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The 21st Century Maritime Silk Road

Tourism Opportunities and Impacts

With the kind support of:



北京兴旅国际传媒有限公司
BEIJING SUNNY INTERNATIONAL COMMUNICATIONS LTD.

The 21st Century Maritime Silk Road

Tourism Opportunities and Impacts



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Note on nomenclature:

When historical names are used, the contemporary name is indicated in brackets: e.g., Batavia (Jakarta), Bombay (Mumbai) or Canton (Guangzhou).

Foreword

by the World Tourism Organization

Tourism has become a pillar of socio-economic progress and a driver of sustainable development. An ever-increasing number of countries are opening up and investing in the sector on local, regional, national and transnational levels. Such positive developments are especially visible across the Silk Road.

The recent revival of Silk Road activities and projects is being driven by a tourism sector achieving record numbers each year. In an age of connected and informed travellers demanding experiential travel, transnational tourism routes like the Silk Road can function as gateways to local cultural experiences, and place tradition alongside modernity and a global outlook.

Galvanized by projects such as the Belt and Road Initiative, the Silk Road is becoming an innovation and investment hub in areas ranging from finance and trade to social and cultural exchange.

The 21st Century Maritime Silk Road – Tourism Opportunities and Impacts highlights the available investment and tourism development potential of the Silk Road and explores favourable opportunities to promote sustainable and competitive tourism. It assesses the impact of China's 21st Century Maritime Silk Road project on tourism and, more generally, the tourism potential of maritime Silk Road thematic routes around Asia.

Targeted investment in transnational maritime routes and their connection with established land routes across Asia can have a multiplier effect on spreading tourism's benefits for regions, destinations, local communities and the private sector alike.

The success of developing maritime Silk Road routes depends on the continued work and endorsement of all involved stakeholders. By detailing achievable short-, medium- and long-term objectives, this publication intends to ensure a common Silk Road vision among stakeholders. It builds on the Silk Road Action Plan by mapping heritage, gathering information, identifying stakeholders and proposing opportunities to move forward.

With over 20 years promoting and enhancing Silk Road tourism, UNWTO is committed to the revival of this interconnected trade route that has historically had a transformative impact on human development. By linking the East with the West through inclusive discourses and cooperation on sustainable tourism practices, we advance towards establishing the Silk Road as an internationally renowned, unified and seamless travel experience.

I express UNWTO's gratitude to Beijing Sunny International Communications Ltd. for making this publication possible. I invite all tourism stakeholders who believe in a philosophy of shared ownership, responsibility and tourism benefits to use it to help us build a world-renowned Silk Road tourism route for the 21st century.

Zurab Pololikashvili
Secretary-General,
World Tourism Organization (UNWTO)

Foreword

by Beijing Sunny International Communications Ltd.

By incorporating a global perspective, the publication on *The 21st Century Maritime Silk Road – Tourism Opportunities and Impacts* will have a positive and long-lasting influence on how regional tourism development is viewed and implemented worldwide.

In consonance with development activities happening throughout the “Belt and Road”, the research is a practical assessment of how the 21st Century Maritime Silk Road affects tourism, especially along the Asian section of the historic maritime routes. Already today, China is the world’s largest source country of outbound tourists, and East and South-East Asia are China’s most important inbound tourism markets, so by analysing regional outbound and inbound tourism markets, including their potential future development, and by incorporating specific case-studies from around the world, this report aims to further unleash available potential.

Resulting from the joint cooperation between UNWTO and Beijing Sunny International Communications Ltd., we sincerely hope that countries along the route utilize its recommendations to build profitable partnerships and enhance mutual understanding through the identification of common synergies.

Sunny Communications is a Chinese tourism marketing enterprise specialising in international tourism destination promotion and marketing. High standards underline the research activities that we conduct with public and private entities alike, and – as with similar projects – it is our wish that this publication can contribute to the adoption of effective policies based on authoritative and reliable information, from which ultimately all countries along the Maritime Silk Road should prosper and benefit from.

He Rongxian
President,
Beijing Sunny International Communications Ltd.

Executive summary

The 21st Century Maritime Silk Road, a key component of the Belt and Road Initiative, is expected to play a vital role in the development of maritime infrastructure and increased regional cooperation. It has potential to stimulate new maritime tourist routes and products based on the ancient maritime silk and spice routes, and on the history of maritime trade in the Asia-Pacific region, in the Indian Ocean and in Europe. The study's objective is to examine the possible implications of the 21st Century Maritime Silk Road on the tourism sector.

The tourism themes explored in this report include maritime heritage attractions, cruise tourism products and land-based services. The study is focussed on Asia and covers countries from China, Japan and the Philippines westwards to the Straits of Hormuz. Opportunities and impacts are identified. Chapter 1 gives a brief overview of the rich history of the ancient Maritime Silk Road. It outlines a general history of trade and cultural exchange, starting in the east and ending with the opening of the Suez Canal. The research mainly focuses on East and West Asian linkages, with onward references to maritime connections in Africa and Europe.

The Maritime Silk Road presents a rich and varied cornucopia of potential tourism products and experiences. It is possible to explore much of the history of the region through maritime destinations. Port cities, some very ancient, are gateways to multiple tourism resources.

Chapter 2 examines the 21st Century Maritime Silk Road within the broader context of China's Belt and Road Initiative. The initiative aims to boost greater integration within Asia; between Asia and Europe; and between Asia and Africa. There are five cooperation priorities: policies, facilities, trade facilitation, trade and investment.

China has made significant progress with its 21st Century Maritime Silk Road activities, and although implementation is still in an initial phase, other countries are also starting to support maritime infrastructure development.

China itself has established various economic zones for the 21st Century Maritime Silk Road in its coastal provinces. It is also developing tourism cooperation between provinces and Special Administrative Regions under the Maritime Silk Road theme. Overseas, many maritime-related Belt and Road projects are underway.

Over time, the proposed infrastructural projects will have a significant impact in terms of the geography of travel and tourism, the scale of the industry and its tourism product offering. Improved transport links from ports to land routes and airports will make previously unknown destinations more accessible to international tourists. The opening up of new tourism gateways will provide an excellent opportunity for tourism growth in many regions. Cruise tourism in particular will be facilitated.

Chapter 3 examines current impacts and provides a benchmark for future tourism growth on the 21st Century Maritime Silk Road in Asia. The current tourism and cruise tourism performance of countries impacted by the 21st Century Maritime Silk Road is examined and key maritime-related assets are outlined. In addition, heritage and other attractions that may benefit from greater connectivity as a result of Belt and Road Initiative investments are suggested.

Chapter 4 presents selected case studies linked to the 21st Century Maritime Silk Road. The Chinese Maritime Silk Road Promotional Alliance presents an example of regional cooperation for promotion. The Cheng Ho Maritime Trail is a strategic research-based marketing and product development initiative launched in Indonesia. The China Maritime Silk Road Museum is a flagship museum presenting an ancient shipwreck, and the Galle National Maritime Museum in Sri Lanka reinforces the importance of museums as tourism assets. The example of Old Jakarta (Indonesia) illustrates the challenge of community-based tourism in an urban environment, and the Muziris heritage project in India shows the importance of integrated planning. Outside the study area, the Black Sea Silk Road Corridor is an example of how to link maritime destinations through tourism, while the cases of Aqaba (Jordan) and Thessaloniki (Greece) illustrate the potential of port cities as tourism destinations.

The case studies contain examples of a wide variety of tourism products and of tourism management issues that may arise as the 21st Century Maritime Silk Road develops. Building on a rich cultural heritage and the attractiveness of coast and sea, there exist many tourism opportunities. However, the importance of destination management and properly protecting maritime, architectural and archaeological heritage is also highlighted.

Chapter 5 draws conclusions from the research undertaken. It discusses impacts in terms of economic, social and environmental issues relevant to the 21st Century Maritime Silk Road, including reference to the Belt and Road Green Development Partnership. The chapter also presents key opportunities for UNWTO Member States.

The publication concludes with 6 annex chapters containing additional information on the various themes discussed throughout the study.





Chapter 1

The historic Maritime Silk Road

Summary:

This chapter gives a brief overview of the rich history of the Maritime Silk Road. It outlines a general history of East and West Asian trade and cultural exchange, with onward references to maritime connections with Africa and Europe. Many themes and interesting stories are highlighted which can form the basis for innovative tourism products.

Key words:

- Spice routes; and
- Trade history of the Maritime Silk Road.

Key messages:

- The Maritime Silk Road developed as circumstances for overland trade changed. Seaborne trade between East and West expanded from the 7th century onwards. Trade, pilgrimage and migrations of people built the Maritime Silk Road;
- After hundreds of years of trade and tribute, China reached a peak of maritime achievement under the Ming, but both China and Japan later discouraged maritime trade and migration at various times;
- Building on Arab, Indian and Chinese maritime knowledge, different European powers entered the region from the 16th century onwards; and
- The arrival of steam shipping and the opening of the Suez Canal changed much and brought the first leisure tourists from west to east.

1.1 The Silk Road routes

According to a well-known legend, the Empress Hsi Ling Shi, wife of the mythical Yellow Emperor, Huang Ti, discovered silk after a cocoon fell from a mulberry tree into her tea cup and unravelled.¹ Under penalty of death, the mystery of sericulture² remained a well-kept secret, and China had a monopoly on the world's silk production until about 200 BCE. With the help of Chinese settlers, the Kingdom of Korea soon saw its own silk industry emerging. Korea was a key state in the early Chinese international system and functioned as an intellectual bridge between China and Japan, with trade and settlements also fomenting the growth of Buddhism and porcelain making. Although first reserved for the Chinese imperial court, silk spread through Asian culture both geographically and socially. Silk became the ultimate luxury fabric, easily transported and in great demand.³

By the time of the Han dynasties, an extensive network of interlinking trade routes led to an explosion of cultural and commercial transactions across Central Asia, which deeply impacted the civilizational process.⁴ By about 300 AD, sericulture had spread into India, Japan and Persia

1 Paludan, A. (1998), *Chronicle of the Chinese Emperors*, Thames & Hudson, London.

2 The rearing of silkworms and the production of silk.

3 TexereSilk (n.d.), *History of Silk* (online), available at: www.texeresilk.com (02-08-2017).

4 Baumer, C. (2013), *The History of Central Asia: The Age of the Silk Roads*, B.Tauris & Company, London.

(Iran). The Roman Empire also knew of and traded in silk, which was generally reserved for the ruling class. According to a legend well enshrined in silk history, monks working for the Emperor Justinian smuggled silkworm eggs to Constantinople in hollow bamboo walking canes.⁵

In the 7th century, sericulture and silk weaving spread through Africa, Sicily and Spain. Andalusia was Europe's main silk-producing centre in the 10th century, with the Republic of Venice and France becoming important producers in the late Mediaeval and Renaissance periods.

By the 19th century, silk production was industrialised in Japan, but the late 20th century saw China regain its position as the world's largest silk producer. Nowadays, India, Japan, Republic of Korea, Thailand, Viet Nam, Uzbekistan and Brazil also have important silk related industries.⁶

Working with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and other United Nations agencies, UNWTO has promoted the Silk Road routes as a tourism resource for over two decades. In 1988, UNESCO launched a ten-year project entitled 'Integral Study of the Silk Roads: Roads of Dialogue'.⁷ As part of the project, several expeditions were organized to retrace by land and sea some of these routes. The project studied the scientific, technological and cultural exchanges of the time, with a view to further stimulate research. This publication draws on some of the outputs of the study.

1.2 The evolution of Maritime Silk Road routes

1.2.1 Early maritime trade

It is clear from archaeological evidence that maritime transportation dates back to time immemorial. In Viet Nam's National Archaeological Museum in Hanoi there is a coin of the Roman Emperor Antonius Pius, dated 152 AD. This was found at the ancient Funan port of Oc Eo in the Mekong Delta. The earliest historical reference to Funan (Cambodia and the Mekong Delta in today's Viet Nam) is a Chinese description of a mission that visited the country in the 3rd century AD. The Funanese were in power when Hinduism and Buddhism were introduced to South-East Asia.⁸

Greek merchants from Egypt reached the Bay of Bengal, and massive quantities of pepper reached the port of Rome at Ostia.⁹ Evidences demonstrate that East-West trade already existed early in the first millennium.¹⁰

In the west, the Failaka island of Kuwait was one of the places where Greece, Rome and China exchanged goods.¹¹ The Sassanids from Persia (226–651 AD) explored trade routes to India,

5 Baumer, C. (2013), *The History of Central Asia: The Age of the Silk Roads*, B.Tauris & Company, London.

6 TexereSilk (n.d.).

7 The project was part of the World Decade for Cultural Development.

8 Hays, J. (ed.) (2014), 'Ancient Civilizations in Southeast Asia: Funan, Srivijaya and The Mon', *Facts and Details* (online), available at: www.factsanddetails.com (04-09-2017).

9 Abulafia, D. (2018), 'What History Teaches us about China's "New Silk Road"', *Longitudes*, 03-01-2018 (online), available at: www.longitudes.ups.com (12-01-2018).

10 Darvill, T. (2008), *Concise Oxford Dictionary of Archaeology*, Oxford University Press, Oxford.

11 Salon Consulting (2013), *Kuwait National Tourism Master Plan 2013–2017*, Ministry of Commerce and Industry, Kuwait.

South-East Asia and China, where their cargo was known as *possu* (meaning Persian). They traded at Gujarat, Konkan, South Carana, Malabar and Coromandel in India, and in Sri Lanka.¹² The Arabs built on this trade network and in 762 AD moved their Umayyad¹³ capital from Damascus to Baghdad on the Euphrates. Quilon (Kulluam) in Kerala, India, was home to Arab, Christian and Jewish merchants and a thriving Chinese community by the 9th century AD.

From the west, first Persian and then Arab sailors played a central role in the rise of the Maritime Silk Road: Building on Sassanid routes, the Arabs brought their sailing *dhows*¹⁴ eastwards to trade, and with them they brought Islam to the Malay Peninsula, Indonesia and coastal China. Pilgrimage to Mecca was at first an aspiration, but, as circumstances improved, travel for *Hajj* became possible for many.

With the monsoon winds, half-yearly trade visits became major trading festivals. By sea it was possible to carry greater volumes in relative safety compared to the looting and thefts on overland routes. However, there were also drawbacks to the ancient Maritime Silk Road in terms of piracy and unpredictable weather.¹⁵

1.2.2 The Maritime Silk Road in the Tang and Song dynasties

Under the Tang dynasty (618–907 AD), military expansion brought security, trade and new ideas. Stability in China was matched by stability in Persia under the Sassanids, and both the overland and maritime Silk Road routes flourished. The great transformation of the historic Maritime Silk Road occurred from the 7th century onwards, as the area opened up to maritime trade.¹⁶ The Tang capital Chang'an had Buddhist temples, Muslim mosques, Jewish synagogues and Nestorian¹⁷ Christian churches. The first Arab ambassador arrived in 651 AD.

Following the collapse of the Tang government and the Five Dynasties and Ten Kingdoms period (907–960 AD), the Song dynasty came to power and saw a centralisation of government and an upsurge in economic activity. Maritime trade flourished during the reign of the Song Dynasty (960–1279 AD). Also coinciding with the expansion of Islam, coastal trading communities developed all around the Indian Ocean and in South-East Asia.

12 Malekandrathil, P. (2010), *Maritime India: Trade, religion and polity in the Indian Ocean*, Primus Books, Haryana.

13 The Umayyad dynasty was the second of the four major Islamic caliphates, and the Abbasid the third.

14 The generic name of a number of traditional sailing vessels with one or more masts with lateen sails used in the Red Sea and Indian Ocean region. Some historians disagree as to whether the *dhow* was invented by Arabs or Indians.

15 Iftikhar, M. and Abbasi, F. (2016), 'A Comparative View of the Ancient and 21st Century Maritime Silk Roads', *Center for International Maritime Security* (online), available at: www.cimsec.org (09-09-2017).

16 Abulafia, D. (2018).

17 Nestorianism is attributed to Nestorius, Patriarch of Constantinople from 428–431 AD. The doctrine emphasises a distinction between the human and divine natures of Jesus Christ. Following the doctrine's condemnation in the west, Nestorian Christians settled in Persia and from there the Nestorian Church spread to India and China.

Maritime Silk Road stories 1: **Tang shipwrecks, Singapore and Thailand**

The discovery of the 9th century Belitung shipwreck in the Java Sea in 1998 revealed an astonishing cargo of approximately 60,000 Tang period ceramic vessels, as well as intricately worked silver and gold boxes, bronze mirrors and silver ingots. It also revealed some of the belongings of the international crew on this Arab trade ship.^a These are now displayed in the Asian Civilizations Museum, Singapore.

A wreck from the same period was discovered in Samu Sakorn Province, south of Bangkok, Thailand in 2013. Preliminary archaeological evaluations suggest that its ceramics came from India, the Middle East and China.^b

a) Tan, N (2015b), 'Symposium: The Belitung Shipwreck and the Maritime Silk Route', *The Southeast Asian Newsblog* (online), available at: www.southeastasianarchaeology.com (20-09-2017).

b) Tan, N. (2015a), 'A visit to the Phanom Surin Shipwreck site, Samut Sakorn Province', *The Southeast Asian Newsblog* (online), available at: www.southeastasianarchaeology.com (20-09-2017).

Chinese merchants were encouraged to head across the water, with trade in the medicinal plant camphor (*Cinnamomum camphora*) especially being sought after. A trading network developed in the East Indies under the auspices of the rulers of Srivijaya in Sumatra, which linked the world of the Chinese traders to that of the Malay and Indian traders. A trade route was emerging that was worthy of being called the "Silk route of the sea".¹⁸

Increasing quantities of spices were passing through India, the Red Sea, and Alexandria in Egypt to reach merchants in Genoa, Venice and other western ports. From here they made their way across Europe, mostly by land, to end up in Lübeck (Germany), Riga (Latvia) or Tallinn (Estonia).¹⁹

In China, during the reign of the Song Emperor, Renzong, great wealth and energy was channelled into the quest for knowledge. The economy flourished. Chinese ships became the most advanced in the world by drawing on knowledge from Arab and Indian sailors. The Chinese, who had invented the compass (first recorded in 1119 AD), soon surpassed others in cartography and seamanship, while the *junk*²⁰ became the bulk carrier of the age.

A 14th century junk that sank off the Kingdom of Korea contained over 10,000 ceramic pieces.²¹

"The tall ships which sail the Southern Sea and south of it are like houses. When their sails are spread they are like great clouds in the sky. Their rudders are several tens of feet long. A single ship carries several hundred men. There is a year's supply of food on board."

Zhou Qufei (1178 AD).

