: 03.09.2019).
- UNWTO, *Developing a Sustainable Tourism Strategy for the Silk Roads Heritage Corridors. Introduction to the UNESCO/UNWTO Silk Roads Heritage Corridors Project*, <http://silkroad.unwto.org/publication/developing-sustainable-tourism-strategy-silk-roads-heritage-corridors> (accessed: 03.09.2019).
- UNWTO, *Global Report on Cultural Routes and Itineraries*, Affiliate Members Report: Volume twelve, [http://cf.cdn.unwto.org/sites/all/files/pdf/global\\_report\\_cultural\\_routes\\_itineraries\\_v13.compressed\\_0.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_cultural_routes_itineraries_v13.compressed_0.pdf) (accessed: 03.09.2019).
- UNWTO, *UNWTO/UNESCO Silk Road Heritage Corridors Tourism Strategy Project*, <http://silkroad.unwto.org/project/unwto-unesco-silk-road-heritage-corridors-tourism-strategy-project> (accessed: 03.09.2019).

T. Zou, Y. Hao, L. Jiang, B. Xue, *Identifying Brand Genes in Tourism Branding Strategy: A Case Study of “Chang’an – Tianshan” Heritage Corridor*, (in:) *Proceedings Heritage Tourism & Hospitality*, International Conference 2015, Amsterdam: CLUE+ Research Institute, Vrije Universiteit Amsterdam.

## Websites

Trip Advisor – Investor Relations, <http://ir.tripadvisor.com>.

Icomos International Conservation Center, <http://www.iicc.org.cn>.

Silk Road Adventures C. Ltd – Xinjiang, China, <http://www.silkroute.cn>.

UNWTO – United Nations World Tourism Organization, <https://www.e-unwto.org>.

UNWTO – Silk Road Program, <http://silkroad.unwto.org>.

## Maps

Map 1. The newly built High Speed Train network in North-West China; W.C. Jones, M. Billington, *China’s New Silk Road. Changing the Paradigm Toward Global Development*, “EIR: Executive Intelligence Review” 2014, Vol. 41, No. 48, p. 10.

Map 2. Ancient Silk Road Route from Chang’an (ancient capital of China) to the Mediterranean Sea; Silk Route Map, <http://www.silkroute.cn/image/silk-route-map.jpg> (accessed: 03.09.2019).

Map 3. The Chang’an Tianshan Silk Road Corridor from Chang’an (Xian – the Ancient Capital of China to the TienShan mountains of the Himalaya); Icomos International Conservation Center, <http://www.iicc.org.cn> (accessed: 03.09.2019).

Map 4. The Chang’an Tianshan Silk Road Corridor in the area of China; Icomos International Conservation Center, <http://www.iicc.org.cn> (accessed: 03.09.2019).

Map 4. The route of the Fargana Syradarya, Silk Road Corridor in North-West China; UNESCO, *Action Plan adopted in Kyzylorda to set the way forward for the Silk Roads: Fergana-Syradarya Corridor World Heritage serial and transnational nomination process*, [whc.unesco.org/en/news/1614](http://whc.unesco.org/en/news/1614) (accessed: 03.09.2019).