During this period, Asian coastal trade gradually moved from Arab to Chinese merchants. Trade also expanded with the inclusion of the Kingdom of Korea, Japan, the Malabar Coast of India, the Persian Gulf and the Red Sea region into existing networks. China imported raw materials

18 Abulafia, D. (2018).

19 Ibid.

20 Chinese seagoing vessels in use from the 2nd century to today.

21 Paludan, A. (1998).

and tropical luxuries (rare woods, precious metals, gems, spices and ivory) and exported tea, silk, cotton cloth, porcelain, lacquer ware, copper, dyes and books and paper.²² Chinese copper coins of the Song period were discovered in Sri Lanka, and porcelain of the period could easily have been found in East Africa, Egypt, Turkey, some Gulf States and Iran, as well as in India and South-East Asia.²³

1.2.3 The Maritime Silk Road to the Kingdom of Korea and Japan

During the first millennium, culture and philosophy flourished in the Korean Peninsula. A large and well patrolled trading network was maintained with both China and Japan.²⁴ The Okinoshima Island of Japan provides rich archaeological evidence of intense exchanges between the Japanese archipelago, the Korean Peninsula and the Asian continent.²⁵ Archaeological materials excavated from the ancient tombs in Gyeongju, the capital of the Silla Kingdom in Korea (57 BCE to 935 AD), indicate that there was frequent exchange between Silla and other parts of the world linked through the Silk Road.²⁶

1.2.4 The straits of Malacca

In Indonesia, Malaysia and southern Thailand, the Srivijaya Empire²⁷ served as an important *entrepôt* in which valuable commodities from the region and beyond were collected, traded and shipped. It controlled the Straits of Malacca, the choke point between India and China. At the height of its power in the 11th century AD, rice, cotton, indigo and silver from Java; aloes, resin, camphor, ivory and rhino tusks, tin and gold from Sumatra; rattan²⁸, rare timber, gems and precious stones from Borneo; exotic birds and rare animals, iron, sappan²⁹, sandalwood³⁰ and rare spices from the Eastern Indonesian archipelago; various spices of South-East Asia and India; and Chinese ceramics, lacquerware, brocade, fabrics, silks and artworks, were among the valuable commodities being traded at Srivijayan ports.³¹

The Hindu-Buddhist Kingdom of Srivijaya was the first major Indonesian kingdom and the first major Indonesian commercial sea power. Ruled by Tamils and centred in Palembang, on the Musi

22 Paludan, A. (1998).

23 Ibid.

24 Global Security (n.d.), *Navy History, Republic of Korea Military Guide* (online), available at: www.globalsecurity.org (03-08-2017).

25 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./k), *Sacred Island of Okinoshima and Associated Sites in the Munakata Region*, UNESCO WHC (online), available at: www.whc.unesco.org (20-09-2017).

26 United Nations Educational, Scientific and Cultural Organization (n.d./b), *Silk Road: Dialogue, Diversity and Development – Republic of Korea*, UNESCO (online), available at: www.en.unesco.org (03-09-2017).

27 Srivijaya controlled the two passages between India and China, namely the Sunda Strait from Palembang and the Malacca Strait from Kedah.

28 Wicker building material generally from palm.

29 Medicinal and dye-producing plant (*Caesalpinia sappan*).

30 Wood from trees of the genus *Santalum*.

31 Encyclopaedia Britannica (n.d./c), *The Malay kingdom of Srivijaya-Palembang* (online), available at: www.britannica.com (17-09-2018).

River in present-day southern Sumatera Province, it emerged at the end of the 6th century AD, following the conquest of the sea power of Funan. It thrived for 600 years, from the 8th to 13th centuries. It appears that by the 7th century AD, Srivijaya had established suzerainty over large areas of Sumatra, western Java and much of the Malay Peninsula. With a reach spanning as far north as Thailand, where archaeological evidence of Srivijayan cities still survive, Srivijaya is a prime example of shared Maritime Silk Road history. Its tourism potential deserves to be further investigated.³²

Maritime Silk Road stories 2:

Living maritime history in Palembang, Indonesia

The Maritime Silk Road can be experienced in Palembang, once the capital of the Srivijaya Kingdom. The South Sumatra Provincial Museum and the Srivijaya Museum outline the history of this ancient kingdom. Today the city is home to a society of diverse ethnicities. There are distinct *kampungs*^a along the riverside made up of Chinese, Indian, Malay and Arab citizens. Each ethnic group has its heritage, be it a dwelling, an organization or a congregation.

An example of this is the Kampung Arab (Kampung Al-Munwar), where residents of Yemeni heritage, dating back at least seven generations, dwell. It has become a popular community-based tourist attraction on the banks of the Musi River. Visitors can also experience Chinese-Indonesian culture at Kampung Kapitan.

Delicious local food, such as Arabic-style sweets adapted to local Indonesian ingredients, is another aspect of the Maritime Silk Road popular in Palembang.

Source: Site visit (September 2017).

a) Villages.

Later, the Java-based Majapahit Empire dominated much of today's Indonesia. It had relationships with Champa (southern Viet Nam), Cambodia, Siam (Thailand) and southern Myanmar, and even sent missions to China. While its rulers extended their power over other islands and destroyed neighbouring kingdoms, their focus was on controlling and gaining a larger share of the commercial trade that passed through the archipelago. About the time Majapahit was founded, Muslim traders began entering the area.

The island of Singapore at the southern end of the Malay Peninsula was a node in the ancient Maritime Silk Road. Archaeological excavations conducted at Fort Canning, along the banks of the Singapore River and in the Kallang estuary, uncovered thousands of glass shards, beads, globules, ceramics and coins. The ceramics found at Fort Canning are of Chinese origin and date back to the 14th century. Chinese coins from the Northern Song dynasty (960–1127 AD) were also found.³³

By the mid-13th century, the rising power of the Mongol Empire was forcing more and more trade to go by sea, thus contributing to the vitality of the Maritime Silk Road. Marco Polo returned from his 17 years' travel through China via the Maritime route. He briefly recorded a difficult voyage

³² Hays J. (ed.) (2014).

³³ Koh, T. (2015), '21st century Maritime Silk Road', *The Straits Times*, 04-08-2015 (online), available at: www.straitstimes.com (27-09-2017).

during which many passengers died. He travelled from China to Sumatra, Indonesia and the Indian Ocean, and finally docked at Hormuz, Persia (Iran).³⁴

1.2.5 Maritime trade under the Yang and the Ming

Under the Yang Dynasty (1271–1368 AD), business boomed in China. Trade with Southern India and the Persian Gulf flourished. Trade with East Africa also prospered following the monsoon winds, bringing ivory, gold and slaves. In India, guilds developed to control Chinese trade on the Malabar Coast and in Sri Lanka. Commercial relations were formalized, although competition remained fierce: Cochin emerged to rival Calicut in Kerala (India).³⁵

China's maritime explorations reached its climax in the early 15th century under the Ming (1368–1644 AD). A series of major naval expeditions were led by the great court eunuch, Admiral Zheng He. These state-sponsored voyages demonstrated the power of the Ming Emperor Yongle,³⁶ who encouraged tribute and trade with states in South-East Asia, around the Indian Ocean, the Persian Gulf and the Red Sea.³⁷

Maritime Silk Road stories 3:

Admiral Zheng He/Cheng Ho

Zheng He, or Cheng Ho as he is known in South-East Asia, was a Muslim from Yunnan. As the Yongle Emperor Zhu Di's envoy and a senior eunuch, he was very successful in establishing relations with many Islamic states, and even travelled to Mecca. Nowadays, interpretative centres and museums in China, Singapore, Malaysia and elsewhere celebrate him and this great period of Chinese exploration, cartography and navigation.

There were seven great naval expeditions that helped to establish diplomatic relations. They sailed to Viet Nam, to Java and Sumatra in Indonesia, India, Sri Lanka, Somalia and Yemen. Ming ambassadors even reached Egypt and Tamerlane's court in Transoxiana (Uzbekistan), this last destination by land.^a However, rivalry between the powerful court eunuchs and court mandarins eventually led to a reversal of the outward-looking policy after Yongle's death, and China withdrew from naval exploration just before Europeans entered the Pacific.^b

Most of Zheng He's armada consisted of armed trading vessels, the smallest of which were bigger than Columbus's three caravels. The armada's largest ships were its supply vessels at 100 m in length and 50 m wide. According to Ming chronicles, there were 62 big ships, each with nine masts and 500 crew members each. Some vessels carried cavalry troops and fresh water tanks. The system of watertight compartments, a technical improvement that remained unknown in Europe for another 250 years, was a standard feature of Chinese ships. They also used the compass and maps of coasts and stars drawn on silk.^c

When Zheng He returned from his sixth voyage, he found that the Yongle Emperor had died during his absence. Under Zhu Di's son, the Hongxi Emperor, the ocean voyages were discontinued and Zheng He was instead appointed as Defender of Nanjing, the empire's southern capital. In that post, he was largely responsible for the completion of the famous Porcelain Tower of Nanjing.

In 1430, the new Xuande Emperor appointed Zheng He to command a seventh and final expedition into the Western Ocean (Indian Ocean). In 1431, Zheng He was bestowed with the title *Sanbao Taijian*, using his informal name *Sanbao* and characters meaning

34 The Silk Road Foundation (n.d.), *Macro Polo and his Travels* (online), available at: www.silk-road.com (27-09-2017).

35 Frankopan, P. (2015).

36 Yongle is regarded as one of the most ruthless and brilliant of the Chinese Emperors: He laid out Beijing, constructed the Forbidden City and the Temple of Heaven, and extended China's borders and tribute system.

37 Frankopan, P. (2015).

Three Treasures. Some sources say he died in Nanjing and his memorial tomb (rebuilt) can still be visited. Other sources suggest he died at sea.^d

- a) Paludan, A. (1998).
- b) Menzies, G. (2002), *1421: The Year China Discovered the World*, Bantam Press, London.
- c) Utomo, B.B. (2008), *Cheng Ho: His Cultural Diplomacy in Palembang*, Government of South Sumatra Province, Palembang.
- d) Johnson, J. (n.d.), *Chinese Trade in the Indian Ocean* (online), available at: www.asiasociety.org (20-02-2018).

Many museums and interpretive centres have been established that tell the story of Zheng He/ Cheng Ho. These include the following:

- Cheng Ho Cultural Museum, Melaka, Malaysia;
- Hong Kong Museum of History, Hong Kong (China);
- Macao Maritime Museum, Macao (China);
- Maritime Silk Road Exhibition, Three Lanes and Seven Alleys historic site; Fuzhou City, Fujian Province, China;
- Museum Cheng Ho, East Jakarta City, Indonesia;
- National Maritime Museum of China, Tainjin, China;
- Quanzhou Maritime Museum, Fujian Province, China;
- The Maritime Experiential Museum, Sentosa, Singapore; and
- Zheng He Treasure Ship Park, Nanjing, China.

Many of the ports visited by Zheng He were later used as control posts by the Portuguese.

Zheng He's Armada was not the only naval expedition sent abroad by the Ming. At least twelve other admirals led voyages to South-East Asia and the Indian Ocean. In 1403, Ma Pin led expeditions to Java, Aceh (Indonesia), Calicut, Quilon (India) and other places. Wu Bin, Zhang Koqing and Hou Xian also led recorded voyages.³⁸ There was one last voyage under Yongle's grandson, Xuande, in 1430–1433. Just 64 years later, in 1497, the Portuguese explorer Vasco da Gama travelled eastwards to some of the same places.

Following this great period of Chinese exploration, more conservative mandarins came to power and convinced the Emperor to end the costly voyages. Similarly, during the Tokugawa period (1603–1868 AD), Japan also limited its contacts with the outside world, although trade with China never fully ended. Only after the Meiji Restoration in 1868 did an outward-looking Japan re-emerge.

With China and Japan both looking inwards, trade continued through prosperous *entrepôts* like Malacca in Malaysia, and Hô An in Viet Nam. Today, both are UNESCO World Heritage Sites. Hô An, once known as Fai Pho, rose to prominence as a powerful trade conduit between Europe, China, India and Japan, and was especially known for its ceramic industry. Shipwreck discoveries have shown that Asian ceramics were transported from Hô An to as far as Sinai in Egypt.³⁹

³⁸ Miksic, J.N. (2013), *Singapore and the Silk Roads of the Sea 1300–1800*, NUS Press, Singapore.

³⁹ Li, T. (1998), *Nguyen Cochinchina*, Cornell University Press, Ithaca.

1.2.6 The Maritime Silk Road under the Qing

The last Chinese imperial dynasty covered the years 1644–1912 AD. By the 19th century, foreign seaborne trade to China was regulated according to two systems, the ancient tribute trade and the so called Canton system.

Trade based on tributes arrived at ports in Guangdong, while the second trade system involved rising European powers that traded at the port in Canton (today's Guangzhou), the only harbour open to trade with Western ships. Foreigners, such as the merchants from the British East India Company, could come during the October to March trading season. They were issued a Chinese permit in Portuguese-held Macao and then anchored offshore. The Emperor's agents authorised Chinese merchants to trade with the foreign ships, and made the Chinese merchants responsible for collecting duties and fees before the ships were permitted to leave. By the late 18th century, this type of trade had grown significantly, largely driven by the British demand for tea (it was tea from Fujian that the American rebels tipped into the sea in December 1773, a key event, known as the 'Boston Tea Party', leading up to the American War of Independence). Products from India such as cotton and opium were traded by the East India Company for Chinese tea, porcelain and silk.

The taxes earned through the Canton system became very important to the Qing, but restrictions placed on trade increasingly became a point of friction with the European trading powers, especially because restrictions included the sale of Indian opium, a commodity that the Emperor banned in 1796. Eventually trade restrictions and China's attempts to stop opium imports led to the Opium Wars, the first breaking out in 1839. Rebellions against the weakening Qing rule followed in the 1850s and 1860s, in addition to further wars with the hostile European powers. In 1860, the Yuanming Yuan, a heritage site containing hundreds of pavilions, temples, pagodas and libraries, was looted and burnt by British and French troops, an aggression considered one of the greatest acts of cultural vandalism of the 19th century. The palace would be sacked once again and completely destroyed in 1900, when the forces of the Eight-Nation Alliance invaded Beijing.⁴⁰ By the start of the First World War there were 48 'treaty ports', where foreigners were allowed to settle and trade according to their own legal systems.⁴¹

Maritime Silk Road stories 4:

Kulangsu Historic International Settlement, China

Kulangsu Island (Gulangyu) is China's latest World Heritage Site, enlisted in 2017. It already receives 10 million visitors a year. The island settlement faces the city of Xiamen, formally known as Amoy. With the opening of Amoy as a commercial port in 1843, and Kulangsu as an international settlement in 1903, the island became an important window for Sino-foreign exchange. Its heritage reflects this, and the modern settlement, set in a historic network of lanes and historic gardens, is composed of 931 historical buildings of a variety of local and international architectural styles.

Through the endeavour of local Chinese, returned overseas Chinese and foreign residents from many countries, Kulangsu developed into an international settlement with great cultural diversity and its own Art Deco style. It became an ideal dwelling place for overseas Chinese and elites who were active in the east, and was later to be recognized for its modern habitat.

40 The ruins of the Old Summer Palace remain open to the public and are an important tourist attraction in Haidian District of Beijing. A partial copy of the palace, the "New Yuanming Gardens" was built in 1997 in the southern city of Zhuhai in Guangdong province.

41 Westad, O.A. (2012), *Restless Empire: China and the World since 1750*, Basic Books, New York.

Kulangsu is recognised by UNESCO as an exceptional example of the cultural fusion emerging from Maritime Silk Road exchange.^a

- a) United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./k), *Kulangsu, a Historic International Settlement*, UNESCO WHC (online), available at: www.whc.unesco.org (20-09-2018).

The 20th century in China was one of revolution and major social change. With the establishment of the People's Republic of China in 1949, foreign interference largely ended. In 1978, Deng Xiaoping announced the policy of opening-up to the outside world in order to modernize the country. In the 21st century, China is re-emerging as a great world power, and President Xi Jinping's Belt and Road Initiative confirms the country's outward looking leadership.

1.3 The Arabs

The Arabs, aware of the works of Greece and Rome, had been trading eastwards for centuries. The Arab geographer, Al Barauwi, had charted Africa from the Atlantic to Zanzibar in 1315 AD. Another Arab traveller, Al Dimisqui, offered a description of the peoples of the East in 1327 AD. Arab sailors were familiar with the locations of India, China and the Far East as far back as 1340 AD, when Allah Moustawfi Qazami drew his *mappa mundi*. An encyclopaedia of Asia was available in 1391 AD, showing major towns and the locations of mosques.

Maritime Silk Road stories 5:

Sinbad the Sailor

The mythology of Sinbad the Sailor still retains a powerful attraction. He is a symbol of the Middle East's seafaring history, and tales of his exploits are retold in different forms throughout the Arab lands and beyond.

The relevance of the Sinbad the Sailor mythology in contemporary Middle Eastern culture is made evident by the amount of places which claim him as one of their own. One such place is Sohar in Oman, which is claimed as the 'birthplace of Sinbad the Sailor.' Sohar was an ancient capital of Oman and was an important maritime port from which traders embarked onwards to the Indian subcontinent and China. Sohar is still called 'the Gateway to China' and is re-emerging as an important trading port for the Arab peninsula and beyond.

Sohar's claim to be the birthplace of Sinbad the Sailor is based on an oral retelling of the Sinbad tale originating from Oman. The Sinbad featured in the Book *One Thousand and One Nights* comes from the Abbasid capital, Baghdad, in today's Iraq, and embarks on his adventures from the port of Basra. Sinbad was not actually a part of the Arabic version of *One Thousand and One Nights*, but was the hero of a popular Middle Eastern folk tale, who, together with Aladdin and Ali Baba, happened to be inserted into the first European translations of the text by French Orientalist Antoine Galland.^a

As to tourist attractions referencing Sinbad, *Sinbad's Storybook Voyage*, a ride at the Tokyo Disney Resort in Urayasu, Chiba, Japan, is worth a mention, as it exemplifies how heritage is reinterpreted throughout time.^b

- a) Samuels, A.J. (2017), *Sinbad the Sailor, The Power of Myth* (online), available at: www.theculturetrip.com (30-09-2017).

- b) The Gaijin Ghost (2017), 'Guide to the Geography & Story of Sindbad's Storybook Voyage', *Asian Travel & Theme Park Blog* (online), available at: www.tdrexplorer.com (17-09-2018).

Muslim merchants were trading along the Maritime Silk Road routes since the Tang dynasty (618–907 AD). The evidence of their prosperity and commitment is still visible in the Ashab Mosque (the Qingjing Mosque, or Mosque of Purity) in Quanzhou, which was built in 1009 AD. Even today, the mosque is home to an interesting museum containing finely carved tombstones charting Silk Road connections right across Asia.

1.4 India and Sri Lanka

The Indian subcontinent is at the centre of the Maritime Silk Road. Arab dhows sailing eastwards would trade at its ports, and Chinese junks travelling westwards would do likewise. The circuits of the Arabian Sea and the Bay of Bengal were governed by monsoon winds, meaning that India and Sri Lanka were natural stopping places.

Since ancient times, India has been connected to the Mediterranean world via the Persian Gulf. Commodities were traded from China, South-East Asia, the Deccan and Sind in Traprobane, Sri Lanka. Christian merchants from West Asia began to establish links with the Konkan region of India, and in particular with Gopakapattanam (Goa) in the 7th century AD. The monsoon period required long stays, hereby favouring the development of settlements. Stone crosses with archaic Persian inscriptions from this period were found in Chennai, Goa, Mysore and Sri Lanka. An exchange of embassies between the Sassanids and the Chalukyan kings can be seen in the Ajanta Caves, one of India's first World Heritage Sites.⁴² With the accession of the Rashtrakutas, Arab commercial activity increased: Arab governors were appointed to Sanjan, Gujarat in the 10th century. The great Arab historian Al Masudi, writing in Cairo (Egypt) at the time, refers to Cambay, Sanjan, Thana, Sopara, Chaul and Malabar as important maritime centres on the west coast of India that actively traded with Arabs.

The Indian Ocean was also important for Chinese merchants coming from the east. The Chinese Buddhist monk Fa-Hsein who travelled to today's Bangladesh, India, Nepal, Pakistan and Sri Lanka in the 5th century to acquire Buddhist texts, wrote of a voyage by sea in 411 AD. He recorded travelling from Tamralipti (Tamluk in West Bengal) to China through Sri Lanka. In the 7th century, The Chinese monk I-Tsing recorded his travel to India via Srivijaya (Sumatra, Indonesia) and Kedah (Malaysia).⁴³

As noted above, peace was a key feature during the Abbasid Caliphate (750–1258 AD) and the Tang reign (618–907 AD). This significantly boosted trade along the Maritime Silk Road and primarily benefitted the Indian peninsula, strategically located at its centre. Quilon in Malabar, for example, became an important node for long distance trade. A chain of ports, of varying degrees of economic importance, developed on both the east and west coasts of India. There were various interlocking circuits through which goods were traded, and journeys divided. For example, one could sail from Persia to Quilon (Kollam) in 30 days, and then on to Kedah in Malaysia, a further 30 days distance away, and finally reach Canton (Guangzhou) within a month. The ships that traded via these maritime circuits during the 10th century centred on India, and brought wealth to the Kadambas on the Konkan (west coast of India), to the Cholas in southern India, to the Khymers in Angkor (Cambodia), to the Burmese at Pagan (Bagan, Myanmar), to the Ly in Viet Nam, and to the Sung on the Chinese mainland.

Arab and Jewish traders from Abassid Persia and Fatimid Egypt became the principal intermediaries and financiers of trade to Europe. The commonly known as Old World Trade System saw goods travel from the east via Aden, Cairo and Alexandria. In the other direction, horses were an important export to India. On the eve of the Portuguese conquest of Goa, each ship from Hormuz

42 Malekandathil, P. (2004) 'The impact of Indian Ocean trade on the economy and politics of early Mediaeval Goa', *Deccan Studies*, vol. 2, no.1, January – June 2004.

43 Malekandathil, P. (2010), *Maritime India: Trade, religion and polity in the Indian Ocean*, Primus.

was bringing 80–125 horses.⁴⁴ The Portuguese initiated the New World Trade System, whereby goods travelled around the Cape of Good Hope (South Africa) to Europe. Nevertheless, merchants making the *Hajj*, kept the old trading system alive through their role in exchanging information and settling prices for goods travelling the maritime routes.

Kerala, on India's tropical Malabar Coast, was one of the richest centres of maritime exchange. Following the collapse of the Abbasids in Baghdad, Cairo developed trade with Kerala via the Red Sea. Calicut (Kozhikode) emerged as a prominent port and became the seat of the powerful local ruler, the Zamorin. Cochin (Kochi) later overtook it by aligning with the Portuguese, and a Portuguese state emerged in Malabar. By the 1540s, the merchants of Kerala were trading via both the Old World system (Cannamora/Calicut to the Maldives and the Red Sea to Venice) and the New World System (Goa/Cochin to Lisbon).

During the medieval period, due to the movement of people and commodities, maritime India emerged as distinctly different and more liberal than inland India, which was less exposed to changes, foreign elements and new concepts.⁴⁵ Indeed, conservative Hinduism discouraged sea travel. The threat from outside influences also determined Chinese and Japanese attitudes to coastal areas, especially in the 17th and 18th centuries. As a result of this, ports tended to be multi-cultural melting pots, rich in ideas, innovation and religions. They were often viewed with suspicion by more orthodox and mono-cultural inland destinations, but these destinations also sought to control the ports' wealth, as the colonial powers later did. It was the wealth of trade that attracted Europeans westward.

Many Hindu entrepreneurs also took advantage of the growth of Portuguese Goa. Rama Queny became the chief officer in charge of collecting pepper for the Portuguese. By 1663 he was regarded as the richest merchant in Goa.

Sri Lanka was a key destination for silk route traders. Cinnamon is native to Sri Lanka and, as testifying to the long history of trade, its traces were even discovered in ancient Egyptian mummies. Europeans did not know where cinnamon came from until the Portuguese reached Sri Lanka (a similar species was later discovered in the Philippines, while today most cinnamon is grown in Indonesia and China).⁴⁶

Sri Lanka was visited by Zheng He, who brought one of its princes back to China. Until today, descendants of the prince live in Quanzhou. The Portuguese established a trading post in Sri Lanka and vied with the Kingdom of Kandy for control of the island. The Kandy king later invited the Dutch to fight the Portuguese and much of the island came under Dutch control. In 1802, during the Napoleonic wars, the British took over the Dutch-held lands and, in 1815, a coup saw the end of the Kingdom of Kandy. Tea was introduced to the island and became a major export, especially to Britain. Under the name of Ceylon, Sri Lanka remained a British Protectorate until 1948.

44 Malekandathil, P. (2010), *Maritime India: Trade, religion and polity in the Indian Ocean*, Primus.

45 Ibid.

46 Encyclopaedia Britannica (n.d./a), *Cinnamon* (online), available at: www.britannica.com (17-09-2018).

Galle, on the southern tip of Sri Lanka, is today a World Heritage Site. The fortified port city was founded by Portuguese colonists. Stone sea walls, expanded by the Dutch, encircle car-free streets with architecture reflecting Portuguese, Dutch and British rule.

Maritime Silk Road stories 6:

The Glitter of Golden Goa and Cochin, India

At the end of the 16th century, Goa and Cochin prospered greatly. Goa's hilly slopes were crowned with European-style edifices and palatial buildings, churches and villas with gardens. There are estimated to have been 3,500 Portuguese houses, of which 800 were built of stone and lime.

The most beautiful street in Goa was the *Rua Direita* (Straight Road) where goldsmiths, jewellers and other rich merchants lived. Magnificent buildings were erected for the church, including religious houses and the Se Cathedral. A synagogue was also constructed.^a

Cochin (Kochi) also had a *Rua Direita*, where the Bishop's Palace, the municipal chamber and a Dominican monastery were located. In 1663, the Dutch took Cochin and 4,000 residents of Portuguese descent were expelled to Goa and to Europe.^b

a) Malekandathil, P (2010).

b) Ramerini, M. (n.d.), The Portuguese in Cochin (Kochi), India (online), available at: www.colonialvoyage.com (06-10-2017).

1.5 The west

1.5.1 The Portuguese

Learning from Arab nautical wisdom and maps captured in Muslim North Africa, the Portuguese prince, Henry the Navigator, brought about a redesign of wooden ships, thus introducing the caravel.⁴⁷ Edging their way around Africa, the Portuguese set up slave forts and trading stations, and ventured into the Indian Ocean. The west coast of India became the focal point of their official trade (the *Estado da India*), with privateers⁴⁸ operating on the east coast.⁴⁹ Goa, a great medieval Indian port, became the Portuguese power centre. Vessels plying the Arabian Sea required a licence (*cartaz*). This attempt to impose a monopoly on Maritime Silk Road trade eventually led to war. In order to control trade, the Portuguese erected a chain of fortresses at commercially strategic locations with *armadas* patrolling the seas. Portuguese settlements were also established around the Bay of Bengal in an attempt to control the flow of silk, spices, rice and guns: These turned out to be the most profitable destinations for the Portuguese, as there was a huge demand from Delhi for luxury goods, including spices, especially pepper from Cochin (Kochi). Chittagong in today's Bangladesh was an important port. The Portuguese in Bengal extended their trading networks to Malacca, South-East Asia and China. Soon they had reached the Spice Islands of Indonesia, earning rich rewards. With the rise of Aceh (Indonesia) in the mid-16th century, textiles, rice and slaves were exchanged for Indonesian copper, gold and war elephants.⁵⁰

47 Menzies, G. (2002).

48 A privateer was a private vessel authorised to attack foreign (enemy) shipping.

49 Malekandathil, P. (2010).

50 Ibid.

Throughout the 16th century, Portuguese mariners dominated the Maritime Silk Road trade with Europe through commercialising in Asian spices and luxury goods. They established shipping routes around Africa and mapped the routes to India, Sri Lanka, Malaysia, the Moluccas (Indonesia), China and Japan.

Portugal set up toll and transport systems and even today the early Portuguese presence is evident by similar forts as far apart as Tanzania and Timor-Leste. The World Heritage Site of Galle in Sri Lanka is said to be the best example of a fortified city built by Europeans in South and South-East Asia. It shows the interaction between European architectural styles and southern Asian traditions.⁵¹

Although the Portuguese monopoly fell to Spain in 1580, important cultural links remained.⁵² Portuguese remained the trade language in Asia, spoken by Hindu rulers in Ceylon (Sri Lanka) and Muslim rulers in Macassar; non-Portuguese missionaries like Francis Xavier spoke it, and officials of the British East India Company had to learn the language until the late 18th century.⁵³

1.5.2 The Ottomans

The Ottomans effectively gained control of the overland Silk Road with the capture of Constantinople (Istanbul) in 1453. The price of spices in Europe jumped sharply, but soon the Ottomans were undercutting the Venetians. From the time of Selim I (1512–1520), the Ottomans were looking to control the Maritime Silk Road. The Ottomans captured Cairo and Suez in 1517, and Basra on the Persian Gulf in 1534. Portuguese expansion along the west coast of India was followed by Ottoman expansion into the western rim of the Arabian Sea. With the Portuguese controlling the Straits of Hormuz, the Ottomans traded via the Red Sea. In the ensuing trade war between the Old World System (via the Middle East) and the Portuguese-initiated New World System (via South Africa), the Maldives emerged as an important staging port for Ottoman and Muslim-controlled trade on its way to the Red Sea, avoiding Portuguese, Dutch and later British-controlled shipping lanes. The Marakkar traders of Cannamore (Kannur, India) were key partners in this trade. The port of Surat in Gujarat, India, was also an important centre for Indo-Ottoman trade.⁵⁴ At the Red Sea end of the route, Mocha in Yemen was a key port, and was famous for the export of coffee from the 15th century onwards.

Armenians were key players in the Ottoman navy. They became commercially engaged right across the Indian Ocean, where their descendants can still be found. They became leading merchants and bankers throughout Muslim states in Asia.⁵⁵

51 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./g), *Old Town of Galle and its Fortifications*, UNESCO WHC (online), available at: www.whc.unesco.org (20-09-2017).

52 Corrigan, K.H.; van Campen, J.; Diercks, F. (ed.) and Blyberg, J.C. (contributor) (2015), *Asia in Amsterdam: The Culture of Luxury in the Golden Age*, Yale University Press, New Haven and London.

53 Kamen, H. (2003), *Empire: How Spain became a World Power 1492–1763*, HarperCollins, New York.

54 Malekandraithil, P. (2010).

55 Kamen, H. (2003).

Maritime Silk Road stories 7:

Malik Ayaz, a Georgian on the Maritime Silk Road, India

Malik Aziz was a Christian boy captured by the Ottomans in Georgia and sold in the slave market of Constantinople (Istanbul). He was taken as cargo to Gujarat, where he was presented as a gift to the Sultan Begada. The sultan recognised his skill as an archer and sent him to war. As a reward for his services, he was eventually freed and made Governor of Diu, a tiny island off the Saurashtra coast. He developed Diu as a major trading centre in Gujarat and extended commercial links on the Maritime Silk Road. He is said to have ruled the Arabian Sea for over four decades. He mobilised the forces of the Zamorin of Calicut, of Mamluk Egypt, of the Turks and Venetians to try to oppose Portuguese control of the sea lanes.^a

Malik Ayaz remained Governor of Diu for 44 years. His death in 1522, however, left a great political vacuum. In 1535, the sultan was forced to cede Diu to the Portuguese, who had already captured Daman and pockets of Goa and Kerala.^b

a) Vashi, A. and Mehta, H. (2011), 'A Georgian slave got his Diu', *Times of India* (online), available at: www.timesofindia.indiatimes.com (06-10-2017).

b) Malekandratil, P. (2010).

1.5.3 Spain

The Genoan mariner Christopher Columbus sailed west of Spain, seeking China and the Indies in 1492. Spain's arrival to the Pacific, however, is dated to have happened in 1513 when they crossed the Isthmus of Panama.

The Portuguese captain Ferdinand Magellan, also sailing for Spain and financed by Genoa, headed off for the first circumnavigation of the globe in 1519, with a fleet of five little ships. It took them 38 stormy days to get around the South American cape now called Magellan. Four surviving ships crossed what Antonio Pigafetta, the expedition's chronicler, described as 'an expanse of sea so vast the human mind can hardly conceive it'.⁵⁶ From Patagonia it took them 14 weeks to reach Guam, and at Mactan in the Philippines, Magellan was killed in a clash with the islanders. Eventually they met up with other Portuguese who had sailed eastwards to Maluku via the Cape of Good Hope (South Africa), and took on spices. Travelling onwards, the surviving ships halted at Brunei, a place that became known as 'the Venice of the East'.⁵⁷ Only one ship, the *Victoria*, made it back to Spain on 1 September 1522, three years after Magellan had set out.

When the Spanish reached the Philippines, three quarters of a century after Columbus tried to reach China by sailing westwards, Spanish galleons and Chinese junks finally were able to directly trade at Manilla Bay.

Manila became a Spanish city, but was highly vulnerable and isolated. It survived because the two major Asian maritime powers, the Chinese and the Japanese, wanted to trade with Spain. Silver from the New World was sent out as a subsidy to the Spaniards who lived there from Acapulco in New Spain (a territory larger than today's Mexico). The few hundred Chinese sailors who first traded with the Spanish from three junks in 1572 swelled to 6,523 sailors registered in 1605. Manila soon became the first Chinese overseas colony: By 1586 there were 10,000 *Sangleys* – as the Spanish called the Chinese – living in Manila, more than ten times larger than the Spanish population. Despite occasional massacres and expulsions, by 1621 there were 20,000.

56 Kamen, H. (2003).

57 Strait Travel (2015), 'Discovery of Quanzhou in Brunei Darussalam', *Shipping In Sailing Out*, Quanzhou.

“From China they bring their rich silks for our silver. They also bring cattle and even ink and paper. From India and Malaka there come to Manila both black and white slaves, male and female, good workers; and from Japan a great amount of wheat, flour, silver and other things.”

Jesuit Priest in 1694.⁵⁸

Spanish coins became the effective international currency of South-East Asia. The silver, mined in South America, made its way to China and stimulated the Asian economy. Throughout time, the Spanish back home complained of displacement of their produce by cheaper Chinese exports. By the end of the 16th century, Spain had banned the import of Chinese silk. Prohibitions continued through the 17th century with negative consequences for Manila, Macao (China) and Chinese coastal provinces.⁵⁹

Japanese silver mines also contributed substantially to the overall economic development of Japan and South-East Asia in the 16th and 17th centuries. The Iwami Ginzan Silver Mine in the south-west of Honshu Island, Japan, is today a World Heritage Site.⁶⁰

Maritime Silk Road stories 8:

The Manila galleons, Philippines, Mexico and Spain

With no other settlements between New Spain (Mexico) and the Philippines, the Manila galleons were a lifeline: The whole economy of Spanish Manila depended on them. Once a year they sailed from Acapulco to Manila and back again. The first supply galleon crossed the Pacific in 1565, the last in 1815. Vessels sailed from Cavite in Manila Bay in June or July heading south-west on monsoon winds. It took five or more months to cross the Pacific and, laden with silks and porcelain, they were vulnerable to attack. If they made it, when they had sold their cargoes at a fair in Acapulco, they loaded up with silver and passengers: It took them six months to return across the Pacific, equally vulnerable to storms, disease and attack. Rounding the north of the Philippines, they returned to Manila. Four of these great treasure ships were captured by the English (in 1587, 1709, 1743 and 1762). More than thirty were lost in storms or simply disappeared.

Chinese junks were also attacked: After the Netherlands became independent of the Spanish Empire, the Dutch East India Company (*Vereenigde Oostindische Compagnie* – the VOC) became a rising naval power. The VOC would attack junks on their way to Manila. Apart from booty, the VOC aimed to protect the silk industry in Holland from Chinese imports via Spain. In 1622, 80 junks were sunk off the Chinese coast.^a

The National Museum of the Philippines complex in Manila houses a fine collection of tradeware ceramics and extensive maritime material.

The new Manila-Acapulco Galleon Museum features the on-going construction of a galleon based on an 18th century naval architectural plan. The dramatic building is located at the Seaside Boulevard near the Mall of Asia Complex, Pasay City. The exhibitions follow a chronological timeline that begins with maritime networks prior to the *tornaviaje* (discovery of the return route westwards from Acapulco). It continues with the 16th century beginnings of the galleon trade, its growth throughout the 17th century, followed by an 18th century climax that finalised in the early 19th century. Each of the periods can be experienced by the visitor through the interaction of stunning images, sculptures, interactive experiences, graphics, videos, specially-recorded period music, light-and-sound displays and miniature scenes. The *Museo del Galeón* is being created through international collaboration.^b

⁵⁸ Kamen, H. (2003).

⁵⁹ Ibid.

⁶⁰ United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./e), *Iwami Ginzan Silver Mine and its Cultural Landscape*, UNESCO WHC (online), available at: www.whc.unesco.org (13-10-2017).

La Ruta de la Plata (The Silver Way) of the galleon trade across the Pacific was a long-distance precursor of today's Maritime Silk Road. *La Ruta de la Plata* catalysed economic and cultural exchange and built the foundations for the first global currency, the silver Spanish dollar ("pieces of eight"), which were widely used in Europe, the Americas and the Far East.^c

- a) Kamen, H. (2003).
- b) Manila-Acapulco Galleon Museum (n.d.), *Welcome to the Manila-Acapulco Galleon Museum* (online), available at: www.thegaleon.ph (12-01-2018).
- c) Gordon, P. and Morales, J.J. (2017), *The Silver Way: China, Spanish America and the Birth of Globalisation, 1565–1815*, Penguin Books Australia, Hawthorn.

The Dutch East India Company (*Vereenigde Oostindische Compagnie* – VOC), founded in 1602, was the chief threat to Spain and Portugal. When Spain and the Netherlands (once part of the Spanish Empire) were at war in 1600, the VOC attacked Manila. They also ousted the Portuguese from Malacca and Formosa (Taiwan Province of China). By 1625, further hostilities between Spain and the rising power of England were underway.

1.5.4 The Dutch

Much of the Netherlands was part of the Spanish Empire in the 16th century,⁶¹ and Dutch navigators and shipbuilders were important to Spain. But in 1581, after successive movements for independence, the Dutch established their own Republic. In 1602, six Dutch trading companies from six cities merged to form the Dutch East India Company, the VOC.

The company's administrative centre was established in 1619 in Batavia (Jakarta, Indonesia), following the annexation of the settlement. In 1621, to secure absolute control of the spice trade from the Banda Islands, the only place where nutmeg and mace grew, the company's rule was often ruthless.⁶² The VOC acted mostly without direct orders from the Dutch Republic, and so was, to a certain extent, autonomous. Most of its commerce was actually not with Europe, but with Asia.⁶³ A vast array of materials was traded. In addition to Moluccan spices, commodities included:

- Cinnamon from Sri Lanka;
- Cotton, silk, saltpetre, opium and precious stones from India;
- Pepper, pearls and cinnamon from the Malabar coast;
- Pepper from Sumatra;
- Sappan wood, pewter, animal skins and rice from Siam (Thailand);
- Coffee from Java;
- Diamonds and pepper from Borneo;
- Silk from Viet Nam;

61 Seventeen Provinces passed to the Spanish Habsburgs in 1556. When part of the Netherlands separated to form the autonomous Dutch Republic in 1581, the remainder of the area stayed under Spanish rule until the War of the Spanish Succession (1700).

62 Corrigan et al. (2015).

63 Between 1595 and 1660 there were 1,368 VOC journeys to Europe, but 11,507 within Asia (Corrigan et al. [2005]).

- Copper, gold, silver and porcelain from Dejima, Japan;⁶⁴
- Slaves from Madagascar; and
- Silk, cotton and tea from China.

Dutch control of Indonesian trade continued into the 20th century.

1.5.5 The British

Britain's East India Company was established for trade in 1600 by London merchants. The original objective of the involved group of merchants was, as its name implies, to trade in spices from the East Indies. The company, however, failed to break the strengthening Dutch monopoly of the spice trade, and so focused most of its activities on India.

The East India Company established early trading posts in Surat, Gujarat in 1619. In 1634, the Mughal emperor allowed the English traders into the region of Bengal, and, by 1717, the Emperor was forced to completely waive custom duties for East India Company trade. The company had three centres, Madras where the British started trading in 1639 (Chennai in Tamil Nadu), Bombay in 1668 (Mumbai, Maharashtra), and Calcutta in 1690 (Kolkata, West Bengal). The company later set up trading posts in the Straits of Malacca and Indonesia. The company's main business commodities were cotton, silk, indigo dye, gunpowder, saltpetre and tea, which they introduced to India from China. As Mughal power declined, the company began to assert itself by intervening more and more in Indian political affairs. It had a serious rival in the French East India Company, but the French were beaten by the company's increasingly powerful Indian Army.

To check the exploitative practices of the company and to gain a share of the revenues, the British government intervened in 1773 by setting up a Board of Control for India. In the 19th century the company expanded eastwards into Burma (Myanmar). The company's trade monopoly, however, was gradually eroded and it became largely a political and military entity. After the Great Indian Rebellion of 1857, the British government assumed direct control of trade and dissolved the East India Company. India, Pakistan and other former East India Company possessions such as Burma (Myanmar), parts of today's Malaysia and Singapore became independent in the years following the Second World War.⁶⁵

1.5.6 The age of steam and the Suez Canal

Around 1830, steam engines began to be used on ships. At first, the engine was connected to paddle wheels on the side; but within 15 years, screw propellers were found to be superior both in power and economy. In parallel, iron began to be used instead of wood.

64 Dejima was a man-made island in the port of Nagasaki, constructed in 1636 to segregate Portuguese residents from the Japanese population and control their missionary activities. A few years later, the Portuguese were expelled from Japan, and the Dutch Trading Station, formerly located in Hirado, was moved to Dejima. The Dutch were restricted to Dejima during Japan's two centuries of isolation as the only remaining Westerners allowed in the country.

Source: Japan Guide.Com (n.d.), *Dejima* (online), available at: www.japan-guide.com (03-08-2017).

65 Columbia University and Lagasse, P. (ed.); Goldman, L. (ed.); Hobson, A. (ed.); Norton, S.R. (ed.) (2013), *The Columbia Encyclopedia Sixth Edition*, Visible Ink Pr, Canton.

On 4 August 1845, the first P&O steamer, *Lady Mary Wood*, arrived in Singapore from London. Built in 1842, the steamship took 41 days to complete its journey. Not only did the arrival of the first steamer create new communication possibilities, but also new economic opportunities in the form of tourists. The use of steamships was to completely transform the speed and meaning of travel.⁶⁶ In Asia, the first steam ship is said to have been the Nawab of Oude's⁶⁷ pleasure yacht.⁶⁸

Maritime Silk Road stories 9:

From steam-powered battleship to tourist attraction, Japan

The first steam-driven Japanese warship *Kanrin Maru* was ordered in 1853 from the Dutch by the Japanese Shogun's government. The Netherlands was the only Western country with which Japan had diplomatic relations throughout its period of *sakoku* (seclusion). The ship was used at the newly established Naval School of Nagasaki in order to build up knowledge of western warship technology. In 1859 she was sent on Japan's first diplomatic mission to the United States of America, making a point to the world that Japan had now mastered western navigation techniques and western battleship technologies. (A *Karin Maru* monument overlooks the Golden Gate Bridge in San Francisco as a commemoration of the mission). This was actually the second official Japanese embassy to cross the Pacific Ocean: Around 250 years earlier, in 1614, the embassy of Hasekura Tsunenaga had travelled to Mexico and then Europe aboard the Japanese-built galleon *San Juan Bautista*.

The *Karin Maru* ran aground and sank off Cape Saraki in Kikonai in 1871: A festival is held there every May when tulips, planted to remember the ship's relationship with the Netherlands, are in bloom.^a

In 1990, a replica of the famous battleship, twice the size of the original, was again commissioned from the Netherlands according to original plans. The ship was for the theme park of Huis Ten Bosch in Kyushu, southern Japan. This attraction recreates a Dutch town, complete with a royal palace. The *Kanrin Maru* is now used as a sightseeing ship to the Naruto whirlpools from Minami Awaji harbour.^b

a) Hayasegawa, K. (2015), 'Hokkaido Town's Ties To Historical Ship Helps Draw Tourists', *The Japan Times* (online), available at: www.japantimes.co.jp (30-06-2017).

b) Tabi-boots (2011), *Naruto Whirlpool* (online), available at: www.hiahyogo.wordpress.com (30-09-2017).

In 1869, the Suez Canal opened, thus significantly changing sea trade and travel. Technological developments saw the decline of many smaller ports on the Maritime Silk Road, as with steam shipping greater distances could be covered in less time, and ships were less dependent on wind conditions to take shelter or set sail.

1.5.7 Mediterranean and Atlantic ports

Asian voyages travelling along the Maritime Silk Road arrived at many different European ports.

The Republic of Venice, known as the Serenissima, is the best known. Venice traded through the Balkans with the Levant and Alexandria in Egypt. Important commercial routes, settlements and defensive fortifications linked Venice with the ports and cities along the Euro-Mediterranean region. Today they form a complex amalgam of maritime heritage with considerable tourism potential.

66 National Library Board Singapore (n.d.), *Classical Emporium* (online), available at: www.eresources.nlb.gov.sg.

67 The ruler of the princely state of Awadh, today part of Uttar Pradesh, India.

68 Blue, A.D. (1973), 'Early Steamships in China', *Journal of the Hong Kong Branch of the Royal Asiatic Society*, vol. 13, RASHKB.

Lisbon was the main port for the far-flung Portuguese colonies: The *Padrão dos Descobrimentos* (monument of discoveries) is one of the most famous sites in Lisbon. It was rebuilt on a larger scale in 1960 to commemorate the 500th anniversary of the death of Prince Henry the Navigator.

Genoa was also an important Silk Road port: Its bankers helped finance the expansion of the Spanish Empire and its fleet was of considerable importance. In Spain, Valencia flourished thanks to trade related to the Silk Road.

Maritime Silk Road stories 10: **Valencia, Spain**

Valencia started to flourish in the 15th century, a period referred to as the Golden Period of Valencia. There are noteworthy monuments related to the silk industry within the city. Listed as a World Heritage by UNESCO in 1996, the Silk Exchange Market (*Lonja de la Seda*) is located next to the Valencia's Market Square. It was built between 1482 and 1548, and was dedicated to the silk trade. It became a landmark of the wealth of the Golden Valenciano style, and illustrated the commercial revolution during the late Middle Ages, and the social development and prestige earned by the Valencian *bourgeoisie*.

The restoration of the College of the Great Art of Silk was sponsored by the private fund *Fundación Hortensia Herrero*, and was inaugurated in June 2016. The institution was founded initially as the Velluters Guild's headquarter in 1479 to mark the booming production of silk in Valencia. The building itself dates back to the 15th century, although it was retouched many times throughout the 16th, 17th and 18th centuries. In May 1981, the building was declared a historic-artistic monument of national character.^a

The city of Valencia is highly engaged in UNWTO Silk Road activities and hosted the 7th Silk Road Task Force meeting in March 2017. At the meeting, representatives from 24 countries convened to discuss strategies and best-practice examples on how to adapt the Silk Road to the challenges and opportunities of the globalized tourism age.^b In addition, the University of Valencia played an important role in organizing a Silk Road Training and Capacity Building Programme in late 2017.^c

a) United Nations Educational, Scientific and Cultural Organization (n.d./c), *Silk Road: Dialogue, Diversity and Development – Valencia*, UNESCO (online), available at: www.en.unesco.org (30-09-2017).

b) World Tourism Organization (2017a), *7th UNWTO Silk Road Task Force Meeting*, Press Release, UNWTO (online), available at: www.silkroad.unwto.org (18-01-2018).

c) World Tourism Organization (2017e), *UNWTO Silk Road Training and Capacity Building Programme*, Press Release, UNWTO (online), available at: www.silkroad.unwto.org (18-01-2018).

Alexandria in Egypt was a key port for onward Maritime Silk Road shipping. As the second largest Egyptian city after Cairo and one of the largest ports on the Mediterranean coast, Alexandria was a major centre of civilization in the ancient world. Textiles and luxury goods were the principal commodities traded through Alexandria, although by the late Middle Ages the city also profited from the emergence of the lucrative spice trade. The spices travelled via the Maritime Silk Road through the Indian Ocean to the Red Sea or the Persian Gulf, and were then channelled through Alexandria on their way to Europe. When in the late 15th century Portuguese navigators discovered a sea route to India, the volume of trade transported through the Alexandrian port suffered a reduction. This was a severe blow to the Mamluk powers that then ruled the city. Mamluk Egypt fell to the Ottoman Empire, centred in Istanbul, in 1517. By the late 18th century, Alexandria's role in international trade was dwindling, and changed completely with the opening of the Suez Canal.⁶⁹

69 United Nations Educational, Scientific and Cultural Organization (n.d./a), *Silk Road: Dialogue, Diversity and Development – Alexandria*, UNESCO (online), available at: www.en.unesco.org (29-09-2017).

The ports of the Netherlands and Belgium were also key maritime termini of the Silk Roads, initially under the Spanish Empire and later through the VOC. Dutch ships brought a range of luxuries back to the Netherlands from Asia, in particular from Indonesia, India, Sri Lanka, Malaysia, China and Japan. European consumers were enthralled with these foreign goods, which brought new colours, patterns and textures to their interiors and wardrobes. A highly successful exhibition held at the restored Rijksmuseum in 2015–2016 commemorated this period of exchange.⁷⁰

Similarly, the British were enriched by the wealth and magnificence of India. The home port for the British East India Company was primarily London, where it had major influence on maritime infrastructure, warehousing and roads (in particular the East India Docks). On the west coast of the United Kingdom, Liverpool Maritime Mercantile City is now a World Heritage Site. Portsmouth was the main base of the British navy, particularly during the Napoleonic wars of the late 18th and early 19th centuries. This war reached as far east as Indonesia (which was briefly taken by the British from the Dutch) and caused much disruption of sea-borne trade.

1.6 The Chinese diaspora

An 800 year old Song dynasty tombstone found in Brunei evidences early Chinese emigration to South-East Asia.⁷¹ The first major wave of Chinese emigration began in the late 15th century, as trade with South-East Asia expanded. The Chinese settled in lands to the south: Viet Nam, Cambodia, the Philippines, the Malay Archipelago and Thailand. This was in spite of official disapproval (attempts to travel abroad were punishable by beheading in the early Qing dynasty). When the Qing relaxed restrictions on travel in the mid-18th century, a second wave of emigration created large Chinese towns all over South-East Asia. During the next hundred years, a million people left southern China. Mostly they went to places that already had Chinese settlements. Inter-marriage often led to a rich cultural mix, as can still be seen in Malacca and Penang. In many places, distinct Chinese identities, with strong social and trade networks, remain to this day, even despite the political upheavals of the 20th century.⁷²

Maritime Silk Road stories 11:

Peranakan culture, Malaysia, Indonesia and Singapore

The Baba and Nyonya Heritage Museum in Malaka, Malaysia is located within a fine heritage house, at the centre of the World Heritage Site, and tells the story of Peranakan culture:

Some folklore suggests that Peranakan roots in Malaya began with a princess from China who married a local prince. Historically however, the term Peranakan was used to refer to a number of different ethnic and cultural groups in Malaysia, Indonesia and Singapore. The root word for Peranakan comes from the Malay and Indonesian word 'anak', or child, referring to locally born descendants. Peranakans are descendants of foreign merchants (going back to the early 15th century) who married local women and settled in their adopted countries. Besides the Straits Chinese Peranakans, today there are also the Peranakan Jawi, Peranakan Dutch, Peranakan Serani (Eurasian) and Peranakan Chitty (Tamil or Indian).

⁷⁰ Corrigan et al. (2015).

⁷¹ Strait Travel, Quanzhou (2015).

⁷² Westad, O.A. (2012).

The beginning of the Peranakan-Chinese in South-East Asia dates back to the 12th Century. This identity within the Chinese community began to form when Chinese traders intermarried with local women and adopted South-East Asian social practices and the local language. The Peranakan Chinese have picked up many nicknames over the years: from being honoured as the Kings Chinese during colonial times, to more recent times being called “orang cina bukan cina” (Chinese people who are not Chinese).

The term Baba is an honourific term for a Peranakan male. Strictly speaking a Peranakan-Chinese Baba is a descendant of a Chinese who has had long residence in the Straits, as opposed to the local-born children of 19th century Chinese immigrants.

Nyonya is term given to a Peranakan female.^a

In Georgetown, Malaysia, the Pinang Peranakan Mansion features as a typical home of a then rich Baba. It offers a glimpse of the opulent lifestyle of the Peranakan and of their many customs and traditions. With a collection of over 1,000 pieces, this Baba-Nyonya museum is housed in one of Penang’s heritage mansions, incorporating Chinese carved-wood panels, English floor tiles and Scottish ironworks. Having survived the many decades of neglect and decay, the mansion is now restored to its former glory.^b

A national monument, the Peranakan Museum in Singapore is housed within the former Tao Nan School, which was built in 1912. This was the first modern Hokkien school set up in the Straits Settlements. It houses a superb collection of Peranakan artefacts, including jewellery, furniture and textiles in ten permanent galleries over three floors. It includes interactive and multimedia exhibits. Highlights include an elaborate 12-day Peranakan wedding, the stories of prominent Peranakans in Singapore’s history, and detailed description of Peranakan culture.^c

a) Baba & Nonya Heritage Museum (n.d.), *The Peranakans* (online), available at: www.babanyonyamuseum.com (29-09-2017).

b) Pinang Peranakan Mansion Sdn. Bhd. (n.d.), *Pinang Peranakan Mansion* (online), available at: www.pinangperanakanmansion.com.my (29-09-2017).

c) Peranakan Museum (2015), *Collection* (online), available at: www.peranakanmuseum.org.sg (29-09-2017).

Emigration patterns changed after 1850 with the elimination of emigration controls. In addition to larger numbers joining the thriving communities of South-East Asia, new destinations such as North America, especially Hawaii, Cuba and Peru emerged. Most Chinese emigrants were from the south, especially from Guangdong and Fujian. Economic links established in the 19th and early 20th clearly benefit these provinces in present time. The *Huaqiao*, the South-East Asian Chinese, form a giant market for Chinese goods, and many are reinvesting in their homeland. An estimated 20 million Chinese emigrated before 1949.⁷³ Today the 21st Century Maritime Silk Road enables Chinese investment and labour to travel increasingly around the globe.

Chinese emigrants followed maritime trade routes and generally got on with business in their new destinations. The British-ruled states of Malaya (Malaysia) and the Straits Settlements (including Singapore), received 6 to 7 million emigrants; Indonesia became home to 4 to 5 million, and French *Indochine* (Viet Nam, Cambodia, Lao People’s Democratic Republic) received between 2 and 4 million people. 3.5 million people settled in the Philippines. Today an estimated 40 million people of Chinese descent live outside China and form vibrant business communities. By way of contrast, an estimated 350 million people of European descent have settled outside Europe on three continents.⁷⁴

73 The People’s Republic of China was declared on 1 October 1949, ending a long period of war.

74 Westad, O.A. (2012).

Maritime Silk Road stories 12:

Zheng He's voyages

First Voyage 1405–1406:

Zheng He commanded a fleet of 317 ships; that is, almost 28,000 men, plus arms and supplies. The fleet included several massive “treasure ships” of approximately 400 feet long and 160 feet wide. The places the fleet stopped at included Champa (central Viet Nam), Majapahit on Java, and Semudra and Deli on the northern coast of Sumatra (Indonesia). It continued to Sri Lanka and then to Calicut (India), known as the “great country of the Western Ocean”. Travelling through the Straits of Malacca on its return, the Chinese defeated a pirate chief who had been threatening trading ships in the Straits. Zheng He was unable to find any trace of the deposed Emperor whom some Chinese had thought might have found asylum in South-East Asia.

Second Voyage 1407–1409:

Zheng He did not go on the second voyage that saw the installment of a new leader in Calicut. Again the fleet stopped at Champa (central Viet Nam), Majapahit on Java, and Semudra and Deli on the northern coast of Sumatra (Indonesia), Sri Lanka, and Calicut (India).

Third Voyage 1409–1411:

This expedition's special charge concerned Malacca (Melaka, Malaysia), a port on the Malay peninsula that was gaining importance. Stopping in Malacca, the Chinese recognized Paramesawara as the legitimate ruler of Malacca and gave him a tablet officially declaring the city a vassal state of China. The Chinese court believed that by increasing Malacca's power, a balance of power between Siam (Thailand), Java (Indonesia) and Malacca (Malaysia) would ensue, thus cementing Chinese trading rights through the Straits. After stopping at Semudra, the fleet went to Sri Lanka, where they got involved in a local power struggle among the Sinhalese, Tamils and Muslim populations. Luring the Sinhalese troops out of the city, Zheng He and his troops took the capital, captured the ruler and installed a new ruler of their own choice. This voyage created many vassal states paying tribute to the Ming court.

Fourth Voyage 1414–1415:

This voyage headed for Hormuz (Iran) and the Persian Gulf. The fleet stopped at Champa (Cambodia/Viet Nam) and Java (Indonesia). At Sumatra, the Chinese captured an aspirant to one of the local thrones and sent him back to Nanjing, where he was executed. One part of the fleet went to Bengal and brought a giraffe back to the Emperor. Back then, the Chinese believed the giraffe was a magical animal comparable to the unicorn, an auspicious sign and symbol of the righteousness of the Ming reign. Zheng He and the rest of the fleet continued up the coast of Malaysia, to Sri Lanka, the Maldives, ports on the Indian coast, and Hormuz. This voyage marked the height of Chinese influence in the Indian Ocean.

Fifth Voyage 1417–1419:

This impressive fleet was to return with 19 ambassadors willing to pay tribute to the Chinese court. During his time in Quanzhou (China), Zheng He tried to stop the persecution of Muslims taking place across the region. The fleet went on a journey visiting several ports in Champa and Java; Palembang and other ports on Sumatra; Malacca on the Malay peninsula; the Maldives, Sri Lanka; and Cochin and Calicut. This time the Chinese attempted to strengthen Cochin to counter the power of Calicut. The fleet explored the Arabian coast from Hormuz to Aden (Yemen) and the east coast of Africa, including Mogadishu (Somalia), Malindi and Mombasa (Kenya). The sailors brought the Emperor another giraffe from Africa.

Sixth Voyage 1421–1422:

Besides taking ambassadors home, this voyage explored more of the coast of Africa. At Semudra the fleet divided and the majority of the ships went to Aden and the coast of Africa, while Zheng He returned to China, most likely to witness the coronation of Beijing as the empire's new capital.

1424: Emperor Zhu dies while on military maneuvers in the north.

1424: Zhu Di's eldest son becomes the Hongxi Emperor. He favors his Confucian advisors and hopes to lessen tax burdens on the people caused by expensive military maneuvers, voyages and costs relating to the transferral of the capital. He issues an edict ending all voyages of the treasure ships.

1425: The Hongxi Emperor dies.

1425–1435: Zhu Zhanji becomes Emperor.

1430: Emperor Zhu Zhanji issues an edict calling for a 7th voyage to inform distant lands of his rule and to urge them to “follow the way of heaven and to watch over the people so that all might enjoy the good fortune of lasting peace.”

Seventh Voyage 1431–1433:

Three hundred ships with approximately 27,500 men embark on the seventh voyage. Besides ports on Champa and Java, the fleet stops at Palembang, Malacca, Semudra, Sri Lanka and Calicut. The Chinese urge the Siamese king to stop harassing the kingdom of Malacca. At Calicut, one part of the fleet traverses the east African coast to Malindi. Here they trade with merchants from the Red Sea, and it is believed that several Chinese sailors visit the Mecca (Saudi Arabia).^a

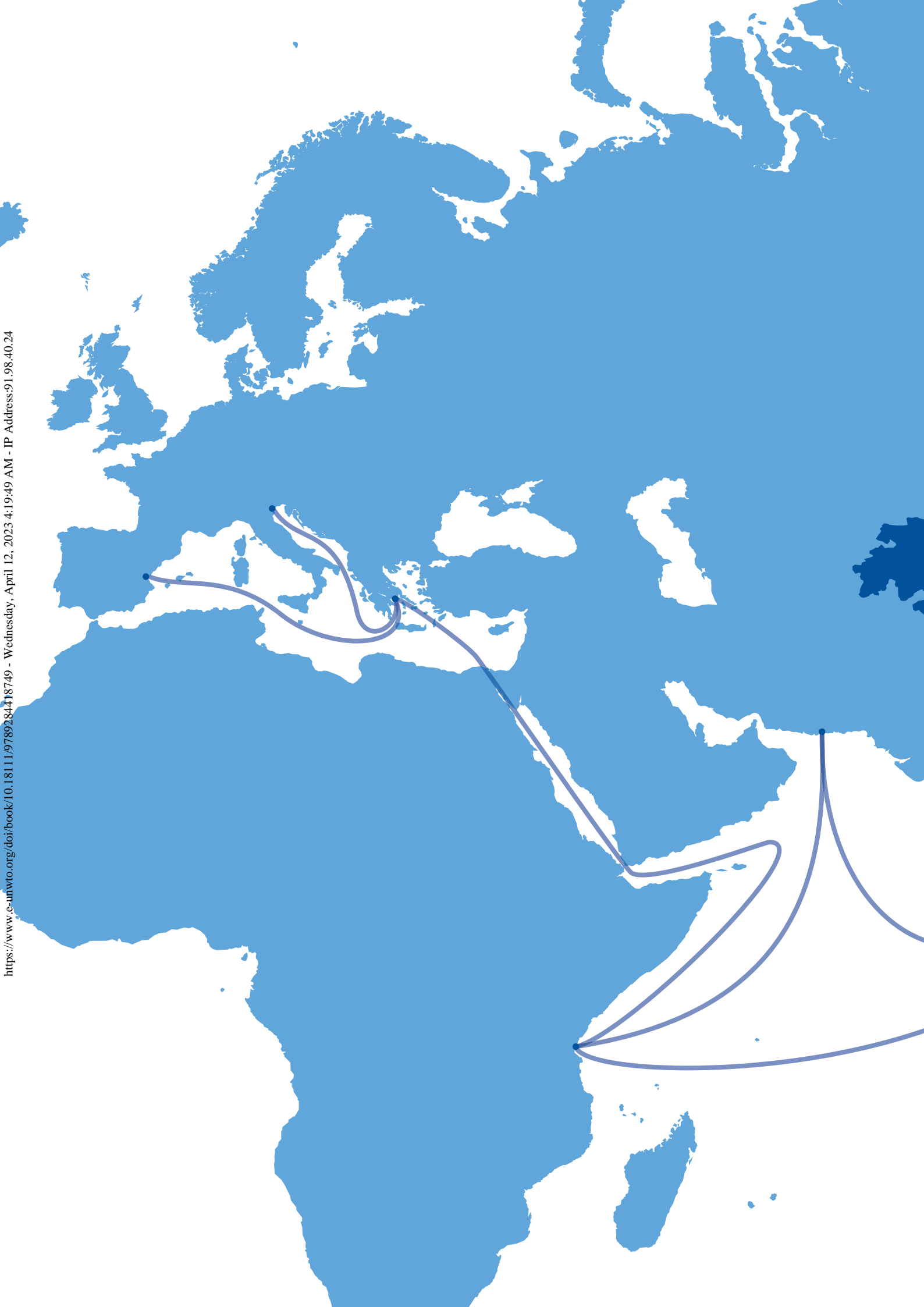
Years	Destinations ^b
1405–1407	Champa (Viet Nam), Majapahit (Java, Indonesia), Srivijaya, (Sumatra, Indonesia); Malacca (Malaysia), Aceh (Sumatra, Indonesia), Sri Lanka; Cochin (Kochi, Kerala, India), Calicut (Kozhikode, Kerala, India).
1407–1409	Champa, Siam (Thailand), Majapahit, Srivijaya, Malacca, Aceh, Sri Lanka, Cochin, Calicut.
1409–1411	Champa, Malacca; Kelantan, Pahang and Johor (Malaysia); Majapahit, Srivijaya, Malacca, Aceh, Sri Lanka, Cochin, Calicut.
1413–1415	Champa, Kelantan, Pahang, Johor, Majapahit, Srivijaya, Malacca, Aceh, Sri Lanka, Maldives, Cochin, Calicut, Hormuz (Iran).
1417–1419	Champa, Pahang, Johor, Majapahit, Srivijaya, Malacca, Aceh, Sri Lanka, Cochin, Calicut, Hormuz, Muscat (Oman), Aden (Yemen), Mogadishu (Somalia), Malindi (Kenya).
1421–1422	Champa, Siam, Kelantan, Pahang, Johor, Majapahit, Srivijaya, Malacca, Aceh, Bengal, Sri Lanka, Cochin, Calicut, Muscat, Aden, Mogadishu, Malindi.
1431–1433	Champa, Majapahit, Srivijaya, Malacca, Aceh, Sri Lanka, Maldives, Cochin, Calicut, Mecca (Saudi Arabia), Muscat, Aden, Mogadishu, Malindi.

a) Johnson, J. (n.d.).

b) Hong Kong Museum of History, Hong Kong (China).

1.7 Conclusions

The ancient Maritime Silk Road, encompassing the Indian Ocean, South-East Asia, China and the Far East, presents a rich and varied cornucopia of potential cultural tourism products and experiences. In addition to coastal sceneries, the many interesting personalities who built up maritime trade and exploration provide many stories to tell: These include Buddhist monks, the great Ming admirals, including Zheng He, Arab travellers and European adventurers. The stories of the different explorers and traders from many countries can link destinations. Commodities like silk and spices also link destinations. Ancient routes connect places through shared heritage and culture. The movement of peoples has created a unique multi-cultural mix that can be experienced through architecture, art and food. The heritage of many cities and sites associated with the Maritime Silk Road could have great touristic interest. Port cities, some very ancient, are gateways to these resources and to the hinterlands that surround them.



Chapter 2

The 21st Century Maritime Silk Road

Summary:

This chapter discusses the 21st Century Maritime Silk Road within the broader context of China's Belt and Road Initiative, and outlines key ports with tourism potential along the 21st Century Maritime Silk Road. China has made significant progress in implementing its 21st Century Maritime Silk Road activities, although these activities are not occurring in isolation, as other Asian countries are also supporting infrastructure development throughout the region.

Key words:

- One Belt One Road;
- Belt and Road Initiative;
- Infrastructure development;
- Connectivity, trade and investment policies; and
- Blue economy.

Key messages:

- Potential for tourism clearly exists based on peaceful exchange, regional integration, shared heritage and cultural enrichment; and
- Infrastructure developments linked to the 21st Century Maritime Silk Road infrastructural are likely to have a significant impact in terms of the geography of tourism, the scale of the industry and its tourism product offering. Tourism markets and destinations will become more accessible.

2.1 The Belt and Road Initiative

According to China's National Development and Reform Commission, the New Silk Road is based on five principles of the United Nations charter:¹

- Mutual respect;
- Mutual non-aggression;
- Mutual non-interference;
- Equality and mutual benefit; and
- Peaceful coexistence.

The 21st Century Maritime Silk Road aims to play a vital role in the development of the seas through infrastructure development, financial integration, free trade, and scientific and human exchanges. It is part of the broader strategic framework, originally referred to as 'One Belt One Road' (the belt crosses the land and the road crosses the sea). In recent times, the Belt and Road Initiative is the preferred term in English, which more accurately reflects the fact that multiple routes are being developed simultaneously. The overall initiative covers various infrastructure development and connectivity-enhancing projects that link Africa, Asia and Europe.

¹ National Development and Reform Commission (2015), *Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road* (online), available at: www.en.ndrc.gov.cn (29-09-2017).

When originally launched as One Belt One Road in 2013, the initiative mainly focussed on Central Asia and the countries of the Association of South-East Asian Nations (ASEAN). This further progressed into two inter-continental trajectories – maritime and overland – connected by a network of six corridors.

The two main elements of the Belt and Road Initiative are:²

1. The **Silk Road Economic Belt**: these are economic routes that, inspired by the Ancient Silk Road, cross the Eurasian continent. The overland trade transverses the Eurasian continent through Central Asia and the Russian Federation to link north-west China with Europe. It is planned to enhance east-to-west trading by strengthening existing connections and developing new infrastructure, such as railways, roads and pipelines.³ The main routes will be complemented by smaller corridors and connections to key locations. While the project continues to develop and adapt according to political and economic decisions, the Silk Road Economic Belt currently has six main economic corridors, which are:
 - The New Eurasia Land Bridge corridor;
 - The China – Mongolia – Russian Federation corridor;
 - The China – Central Asia – West Asia corridor;
 - The China – Indochina Peninsula corridor;
 - The China – Pakistan corridor; and
 - The Bangladesh – China – Myanmar corridor.⁴
2. The **21st Century Maritime Silk Road**: the aim is to connect China to Europe via ports traversing through South-East Asia, India, Africa and the Eastern Mediterranean. The route is loosely inspired by the expeditions of Zheng He during the Ming Dynasty, as described in chapter 1. China is currently developing infrastructural construction and cooperation plans along main Asia–Europe shipping routes in order to create a network of port-options for trade and naval uses. The Port of Piraeus in Greece and Venice in Italy are key termini.

While China already plays a significant role in the international shipping industry, recent initiatives see Chinese firms participating more actively in the construction and management of ports.

The Belt and Road Initiative is an economic and diplomatic outreach by China to neighbouring Asian countries and the wider region. The initiative aims to boost greater integration within Asia, between Asia and Europe, and between Asia and Africa. Enhanced integration is aimed at driving future sources of economic growth for China, but will also have profound effects on trade and the economies of the wider region. For many nations the framework's promise of developing and strengthening connectivity is well received, particularly in the light of major infrastructure gaps across Asia.⁵

2 Suan, T.K. and Ho, W.C. (2017), *China: Belt and Road Initiative and what it means* (online), available at: www.china-trade-research.hktdc.com (30-09-2017).

3 van der Putten, F.P. and Meijnders, M. (2015).

4 Hong Kong Trade Development Council Research (2017k).

5 van der Putten, F-P.; Seaman, J.; Huotari, M.; Ekman, A. and Otero-Iglesias, M. (2016), *Europe and China's New Silk Roads*, ETNC Report (online), available at: www.clingendael.org (29-09-2017).

One of the key features of the Belt and Road Initiative is that both large scale maritime projects and onshore activities are strongly linked and planned to stimulate one another. For example, the China Ocean Shipping Company (COSCO), a Chinese state-owned enterprise, is a key investor in the port of Piraeus in Greece.⁶ In parallel, Chinese firms are seeking to invest in strengthening the port's high-speed inland railway links and have shown interest in investment in further Greek ports, airports and the electricity grid. Continued investment, for example, has transformed the port of Piraeus into an international trade hub: By 2014, Piraeus' container throughput had increased five-fold and it had entered the top-10 container ports in Europe.⁷ Overall, the integration of sea and land routes, and the removal of bottlenecks, is central to the Belt and Road framework.

2.2 Key areas of cooperation

In March 2015, China issued an action plan to promote the implementation of the Belt and Road Initiative concept entitled 'Visions and Actions on Jointly Building Silk Road Economic Belt and 21st Century Maritime Silk Road'.⁸ This plan outlines a broad area of activities. According to its vision, connectivity projects will:

"[...] help align and coordinate the development strategies of the countries along the Belt and Road, tap market potential in this region, promote investment and consumption, create demands and job opportunities, enhance people-to-people and cultural exchanges, and mutual learning among the peoples of the relevant countries, and enable them to understand, trust and respect each other and live in harmony, peace and prosperity."

National Development and Reform Commission (2015).

In this plan, the five objectives ("cooperation priorities") of the Belt and Road Initiative are:

1. **Policy coordination:** intergovernmental cooperation is seen as fundamental to the successful implementation of the initiative. According to the plan, countries along the Belt and Road will coordinate their economic development strategies and policies, and jointly contribute to plans and measures for regional cooperation.
2. **Facilities connectivity:** infrastructure integration is another key priority of the programme. This includes the construction of port infrastructure, removal of bottlenecks, harmonisation of international technical standards, integration of road networks, an increase in the number of sea routes and voyages, improvement of aviation infrastructure and cooperation, enhancement of communication networks (e.g., the construction of cross-border optical cables), and development of energy connectivity infrastructure.
3. **Trade and investment:** the vision document outlines investment and trade cooperation as a major priority of the programme, with focus on trade facilitation and removal of barriers to cross border investment. This will, among other aspects, include establishing free trade and cooperation areas, enhancing customs cooperation and the mutual recognition of regulations and accreditation. The plan highlights various sectors for investment, described

6 COSCO's involvement in Piraeus began in 2009.

7 van der Putten, F-P. et al. (2016).

8 National Development and Reform Commission (2015).

as ‘mutual investment areas’ and notes the importance of enhancing cooperation in various fields, including investment, energy and emerging industries.

4. **Financial Integration:** financial cooperation underpins the initiative to facilitate trade and investment between the various countries. In parallel with the Belt and Road Initiative, China has announced various co-operation mechanisms in the form of infrastructural development funds (for example, USD 40 billion Silk Road Fund) and multilateral development banks, most notably the Asian Infrastructure Investment Bank (AIIB).
5. **Cultural exchange:** the final objective notes the importance of public support to implement the initiative. To promote bilateral and multilateral co-operation the plan outlines various actions in this regard, including cultural and academic exchanges, personnel exchanges and cooperation, media cooperation, youth and women exchanges and volunteer services. Tourism is an important element of these.

The plan also outlines the importance of strengthening cooperation with neighbouring countries in the area of emergency management. For example, through epidemic information-sharing, medical assistance and emergency aid to improve the region’s capability to jointly address public health emergencies. A strong focus is also given to science and technological cooperation.

In a policy statement in May 2017 regarding the 21st Century Maritime Silk Road,⁹ China informed that it would join in efforts to establish industrial parks for maritime sectors and economic and trade cooperation zones along the maritime Silk Road, and, furthermore, promote the participation of Chinese enterprises in such endeavours. Demonstration projects for developing the blue economy¹⁰ will be implemented, and developing countries will be supported in mariculture to improve livelihoods and alleviate poverty. China will also work with countries along the 21st Maritime Silk Road in developing marine tourism routes and high-quality tourism products.

In May 2017, China hosted the first Belt and Road Forum for International Co-Operation in Beijing. During this forum, considerable progress in the initiative was announced, including 76 achievements under the five key areas of cooperation.¹¹

9 Xinhua (2017), ‘Full text of the Vision for Maritime Cooperation under the Belt and Road Initiative’, *State Council of the People’s Republic of China* (online), available at: www.english.gov.cn (29-10-2017).

10 The blue economy is a developing world initiative pioneered by small island developing states (SIDs) but relevant to all coastal states and countries with an interest in waters beyond national jurisdiction. The Blue Economy conceptualises oceans as “development spaces” where spatial planning integrates conservation, sustainable use, oil and mineral wealth extraction, bio-prospecting, sustainable energy production and marine transport. Source: United Nations Conference on Sustainable Development (2012), *Blue Economy concept paper* (online), available at: www.sustainabledevelopment.un.org (29-10-2017).

11 Hong Kong Trade Development Council Research (2017k).

2.3 Vision for 21st Century Maritime Cooperation

In June 2017, Beijing published its Vision for Maritime Cooperation under the Belt and Road Initiative,¹² suggesting the development of three Blue Economic Passages:

1. The China – Indian Ocean – Africa – Mediterranean Sea blue economic passage: linking with the overland Belt initiatives of the China-Indochina Peninsula Economic Corridor, the China – Pakistan Economic Corridor (CPEC), and the Bangladesh – China – India – Myanmar Economic Corridor (BCIM-EC);
2. The China – Oceania – South Pacific blue economic passage: running southwards from the South China Sea into the Pacific Ocean; and
3. The China to Europe blue economic passage via the Arctic Ocean.

The document notes following cooperation priorities of the 21st Century Maritime Silk Road:

- Blue and green development;
- Ocean-based prosperity;
- Maritime security;
- Innovative growth; and
- Collaborative governance.

The full text of the vision is outlined in annex 1.

2.4 Belt and Road Initiative tourism vision

Tourism development associated to port and other forms of maritime infrastructure will develop as a direct result of the Belt and Road Initiative. Business tourism will immediately be facilitated, but interest in coastal areas, heritage and nature will also increase. As part of the Belt and Road Initiative, further investment in new and existing air routes will enhance overall tourism accessibility. New flights have already been announced from China to various countries associated to the initiative.¹³ As the Belt and Road Initiative improves international linkages, new tourism markets and new tourism destinations will become more accessible. Many of the countries impacted by the initiative are home to emerging middle classes, and the bulk of global economic growth is predicted to occur in this region. Greater access to these markets will have a profound effect on tourists, with the industry adapting to emerging consumption patterns.

Over time the proposed infrastructural developments will have a significant impact in terms of the geography of tourism, the scale of the industry and its tourism product offering. Improved transportation links from ports to land routes will make previously unknown destinations more accessible to international tourists. The opening up of new tourism gateways will provide an excellent opportunity for tourism growth in many regions. The growth of cruise tourism will also be facilitated.¹⁴

¹² Xinhua (2017).

¹³ Zhou, S. (2016), 'Belt and Road Initiative takes tourism to the skies', *China Daily USA* (online), available at: www.english.gov.cn (20-10-2017).

¹⁴ Zhiping, M. (2017), 'Belt and Road Initiative drives tourism to a new era', *China Daily USA* (online), available at: www.chinadaily.com.cn (21-12-2017).

China remains a driving force in the global tourism industry, with the number of outbound Chinese tourists and their spending power rising continuously (albeit at a more moderate pace).¹⁵ As China continues to strengthen cooperation and transportation links with Belt and Road countries, significant tourism opportunities will continue to arise. For example, due to the expansion of the Chinese cruise tourism market in recent years, various international cruise companies are building new ships specifically designed for Chinese passengers.¹⁶

Moreover, according to announcements made during the 12th *China Cruise Shipping Conference and International Cruise Expo* in Shanghai in November 2017, China has signed bilateral agreements on sea and river transportation with 36 Belt and Road countries, as well as with the European Union and ASEAN. These agreements regulate preferential treatment in terms of port services and taxation. In addition, a number of new initiatives have been established to facilitate port and maritime cooperation.

As expressed by National Development and Reform Commission:

“We should enhance cooperation in and expand the scale of tourism; hold tourism promotion weeks and publicity months in each other’s countries; jointly create competitive international tourist routes and products with Silk Road features; and make it more convenient to apply for tourist visa in countries along the Belt and Road. We should push forward cooperation on the 21st Century Maritime Silk Road cruise tourism program. We should carry out sports exchanges and support countries along the Belt and Road in their bid for hosting major international sports events.”

National Development and Reform Commission (2015).

According to the Secretary-General of the Beijing-based World Tourism Cities Federation, China is expected to send 150 million visitors to Belt and Road cities and countries over the next five years. Likewise, China aims to attract 85 million tourists from these areas.¹⁷

2.5 Implementation progress

To date, China has made significant progress in implementing 21st Century Maritime Silk Road activities. Various memorandums and intergovernmental agreements have been signed.¹⁸ As many as 69 countries and organizations have officially signed up to China’s Belt and Road trade and investment initiative, according to China’s National Development and Reform Commission. Opening the Belt and Road Forum in May 2017, the Chinese President stated that China had already signed cooperation agreements with over 40 countries and international organizations.¹⁹

15 Wang, C. and Dong, F. (2017), ‘For Chinese Tourists, World’s Their Destination’, *Global Times* (online), available at: www.globaltimes.cn (21-10-2017).

16 Hamdi, R. (2016), ‘International Cruise companies rush to build ‘China-centric’ ships’, *Forbes* (online), available at: www.forbes.com (20-09-2017).

17 Yang, F. (2017), ‘New pact to boost tourism under Belt and Road Initiative’, *China Daily* (online), available at: www.wap.chinadaily.com.cn (21-10-2017).

18 Xinhua (2017).

19 Xinhua News Agency (2017c), ‘Full text of President Xi’s speech at opening of Belt and Road forum’, *Xinhua News* (online), available at: www.xinhuanet.com (20-02-2018).

In terms of the 21st Century Maritime Silk Road, Cambodia, Malaysia, Pakistan and Sri Lanka are strongly committed to the new Maritime Silk Road, with Indonesia, Maldives, Myanmar and the Philippines steadily becoming more engaged. Egypt, due to the significance of the Suez Canal, is also participating in the Maritime Silk Road. In Thailand, the feasibility of the Kra Canal is being assessed. Areas of Chinese maritime investment in Africa include Djibouti, Ghana, Kenya, Tanzania and Mozambique.²⁰ Transpacific traffic will also be facilitated with possible developments in Central America.

Financial mechanisms, in the form of the China – ASEAN Maritime Cooperation Fund, the China – Indonesia Maritime Cooperation Fund, the AIIB, the Silk Road Fund and the Framework Plan for International Cooperation for the South China Sea and its Adjacent Oceans, are supporting the development of strategic partnerships.

Furthermore, China itself has established various economic zones for the 21st Century Maritime Silk Road, including:²¹

- The Bohai Rim;
- The Yangtze River Delta;
- The west coast of the Taiwan Straits; and
- The Pearl River Delta and coastal port cities.

Further afield, activities already brought into the 21st Century Maritime Silk Road initiative include the following:²²

- Malacca Seaside Industrial Park (Malaysia);
- The Port+Industrial Park+City node of integrated development of Kyaukpyu Port (Myanmar);
- Colombo Port City and the Phase II Hambantota Port Project (Sri Lanka);
- Gwadar Port (Pakistan); and
- The Port of Piraeus upgrade (Greece).

Malaysia's Kuantan, the Sihanoukville Special Economic Zone in Cambodia and the Suez Economic and Trade Cooperative Zone in Egypt, are also currently under construction.²³

It must be noted that, despite significant investments, the Belt and Road Initiative is still in an initial development stage. The intended outcome of this foreign policy framework is an integrated and coherent infrastructural network throughout the Eurasian continent and Africa. This being said, it is possible that geopolitical and economic forces, in addition to evolving policy in China, may alter the adopted strategies. This being said, the initiative has the potential to contribute towards turning Eurasia and Africa into a broad interconnected economic zone with multiple sub-regions, and newly established transportation and communication nodes.²⁴

20 Klemensits, P. (2017), 'China and the 21st Century New Maritime Silk Road', *Pallas Athene Geopolitical Research Institute* (online), available at: www.geopolitika.hu (20-02-2018).

21 Xinhua (2017).

22 Railways are also being built in Africa and road construction supported.

23 Xinhua (2017).

24 Engdahl, F.W. (2012), 'Eurasian Economic Boom and Geopolitics: China's Land Bridge to Europe: The China– Turkey High-speed Railway', *Global Research* (online), available at: www.globalresearch.ca (25-09-2017).

2.6 Other maritime development plans in the region

Belt and Road Initiative investments are not occurring in isolation. Other countries and private sector stakeholders are also heavily investing in port and route development projects throughout the region. For example, Japan's recent infrastructure commitments include major railway projects in the Philippines and India, a deep sea port in Bangladesh and various special economic zones in Cambodia.²⁵

Other countries and organizations are putting forward visions and plans of what an integrated Eurasia could potentially look like, such as the Republic of Korea's 'Eurasian initiative', the Russian Federation's vision for the 'Eurasian Economic Union', Japan's 'Partnership for High Quality Infrastructure', and the European Union's 'Trans-European Transport Network'.²⁶

ASEAN's *Master Plan on ASEAN Connectivity 2025*²⁷ puts forward a comprehensive plan to connect its members through widespread infrastructural projects, with the goal of creating "a seamlessly and comprehensively connected and integrated ASEAN". The plan, apart from improving port infrastructure, involves the upgrading of highways throughout the Greater Mekong Sub-region Economic Corridor, and improved railways throughout the ASEAN Rail Corridor (including the Singapore–Kunming Rail Link).²⁸

Like the Belt and Road Initiative, these other international plans are also likely to adapt and undergo changes as time progresses. All of these infrastructure development endeavours are likely to complement one another, and help tourism through achieving a more integrated Eurasia.

2.7 Key Belt and Road Initiative activities

One of the key features of the Belt and Road Initiative is that both large-scale maritime projects and onshore activities are strongly linked and planned to stimulate one another. This, coincidentally, also provides significant opportunities for tourism.

Chinese involvement in 21st Century Maritime Silk Road ports comes in various forms, including infrastructural projects, financial support, acquisition, management, construction and joint ventures by Chinese firms and/or state-owned enterprises.

Initiatives in coastal Asian countries are outlined in annex 3. The list of identified activities is by no means exhaustive due to projects being continuously announced, adapted or suspended. The aim is to provide an overview of the type of infrastructure development taking place in target countries that could impact tourism on the 21st Century Maritime Silk Road.

25 Shepard, W. (2017c), 'New Silk Road: Japan to Counteract China in Kazakhstan with New Asia-Europe Rail Deal', *Forbes* (online), available at: www.forbes.com (25-09-2017).

26 Center for Strategic and International Studies (2017a), *Reconnecting Asia*, CSIS (online), available at: www.reconnectingasia.csis.org (06-10-2017).

27 Association of Southeast Asian Nations Secretariat (2016), *Master Plan on ASEAN Connectivity 2025*, ASEAN, Jakarta (online), available at: www.asean.org (06-10-2017).

28 Center for Strategic and International Studies (2017b), *Competing Visions*, CSIS (online), available at: www.reconnectingasia.csis.org (15-10-2017).

Maritime Silk Road stories 13: **Ibn Battuta, China and Morocco**

In June 1325, at the age of twenty-one, Ibn Battuta set off from his hometown of Tangier, Morocco, on *hajj*, the pilgrimage to Mecca, a journey that would ordinarily take 16 months. He did not return for 29 years. Ibn Battuta travelled the Silk Roads from Tangier in North Africa all the way to the court of the Great Khan in Beijing. He spent seven years in Delhi, and describes the city in great detail. His story marks him out as one of the greatest travellers of all time.

“Almost wherever he went – in Anatolia, East Africa, Central Asia, China, up the Volga, down the Niger, even in the tiny Indian Ocean sultanate of the Maldives – he either met or heard of other Arab travellers. What makes him unique is that he went to all of these places (and more), and then, 29 years after leaving home, went back and, with the help of a young scholar named Ibn Juzayy, wrote about them. He died in Morocco in 1368 or 1369.”^a

In China he describes the manufacturing process of large ships in the city of Quanzhou in Fujian Province. He visited Fuzhou, where he stayed with fellow Arabs who had become wealthy merchants in China. In Beijing he presented gifts to Togon Temur, the last of the Yang emperors. Ibn Battuta then travelled from Beijing to Hangzhou, and then proceeded back to Fuzhou.

Upon his return to Quanzhou, he boarded a Chinese junk owned by the Sultan of Samudera Pasai Sultanate (in today's Indonesia) heading for South-East Asia (he wrote that he was unfairly overcharged by the crew and lost much of what he had collected during his stay in China).^b Ibn Battuta returned to Morocco by the Maritime Silk Road. He travelled through the Straits of Malacca to Kozhikode in South West India, thence to Dhofar in today's Oman, and up through the Straits of Hormuz to land at Basra (Iraq). From there he travelled overland to Baghdad and Damascus, then onwards via Jerusalem, Cairo and Alexandria where he again boarded a ship to travel back to Tangier.^c

“I have indeed – praise be to Allah – attained my desire in this world, which was to travel through the Earth, and I have attained this honour, which no ordinary person has attained.”

Ibn Juzayy, *The Rihla of Ibn Battuta* (c. 1355).

Ibn Battuta is remembered in the Quanzhou Islamic Cultural Gallery at the Quanzhou Maritime Museum, China.

a) Mackintosh-Smith, T. (2006), ‘A Tangerine in Delhi’, *Saudi Aramco World* (online), available at: www.archive.aramcoworld.com (22-09-2017).

b) Dunn, R. (1986), *The Adventures of Ibn Battuta, a Muslim Traveller of the Fourteenth Century*, University of California Press, Berkeley.

c) The interiors of the Ibn Battuta Mall in Dubai, United Arab Emirates, inaugurated in 2005, are inspired by the travels of Ibn Battuta. His 14th century travels were retraced 600 years later in a series of travel books by Tim Mackintosh-Smith (2011 onwards) and subsequently televised.

2.8 Conclusions

The Center for International Maritime Security notes similarities between the ancient and the new Maritime Silk Road²⁹, such as the adventurous drive, the willingness to encounter new cultures and experiences, and the necessity to expand trade networks and connections.

The new Maritime Silk Road can open a new chapter in the history of sea trade and tourism since it provides economic cooperation with a new rationale: In a globalized world, only multilateral solutions can ensure long-standing cooperation and cultural interaction between distant regions.

The 21st Century Maritime Silk Road will accelerate the growth of an outward-looking China, and increase its influence within the maritime domain. While not all activities linked to the 21st Century Maritime Silk Road are welcomed uncritically, the participating nations from Africa, Asia, Europe and the Middle East recognize the benefits of integrated transportation networks. Overall, the 21st Century Maritime Silk Road can simultaneously be seen as an enormous opportunity and a great challenge in terms of technology, infrastructure and joint global governance.

29 Iftikhar, M and Abbasi, F. (2016).

Figure 2.1 **Belt Road Initiative: six economic corridors spanning Asia, Europe and Africa**



Source: based on © Nadiia Oborska | Dreamstime.com.



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Chapter 3

Tourism on the 21st Century Maritime Silk Road

Summary:

This chapter examines the current tourism performance of Asian countries impacted by the 21st Century Maritime Silk Road. Cruise tourism policies are assessed and attractions that could potentially benefit from greater Belt and Road connectivity are highlighted. Country profiles and tourism statistics are also briefly introduced.

Key words:

- Cruise tourism;
- Maritime circuits;
- Cruise capacity;
- Coastal and heritage tourism; and
- Visitor management.

Key messages:

- International tourism is steadily growing within the region. The leading source markets for Asian destinations are mostly other Asian countries;
- Cruise tourism in Asia has accelerated growth in recent years due to the rapid increase in demand from the Chinese market;
- There is a clear link between the historical development of the trading seaports of Asia and modern day cruise tourism;
- The link between ports and other infrastructure, in particular airports, is relevant, as itineraries become more varied; and
- The Maritime Silk Road is not a strong theme for cruise itinerary planners at present, but may offer competitive advantages in the future.

3.1 Introduction

This chapter examines the tourism performance of Asian countries impacted by the 21st Century Maritime Silk Road. The general tourism performance is briefly summarised, and a specific focus is given to cruise tourism and tourism products offered in and around ports. Cruise line itineraries have been reviewed to identify current routings and main ports.

All of the countries examined have a long history as trading nations and have experienced extensive interaction with other civilizations in Asia and the West. This has created in most of the destinations a range of communities of different ethnic and cultural origins, adding to the richness and diversity of their heritage. This is often expressed in the form of historic buildings related to early periods of trading, religious places of worship and monuments, and various forms of artistic expression and cuisine.

In identifying maritime-related attractions, the approach has been to focus on sites that could easily be reached through day trips. This is because of the importance of cruise tourism and the

still relatively low volume of overnight stays in many ports. The potential to develop products to attract more overnight tourists could be regarded as an opportunity for the future.

The region examined stretches from the Philippines to the Straits of Hormuz. Six broad groupings can be identified from the point of view of maritime circuits and cruise itineraries/theatres:

1. North-East Asia: dominated by short duration cruises from Japan and China on domestic routes, or routes visiting one or two neighbouring destinations such as the Republic of Korea or the Taiwan Province of China.
2. South-East Asia: with Singapore as hub, a range of round trip cruises principally call at ports in Indonesia and Malaysia, with additional routes also stopping in Viet Nam, Cambodia and Thailand.
3. South-East and North-East Asia combined. There are two types of itineraries:
 - Cruises that operate between Singapore and China (Hong Kong (China), Shanghai or Tianjin), with calls at different South-East Asian ports. A minority of such cruises alternatively use Laem Chabang/ Bangkok as points of embarkation/disembarkation; and
 - Round-trip cruises between Australia, Indonesia and Singapore.
4. South Asia, two types of itineraries:
 - Cruises that combine ports in three countries: India, Sri Lanka and Maldives; and
 - Cruises that move from ports in South Asia to ports in Myanmar, the west coast of Thailand, Malaysia and Singapore.
5. Off-the-beaten-track, expedition and adventure cruises: an increasing number of small vessel cruises are visiting less well-established ports that are unable to handle larger cruise ships.
6. Multi-regional, long duration cruises: these enter the region from one of the following three directions:
 - From the west (normally originating from Europe and passing through the Middle East);
 - From the north (originating from North America); and
 - From the south-east (Australia to ports in Indonesia and Singapore).

Maritime Silk Road stories 14: **The tea clippers, China and the United Kingdom**

By the middle of the 19th century, demand for fresh tea was such that the first vessel returning to London from Fuzhou or Shanghai could command a premium of at least 10%. A clipper^a that roughly cost GBP 12,000 or GBP 15,000 to build could bring home a cargo worth almost GBP 3,000 on her first voyage.

From 1660 to 1834, the East India Company had a monopoly on bringing tea to England, so there was little incentive for speed. The ancient Navigation Acts, which banned the import into England of goods not carried by an English ship, were annulled in 1849. From then on there was fierce competition, particularly from the United States of America. American yards were turning out sailing ships as good as, or even better than, those built in the United Kingdom. Another factor was the growing trade in opium, grown in India and sold in Canton (Guangzhou): Fast sailing ships of the clipper class proved admirably suited for the task of running illegal opium up the Chinese coast.

Some hundreds of clipper ships were built between 1845 and 1875, mostly in the United States of America and Scotland, and tested against each other in what became highly publicized “tea races”. Today, clippers are considered sailing sea.^b

a) A very fast mid 19th century sailing ship, generally a schooner or a brigantine.

b) Dash, M. (2011), ‘The Great Tea Race of 1866’, *Smithsonianmag* (online), available at: www.smithsonianmag.com (17-09-2017).

3.2 International tourism and cruise tourism

3.2.1 International tourism

Between 2010 and 2017, every Asian destination registered an increase in international tourist arrivals, with the five best performing being mainland China, Thailand, Malaysia, Hong Kong (China) and Japan. The countries recording the highest rates of growth over this period were Myanmar, though there was a sharp fall of 38% in 2016 compared to the previous year, Japan, Sri Lanka, India, Viet Nam, Cambodia and Thailand.

Table 3.1 International tourist arrivals

Destination	Series	International tourist arrivals (× 1,000)		AAG (%)
		2010	2017	2010–2017
Bangladesh	TF	303	n.a.	–
Brunei	TF	214	259	2.8
Cambodia	TF	2,508	5,602	12.2
China	TF	55,665	60,740	1.3
Hong Kong (China)	TF	20,085	27,885	4.8
India	TF	5,776	15,543	n.c.
Indonesia	VF/TF	7,003	11,072	n.c.
Iran	VF	2,938	4,867	7.5
Japan	VF	8,611	28,691	18.8
Malaysia	TF	24,577	25,948	0.8
Maldives	TF	792	1,390	8.4
Myanmar	TF	792	3,443	23.4
Pakistan	TF	907	n.a.	–
Philippines	TF	3,520	6,621	9.4
Republic of Korea	VF	8,798	13,336	6.1
Singapore	TF	9,161	13,906	6.1
Sri Lanka	TF	654	2,116	18.3
Thailand	TF	15,936	35,381	12.1
Viet Nam	VF	5,050	12,922	14.4

Notes: AAG: Average annual growth;
 VF: International visitor arrivals at frontiers (tourists and same-day visitors);
 TF: International tourists arrivals at frontiers (excluding same-day visitors); and
 n.c.: not comparable due to change of series.

Sources: World Tourism Organization (2018a), *UNWTO World Tourism Barometer*, November 2018.

The leading source markets for Asian destinations are mostly other Asian countries. At present, the only significant non-Asian source markets for Asian countries on the 21st Century Maritime Silk Road are:

- The United States of America, especially for the Philippines, Viet Nam and India;
- Australia for neighbouring Indonesia;
- Germany, the United Kingdom, France and Italy for Sri Lanka and the Maldives; and
- The United Kingdom and Canada for India.

3.2.2 Cruise tourism

Cruise capacity in Asia¹ expanded in recent years. After a fall in 2015, cruise ship calls at Asian ports rose 46% in 2016, producing an average annual increase of over 22% between 2013 and 2016. Overall, with 5,570 scheduled calls, the cruise industry generated 10.9 million passenger destination days in Asia.² For 2017, Cruise Lines International Association (CLIA) stated that there would be 7,196 cruise ship calls at Asian ports.

Emerging facts and trends are as follows:

- A greater concentration in East Asia, with the region covering 64% of cruise calls and 71% of Asia's passenger destination days;
- Japan, China, Republic of Korea, Viet Nam, Malaysia, Singapore and Thailand as leading port destinations;
- The top-16 ports received over 100 cruise ship calls each, with Jeju Island (Republic of Korea), Shanghai (China), Singapore and Fukuoka/Hakata (Japan) as the main ports;
- Asia had 39 turnaround ports, with Shanghai (China) and Singapore hosting the most;
- Overnight calls were scheduled across 42 ports, led by Laem Chabang/Bangkok, Thailand, Singapore, Hong Kong (China) and Yangon, Myanmar;
- Substantial year-on-year fluctuations exist, e.g., China, Republic of Korea, Viet Nam and Japan had a year of decline or low growth in cruise ship calls in 2015, followed by very large increases in 2016. The reverse pattern (i.e., good growth in 2015 followed by weak performance in 2016) was evident in Thailand, Malaysia, Hong Kong (China), India, Indonesia and the Philippines. Except Viet Nam, strong growth was scheduled for all in 2017; and
- The emergence of new destinations e.g., Sri Lanka, up by over 15% a year between 2013 and 2016, and the Maldives, with three-and-a-half more cruise ship calls in 2016 than in 2015.

In 2017, 66 cruise ships were deployed in Asia, offering 2,086 cruises with an aggregate passenger capacity of 4.2 million. The great majority (95%) were Asia-to-Asia cruises and short sailings, with just 94 voyages passing through Asia. With 7,200 port calls scheduled at 294 port destinations, these cruises represented 13.5 million potential passenger destination days. The leading ports

1 As defined by the Cruise Lines International Association (CLIA), Asia includes all countries in this study except Iran and Pakistan, plus Vladivostok, east of the Russian Federation. Numbers to Taiwan Province of China are also included in CLIA reports and are substantial (263 scheduled calls in 2017). The island is also a significant outbound source market.

2 Cruise Lines International Association (2017), *Asia Cruise Trends 2017 Report* (online), available at: www.cruising.org (07-10-2017).

with over 300 calls in 2017 were Shanghai, with 581, Jeju Island (Republic of Korea), with 477, and Singapore, with 393.³

Currently, only few, mostly multi-regional cruises that call at ports in the Indian Ocean and the Bay of Bengal region (India, Myanmar, Sri Lanka and Maldives), are included on itineraries to the South China Sea.

3.2.3 Outbound and cruise tourism

The leading Asian outbound markets in terms of international tourism expenditure are China, the Republic of Korea, Singapore, Hong Kong (China), India and Japan.

Cruise tourism in Asia accelerated its growth in recent years due to the rapid increase in demand from the Chinese market. Between 2012 and 2016, passenger volumes grew from 775,000 to close to 3.1 million, with over two-thirds (2.1 million) of these passengers coming from China. While overall demand rose by an average annual rate of 41% over the period, Chinese demand grew by over 76% a year. Other major outbound cruise markets in Asia are Japan, Singapore, India and Hong Kong (China). Annex 4 examines the regional outbound cruise markets in more detail.

Table 3.2 International expenditure and cruises

Country	International tourism expenditure (USD billion)	AAG (%)
	2017	2010–2017
China	257.7	24.7
Hong Kong (China)	24.4	5.6
India	18.4	8.4
Indonesia	8.3	3.8
Iran	9.4 (2016)	-0.4
Japan	18.2	-5.9
Malaysia	10.7	3.7
Philippines	11.9	11.7
Republic of Korea	30.6	7.2
Singapore	24.5	4.0
Sri Lanka	1.6	19.8
Thailand	9.6	7.9
Viet Nam	4.6	19.6

Source: International tourism expenditure, World Tourism Organization database.

3 The CLIA report was based on schedules that were not revised following the Chinese Government's March 2017 embargo on Chinese passengers visiting the Republic of Korea.

There is a clear link between the historical development of the trading seaports of Asia and the modern day cruise tourism industry. Many features of the ports and their hinterlands reflect their maritime heritage.

Several maritime heritage features are included on the World Heritage list website, either as inscribed or tentative sites. Annex 5 provides a more detailed list, while annex 6 outlines Intangible Cultural Heritage open to the public. Additional maritime attractions and activities are outlined in the country-by-country paragraphs below.

3.3 International tourism by country of destinations

3.3.1 Bangladesh

Table 3.3 **Bangladesh: tourism indicators**

International tourist arrivals (× 1,000), 2014 ^a	125
International tourism receipts (USD million), 2017 ^a	337
Scheduled cruise ship calls, 2017 ^b	5
Potential passenger destination days (million), 2017 ^b	0.001

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

Bangladesh recorded 125,000 tourist arrivals in 2014, the latest year for which UNWTO figures are available, with international tourism spending being USD 337 million in 2017.

Tourism in and around ports

Bangladesh has three UNESCO World Heritage sites, two cultural and one natural, with a further five on the Government's tentative list to be put forward for nomination. The three inscribed sites are:⁴

- The historic Mosque City of Bagerhat;
- The ruins of Buddhist Vihara at Paharpur; and
- The Sundarbans.

The Sundarbans National Park covers 10,000 km² of land and water in the Ganges Delta, which spreads across Bangladesh and India. It contains the world's largest area of mangrove forests. A number of rare or endangered species live in the Park, including tigers, aquatic mammals, birds and reptiles. It is significant due to its important natural resources and its location in Bengal, a major seagoing and costal trading area since antiquity. Depending on the potential development of cruise ports, some of the cultural sites may become accessible for cruise tourists in the future.

4 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./a), *Bangladesh*, UNESCO (online), available at: www.whc.unesco.org (20-01-2018).

Cruise tourism indicators

Bangladesh received five cruise ship visits in 2017, with an aggregate passenger potential of 1,000 days.⁵ The country received its first recent cruise ship visit in February 2017, when the 128 passenger *Silver Discoverer* (Silversea Cruises) visited Maheshkhali peninsula, Cox's Bazar and the Sundarbans on a 14-day cruise from Colombo (Sri Lanka) to Kolkata (India).⁶

3.3.2 Brunei

Table 3.4 Brunei: tourism indicators, 2017

International tourist arrivals (× 1,000) ^a	259
International tourism receipts (USD million) ^a	177
Scheduled cruise ship calls ^b	3
Potential passenger destination days (million) ^b	0.003

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

International tourist arrivals to Brunei reached 259,000 in 2017, a rise of 18% compared to the previous year. The average annual growth rate between 2010 and 2017 was 2.8%.⁷ Malaysians accounted for one-in-every-four visitors, with the other main source markets being China, boosted by the introduction of the visa-on-arrival option, Indonesia, Philippines and Singapore. These five markets accounted for over two-thirds of arrivals to Brunei.⁸ In 2017, Brunei received USD 177 million from international tourism.

Tourism in and around ports

There are currently no UNESCO World Heritage Sites in Brunei. Four sites are on the tentative list that the Government intends to put forward for nomination: Tasek Merimbun Park in Tutong, Abana Rocks Coral Reef Formation, the Brunei River and Industrial Heritage of Colliery in Muara.⁹ The last one, Brooketon Colliery, formerly known as Muara Coal Mine, was developed by Charles Brooke, the White Raja of Sarawak (Malaysia), and is located near a safe deep-water anchorage.

5 Cruise Lines International Association (2017).

6 Mahmud, T. (2017), 'International Cruise Ship Arrives in Cox's Bazar', *Dhaka Tribune*, 22-02-2017 (online), available at: www.dhakatribune.com (20-11-2017).

7 World Tourism Organization UNWTO (2018).

8 Wong, A. (2018), 'Brunei Records 18% Increase in Tourist arrivals in 2017', *BIZ Brunei* (online), available at: www.bizbrunei.com (20-06-.2018).

9 The Daily Brunei Resources (2013), *Brunei's Nominations for World Heritage Sites* (online), available at: www.bruneiresources.blogspot.co.uk (05-11-2017).

The principal cultural heritage attractions in the Sultanate include the following:¹⁰

- Kampong Ayer: 42 contiguous stilted villages;
- Places of worship: Omar Ali Saifuddien Mosque (with a surrounding lagoon), Jame'Asr Hassanil Bolkiah Mosque, Tiang Yun Dian Temple;
- Museums:
 - Brunei Museum, providing a historic recount of the arrival of the Spanish and Portuguese in the 1500s, in addition to an Islamic Art Gallery;
 - Royal Regalia Museum, Forestry Museum, Malay Technology Museum, all focused on the traditional lifestyles of Brunei's ethnic groups; and
 - Kampong Ayer Cultural and Tourism Gallery focused on the pre-oil culture.
- Natural features:
 - Bukit Patoi Recreational Park, set within the protected Peradayan Forest Reserve;
 - Pulau Selirong Recreational Park, a mangrove forested island; and
 - Ulu Temburong National Park.

The main maritime heritage attractions are:

- Brunei Darussalam Maritime Museum, which contains over 13,000 artefacts, including 15th and 16th century ceramics, recovered from a Chinese trade ship that sank as it approached Brunei; and
- Beach and water-based recreational activities at Muara Beach Recreational Park and Pantai Seri Kenangan, a casuarina-lined beach.

Cruise tourism indicators

Brunei receives few cruise ships at present. In 2017, CLIA reported three scheduled visits representing close to 3,000 passenger days.¹¹ This is significantly below the level of calls recorded in earlier years (e.g., 22 in 2015).

The website www.cruisetimetables.com indicates that for 2018, 17 visits by 13 ships were programmed. Of these itineraries, four were round-the-world cruises, while the remainder operated between Singapore and Hong Kong (China), or Bali (Indonesia) and Laem Chabang/Bangkok (Thailand).¹²

10 Lonely Planet (n.d./a), *Attractions in Brunei-Darusalaam* (online), available at: www.lonelyplanet.com (05-11-2017).

11 Cruise Lines International Association (2017).

12 Cruise Timetables (2017), (online) data available at: www.cruisetimetables.com (05-10-2017).



3.3.3 Cambodia

Table 3.5 **Cambodia: tourism indicators, 2017**

International tourist arrivals (million) ^a	5.6
International tourism receipts (USD billion) ^a	3.6
Scheduled cruise ship calls ^b	24
Potential passenger destination days (million) ^b	0.039

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

International tourist arrivals reached 5.6 million in 2017, having risen by an average annual rate of 12% since 2010.¹³ Total receipts from international tourism amounted to USD 3.6 million in 2017, a rise of 13% compared to 2016. China has become the leading source market, with 1.2 million arrivals in 2017, with the other main source markets being Viet Nam, China, Thailand, Lao People's Democratic Republic, and the Republic of Korea.¹⁴

Tourism in and around ports

Cambodia receives cruise ships at the beach resort town of Sihanoukville, but, unfortunately, no specific cruise tourism data is compiled. CLIA indicated that the country was set to receive 34 cruise ship calls in 2016, all but one being transit.¹⁵ These calls represented a potential of 58,000 passenger destination days. The 2016 volume was slightly higher than in 2015. For 2018, 23 cruise ship calls were scheduled.¹⁶

As a town surrounded by beaches and islands, Sihanoukville's main attractions are coastal, with a full range of water-based activities available; i.e., canoeing and kayaking, sailing, water sports and fishing. Koh Russei and Koh Rong have daily boat services connecting them to Sihanoukville. Day excursions are available to three nearby islands, as well as to Ream National Park. Notable for its mangrove forests, wildlife and stretches of white beach, the park stretches over 21,000 hectares and includes two islands, Koh Thmei and Koh Ses.

Maritime attractions elsewhere in Cambodia include the following:¹⁷

- Trips to Angkor Wat, a World Heritage Site;
- Mekong river cruises between Cambodia and Viet Nam;
- Kbal Spean, 11th century relief carvings on stream beds along a series of waterfalls;
- The Phnom Penh water festival (*Bon Om Tuk*) to celebrate the end of the monsoon season;

13 World Tourism Organization (2018a).

14 Khmer Times, *Tourism Sector Worth \$3.6 billion in 2017* (electronic), available at: www.knmerimeskh.com (20-06-2018).

15 Cruise Lines International Association (2016).

16 Cruise Lines International Association (2017).

17 From: Audley Travel (n.d.), *What to do in Cambodia: our highlights guide* (online), available at: www.audleytravel.com (06-11-2017).

TripAdvisor LLC (n.d./a), *Cambodia attractions* (online), available at: www.tripadvisor.co.uk (06-11-2017).

- Birdwatching at Prek Toal Biosphere and Tonle Sap Lake, the village of Prek Toal is one of the largest floating villages on the lake;
- Kompong Khleang village on Tonle Sap Lake, famous fisher village; and
- Boat trip from Kratie in search of Irrawaddy dolphins.

Cambodia has a rich cultural heritage with three UNESCO World Heritage sites, and a further eight on the tentative list that the Government intends to put forward for nomination. Angkor Borei, an ancient capital with archaeological remains, Phnom Da, which hosts caves, a stone built tower and ashram, Oudong, the 17th century capital of Cambodia, and Phnom Penh, the country's capital, are around four hours traveling time from Sihanoukville.

The main attractions of Sihanoukville include:¹⁸

- The Wat Leu Temple, which features the three-headed carved white elephant, gold decorations and a large black statue of Buddha;
- Khmer cookery classes with specialities such as banana flower salad, lok lac (cubed beef sautéed with cucumber, tomatoes, red onion and soy sauce) and spring rolls;
- Kbal Chhay Waterfall, 7 km from the port;
- Shopping for handicrafts and local foods; and
- The Golden Lions Roundabout.

A feature of cruise calls at Sihanoukville is repeat visitation. For example, the *Costa Victoria* makes four calls, *ms Volendam* and *Westerdam* three each, and *Europa 2*, *Viking Spirit* and *Nautica*, two each.

All cruise calls at Sihanoukville are on itineraries that move on to either Thailand or Viet Nam (there are no cruise itineraries to Sihanoukville that travel onward to ports to the west of Cambodia). In addition, cruises on multi-regional circuits that commence in Europe or South Africa, will visit Singapore or Laem Chabang, Bangkok (Thailand) prior to travelling to Sihanoukville, e.g., the *Viking Spirit* 64-night cruise from Piraeus, Athens (Greece) to Tianjin (China).

Singapore acts as the embarkation and disembarkation port for most cruises featuring stops at Sihanoukville e.g., *Costa Victoria* seven-night cruise to/from Singapore operates through ports in Thailand and Cambodia. The cruise can be extended to 14 nights with additional calls at ports in Malaysia and Thailand before returning to Singapore.

A number of cruises call at Sihanoukville on itineraries linking Chinese ports in the north with Singapore in the south, with visits en route to ports in Viet Nam, Cambodia and Thailand. For example, *ms Westerdam* operates a 15-night cruise from Hong Kong (China) to Singapore via other ports in China, Viet Nam, Cambodia and Thailand. The cruise can be extended beyond Hong Kong (China), with calls at ports in China, the Republic of Korea, Japan, Taiwan Province of China and the Philippines.

Sihanoukville is also included on itineraries of liners making long duration multi-regional cruises, with short duration options offered within the region. For example, on its 152-night cruise from Miami (United States of America) to Vancouver (Canada), the *Seabourn Sojourn* has a 16-night

18 Sweeting, B. (2017), 'The Top Ten Things to do and see in Sihanoukville', *The Culture Trip* (online), available at: www.theculturetrip.com.

option from Singapore to Bali (Indonesia) with calls at ports in Thailand, Viet Nam, Cambodia and Indonesia, an option that can be extended to 36 nights, with further calls in Indonesia and the Philippines before disembarking at Hong Kong (China).

Cruise tourism indicators

The 2018 cruise schedule for Sihanoukville Port listed 23 visits by twelve liners, ranging in size from 450 passengers (on Seabourn Cruises *Sojourn*) to 2,646 (on Princess Cruises *Sapphire Princess*), in addition to small-to-medium vessels ranging from a few hundred up to 1,000 passengers. December to March concentrates most activity.¹⁹

3.3.4 China, Hong Kong (China) and Taiwan Province of China

Table 3.6 China: tourism indicators, 2017

International tourist arrivals (million) ^a	60.7
International tourism receipts (USD billion) ^a	32.6
Scheduled cruise ship calls ^b	1,156
Potential passenger destination days (million) ^b	2.6

Note: Hong Kong (China) is analysed in table 3.7 and Taiwan Province of China is analysed in table 3.8.

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

Table 3.7 Hong Kong (China): tourism indicators, 2017

International tourist arrivals (million) ^a	27,885
International tourism receipts (USD billion) ^a	33.3
Scheduled cruise ship calls ^b	309
Potential passenger destination days (million) ^b	0.633

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

Table 3.8 Taiwan Province of China: tourism indicators, 2017

International tourist arrivals (million) ^a	10.7
International tourism receipts (USD billion) ^a	12.3
Scheduled cruise ship calls ^b	295
Potential passenger destination days (million) ^b	0.522

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

19 www.whatsinport.com data may exclude a number of cruise calls operated by cruise ships based in, and marketed to the residents of China and Japan.

UNWTO data²⁰ shows that China recorded 60.7 million international tourist arrivals in 2017, 2.5% more than in 2016. Between 2010 and 2017, the average annual growth rate was 1.3%. These figures include arrivals from the Special Autonomous Regions of Hong Kong (China) and Macao (China), and from Taiwan Province of China. The level of foreign tourist arrivals rose by 6.7% in 2016, with the leading source countries being the Republic of Korea, Viet Nam, Japan, Myanmar and the United States of America.

In 2017, China generated USD 32 billion in visitor exports (spending by international tourists in the country for all purposes except education). International arrivals to Hong Kong (China) reached over 27.9 million in 2017²¹ thus maintaining its average annual growth rate of 4.8% (valid since 2010).

In 2017, the volume of non-Mainland China visitor arrivals was 9.4 million, a rise of 1.9% compared to 2016.²² The main source markets were the Taiwan Province of China, Republic of Korea, Japan, the United States of America and the Philippines. Excepting mainland China, where arrivals were up 10%, foreign visitor arrivals showed little change during the first four months of 2018. In 2017, Hong Kong (China) generated USD 33 billion in from international tourism.

Maritime Silk Road stories 15:

The Song Shipwreck Museum, Qanzhou, China

The Quanzhou Shipwreck was excavated from Houzhu Harbour in Quanzhou Bay in 1973. Today it is housed in a museum located on the grounds of Quanzhou's famous Kaiyuan Temple.

The three mast ship mostly carried incense wood. However, archaeologists also identified pepper, ambergris^a from Somalia, frankincense^b from Oman and cowrie shells on board. It is regarded as one of the most important maritime shipwrecks to have been for far found in China.

Nowadays, the Kaiyuan Temple is not only Quanzhou's most popular tourist attraction, but also a revered cultural and spiritual location. The temple was originally built during the Tang Dynasty in 686 AD, and although little of the original structure remains, behind its main hall columns with fragments from a temple built in 1283 AD by the Tamil community in Quanzhou, and dedicated to the Hindu God Shiva, can still be encountered.

Until recent times, the temple's twin pagodas served as navigation markers to guide ships safely into Quanzhou harbour. These are the tallest historic stone towers in China: the eastern Zhenguo Tower is 48 m high, while the western Renshou Tower, of 44 m, is slightly shorter.

Source: Site visit, August 2017.

- a) Ambergris is one of the strangest natural substances collected from the oceans. Where it came from was a mystery and several theories were proposed, including that it was hardened sea foam or the droppings of large birds: In fact it is vomited by sperm whales (*Physeter microcephalus*). It is valued as a musky perfume. Early Arab civilisations named it anbar and used it as incense, an aphrodisiac and medicine to cure many ailments, including those of the brain, heart and senses.
- b) Frankincense is an aromatic resin used in incense and perfumes, obtained from trees of the genus *Boswellia*, particularly *Boswellia sacra* which was primarily grown in Yemen. It was particularly prized in Rome and Byzantium. The Frankincense Trail retraces this ancient overland route in the Middle East.

²⁰ World Tourism Organization (2018a).

²¹ Ibid.

²² Tourism Commission, Commerce and Economic Development Bureau (2018), *Government of the Hong Kong Special Administrative Region* (electronic), available at: www.partnernet.hktb.com (20-06-2018).

Tourism in and around ports

China has a total of nine main ports listed online as regularly receiving cruises:²³

- Dalia;
- Guangzhou;
- Haikou (Hainan);
- Hong Kong (China);
- Qingdao;
- Sanya (Hainan);
- Shanghai;
- Tianjin; and
- Xiamen.

The primary maritime attractions accessible from China's cruise ports are those of the Silk Road Sea Routes, plus many heritage sites and varied landscapes located along the way.

Some key maritime features that cruise visitors can readily access from Chinese ports include:

- China Maritime Silk Road Museum on Hailing Island adjacent to Yangjiang city in Guangdong province, approximately 2.5 to 3 hours distance from Guangzhou. The Museum contains the wreck of the Nanhai No 1, a vessel found and recovered from the western part of the mouth of the Pearl River (Zhu Jiang); and
- Maritime Museums in Shanghai, Quanzhou, including the Quanzhou ship (accessible from Xiamen Cruise Terminal or Quanzhou Port), Hong Kong (China) and Macao (China).

China has 36 cultural sites, 12 natural sites and 4 mixed sites, inscribed on the UNESCO World Heritage list. A further 60 sites are on the Government's tentative list to be put forward for nomination. Although many are not accessible for day trip excursions, those that are located within three hours from the nearest port include:

- From Shanghai:
 - Classical Gardens of Suzh;
 - West Lake Cultural Landscape of Hangzhou;
 - Nanjing: one of the locations under the City Walls of the Ming and Qing Dynasties;
 - Yangzho: Slender West Lake and Historic Urban Area;
 - Kunshan, Luzhi, Wuzhen-Tongxiang and Xitang (the Ancient Waterfront Towns in the South of the Yangtze River);
 - Liangzhou Archaeological Site;
 - Ancient Porcelain Kiln Site in China – Shanglin Lake in Cixi Ci; and
 - The Chinese Section of the Silk Road routes – four sites in Ningbo, Zhejiang Province and two in Nanjing, Jiangsu Province (including the Tomb of Admiral Zheng He).
- From Hong Kong (China): Historic Centre of Macao (China).
 - From Tianjing:
 - Imperial Palaces of the Ming and Qing Dynasties in Beijing;
 - Mountain Resort and its Outlying Temples, Cheng;
 - Peking Man Site at Zhoukoudian;
 - Silk Road routes: the Routes Network of the Chang'an-Tianshan Corridor;

- Summer Palace Imperial Garden in Beijing;
- Temple of Heaven in Beijing;
- The Great Wall (some sections);
- Xushui: one of the locations for liquor making in China;
- Xingcheng: one of the locations under the City Walls of the Ming and Qing dynasties;
- The Central Axis of Beijing (including Beihai); and
- The Coast of the Bohai Gulf and the Yellow Sea of China.
- From Xiamen:
 - Kulangsu Island (Gulangyu), Historic International Settlement;
 - Historic Monuments and Sites of Ancient Quanzhou (Zayton);
 - The Chinese Section of the Silk Road routes: 19 sites in Fujian and Zhejiang Provinces;
 - Sea Routes in the Chinese Section of the Silk Road: in Quanzhou City; and
 - Historic Tulous (Hakka round houses).
- From Guangzhou:
 - Kaiping, Diaolou and Villages;
 - Site of the southern Yue State; and
 - The Chinese Section of the Silk Roads, six sites in Guangdong Province.
- From Dalian:
 - Sites of Hongshan Culture: the Niheliang Archaeological Site, the Hongshanhou Archaeological Site and the Weijiawopu Archaeological Site; and
 - The Coast of the Bohai Gulf and the Yellow Sea of China.
- From Fuzhou:
 - Fujian Tulou;
 - Mount Wuyi;
 - Haitan Scenic Spot;
 - SanFangQiXiang (historic city centre Fuzhou); and
 - The Chinese Section of the Silk Road routes – 19 sites in Fujian and Zhejiang Provinces.
- From Haikou: Dongzhai Port Nature Reserve.
- From Ningbo:
 - Nanxi River;
 - Sea Routes in the Chinese Section of the Silk Road: in Ningbo City; and
 - The Chinese Section of the Silk Road routes – four sites in Ningbo, Zhejiang Province.

In addition to these heritage sites, additional tangible cultural heritage that can be experienced from ports include:

- Many thousand pagodas and temples of different architectural styles. Among the most renowned in the country's main cruise ports are: The Jade Buddha Temple in Shanghai, the Temple of Great Compassion (Dabei Yuan), a Zen Buddhist temple in Tianjin, and the ruins of St Paul's College and Church in Macao (China), also accessible from Hong Kong (China);
- Almost 100 historic buildings on the 20th Century Chinese Architectural Heritage List²⁴; and
- Museums, including the National Museum in Beijing; the Shanghai Museum, with its collection of ancient Chinese artefacts; the History and Science Museum of Hong Kong (China); the Macao Museum in Monte Fortress (Macao, China); and the National Palace Museum in the Taiwan Province of China.

24 Kinney, J. (2016), 'Nearly 100 Historic Buildings on China's First "Architectural Heritage" List' (online), available at: www.nextcity.org (01-11-2017).

The Tourism Promotion Alliance for China's Maritime Silk Road developed a series of tourist routes, ranging from two to five days.²⁵ The routes traverse the provinces of Fujian, Hebei, Shandong, Jiangsu, Zhejiang, Guangdong, and Hainan, the Autonomous Region of Guangxi, the directly controlled municipalities of Shanghai and Tianjin, and the Special Administrative Regions of Hong Kong (China) and Macao (China). Extensive cultural and natural heritage attractions, also maritime-related, are included in the tour itineraries. All entail at least one overnight stay, thus long-yield tourism is encouraged.

Art, in the form of performing arts, sculpture, paintings and even cave drawings, is a very important part of Chinese heritage. The range of performing arts is wide, including martial arts like Kung Fu and folk songs and dances that vary according to region.²⁶

Chinese gastronomy is also renowned worldwide. There are many regional cuisines, although the main cooking styles can be summarised as follows:²⁷

- Sichuan and Hunan cuisines: hot and spicy;
- Anhui and Fujian cuisines: inclusion of wild foods from mountainous regions;
- Guangdong (Cantonese), Fujian, Zhejiang, Jiangsu: primarily seafood, and generally sweet and light in flavour; and
- Shandong cuisine: fresh and salty, with a lot of seafood dishes.

New initiatives in the form of cruises along the 21st Century Maritime Silk Road include the following:

- In February 2015, the 400 passenger Chinese cruise liner *Bei Bu Wan Zhi Xing* (Star of Beibu Gulf) operated its first nine-day cruise from Behai Port in China's Guangxi Zhuang Autonomous Region capital, Nanning, to Kuantan Port (Malaysia) on an itinerary including calls at Viet Nam (Danang) and Thailand;²⁸
- A cruise programme from Sanya (Hainan) to the Sansha (Xisha Islands) is branded as a Maritime Silk Road Route excursion,²⁹ and is now operated by two cruise ships, and
- In May 2017, a 37-day cruise, themed as the Silk Road Sea Route journey, was operated by Princess Cruises' *Majestic Princess* from Italy to Xiamen in East China's Fujian province. The cruise involved calls in Greece, the United Arab Emirates, Sri Lanka, Malaysia and Thailand. It was designed to "enhance cultural exchanges on a route that is echoing the ancient maritime Silk Road route," to quote Li Xiaolin, President of the Chinese People's Association for Friendship with Foreign Countries.³⁰

25 China Maritime Silk Road Tourism Promotion Alliance (n.d.), *Featured Tour Route Guide*, Fuzhou.

26 Zhou, R. (2017), 'The Arts in China', *China Highlights* (online), available at: www.chinahighlights.com (01-11-2017).

27 van Hinsbergh, G. (2017), 'The 8 Great Regional Cuisines of China', *China Highlights* (online), available at: www.chinahighlights.com (01-11-2017).

28 World Maritime News (2015a), *China Starts First Maritime Silk Road Route Cruise*, 02-2015 (online), available at: www.worldmaritimenews.com (01-11-2017).

29 Xing, Y. and Nilsson, E. (2015), 'Setting Sail along the 21st Century Maritime Silk Road Route', *State Council of the People's Republic of China* (online), available at: www.english.gov.cn (01-11-2017).

30 Li, J. (2017), 'All Aboard for the Silk Road Sea Cruise', *China Daily Europe*, 05-2017 (online), available at: www.europe.chinadaily.com.cn (01-11-2017).

The principal start and finish points for cruise itineraries that operate between the South-East and North-East Asian sections of the 21st Century Maritime Silk Road region are:

- From/to South-East Asia: Singapore, and less often Laem Chabang (Bangkok); and
- From/to North-East Asia: Shanghai, Tianjin and Hong Kong (China), and less frequently Yokohama or other Japanese ports.

Cruises between South-East and North-East Asia may call at a combination of ports located in Malaysia, Thailand, Cambodia and Viet Nam, as well as in one or more ports in China.

Other typical Maritime Silk Road regional cruise itineraries are from/to Japan (Yokohama, Kobe, Fukuoka and Tokyo principally), Hong Kong (China), and China (Shanghai, Tianjin).

International cruises come into Chinese waters either from the south, south-east or the north. Most cruises from the south and south-east pass through Singapore, although a few enter from the Philippines or Viet Nam, in addition to Japan from the north. Below a few examples are listed:

- Via Singapore:
 - Round-trip cruises to Chinese ports;
 - Asian regional cruises, terminating at a Chinese port;
 - Multi-regional cruises from the Americas/Australia moving on from China to Japan; and
 - Multi-regional cruises from Europe moving to Japan or other Asian ports before heading back to Europe through the Middle East.
- Via Japan:
 - Round-trip cruises to Chinese ports; and
 - Multi-regional cruises starting in Europe or the Americas to China or other Asian ports.

China's own operators and shipyards are heavily investing in the sector. According to a memorandum signed in February 2017, Shanghai Waigaoqiao Shipbuilding Co., a subsidiary of China State Shipbuilding Corporation, is working with the Italian cruise shipbuilder Fincantieri SpA to build two vessels worth approximately USD 1.5 billion. The ships will be delivered to a new China-based joint venture held between Carnival, the China State Shipbuilding Corporation (CSSC) and China Investment Corporation (CIC) Capital, and will be tailored for the Chinese market. The first, to carry approximately 4,000 passengers, is expected to be delivered by 2023.³¹

Maritime Silk Road stories 16: **For all the tea in China**

According to a Chinese legend, the history of tea-making began over four thousand years ago, when the Emperor Shen Nong, a skilled ruler and scientist, accidentally discovered its properties. While boiling water in the garden, a leaf from an overhanging wild tea tree drifted into his pot. The Emperor enjoyed drinking the infused water so much that he was compelled to research the plant further. Legend has it that it was the Emperor who discovered its medicinal properties.

It was not until the Tang dynasty (618–907 AD), often referred to as the classical age of tea, that consumption became more widespread. The government even imposed a tea tax – an evidence of the beverage's growing popularity. It was during this time when tea became known as China's national drink.

During the Tang dynasty, a Buddhist monk, Lu Yu (733–804 AD), composed the *Ch'a Ching* or *Classic of Tea Treatise*. He described types of tea, its uses, as well as the preparation and benefits of drinking it.

31 Bloomberg News (2017), *Cruises Boom as Millions of Chinese Take to the Seas* (online), available at: www.bloomberg.com (02-11-2017).

The centuries that followed became known as the romantic age of tea. Led by the Song dynasty (960–1280 AD), poetry and artistic references to tea abounded. During this period, Chinese culture significantly influenced and impacted art, politics and religion in Asian countries all along the Maritime Silk Road.

Around the early 9th century AD, a Japanese Buddhist monk, Saichō, is credited with introducing tea to Japan. While studying in China, Saichō discovered tea and brought back seeds to grow at his monastery. Over time, other monks followed suit, and soon small tea plantations sprouted up at secluded monasteries. However, due to the isolation of these plantations, tea's popularity in Japan did not blossom until the 13th century AD.

Traders, missionaries and explorers travelling back and forth between Europe and the Far East became exposed to tea traditions in China and Japan. Around the 9th century AD, Arab trade documents refer to the process of boiling bitter tea leaves. In the 14th century AD, Marco Polo alludes to the discovery of tea in his travel writings about China.

In 1610, the first shipments of Japanese and Chinese tea arrived in Europe via ships chartered by the Dutch East India Company. Cakes of tea were also carried to Russia on camel trains that came from China on the Silk Road routes. The popularity of tea rapidly spread to cities including Amsterdam, Paris and London, although the high price limited consumption to royal and aristocratic classes. Tea drinking, a novelty at the time, allowed the wealthy to partake in a bit of eastern adventure during the age of exploration and discovery.

The first shop to sell tea in England opened in 1657 and was run by Thomas Garraway. The shop sold tea imported by the Dutch and contributed to its popularity in London's cafes and coffee houses. The drink gained further legitimacy when the British king Charles II married the Portuguese princess, Catherine of Braganza. She adored tea and introduced the concept of tea time to the royal court. Soon thereafter, as a key competitor to the Dutch, the British East India Trade Company established their first tea factory in Macao (China).

The British would exploit the tea trade for profit and political power over the next century. As tea was one of many heavily taxed items, this created a tense political environment in America, resulting in dissent and the popularization of the notion of "no taxation without representation" amongst the colonists. With the Boston Tea Party in 1773, political tensions climaxed.

China remained the primary source of tea for Western demand up until the mid-1800s. Looking to discover the tea growing secrets and to end their reliance on Chinese tea, the British East India Company sent Robert Fortune, an English botanist, on an industrial espionage mission to China. Disguised as a Chinese merchant, he travelled far inland to learn about farming and processing techniques. Most importantly, he brought tea samples back to the Royal Botanic Garden, Calcutta (Acharya Jagadish Chandra Bose Indian Botanic Garden, Kolkata), and also brought in Chinese tea growers, who played an important role in enabling British tea planting and experimentation in the Himalayas and Assam. Massive home demand saw tea plantations established in Sri Lanka, Kenya and other parts of what was then the British Empire.

In China, Fuzhou became one of the most important tea export ports, and became known as the Tea Capital of the World during the 19th century.^a

Jasmine tea: east meets west

Jasminum sambac (Arabian jasmine) travelled the Silk Road routes over land and sea. The plant is native to the high Himalayas, but was esteemed in ancient Persia (Iran) from which it reached China, Indonesia and the Philippines. It is said to have reached the port of Fuzhou in China as a tribute to the Emperor during the Western Han period. It was here where the unique process of making jasmine tea was developed.

The great Chinese admiral, Zheng He, carried jasmine tea on his ships for the health of his crew, long before European sailors knew of the importance of a healthy diet as a means to survive long sea voyages. In the 19th century, the Empress Xi Xi attributed her long life to the properties contained in the beverage. In modern times, Chairman Mao served it to the President of the United States, Richard Nixon, during their 1972 tête-à-tête in Beijing.

To make Jasmine Tea, high quality green tea is repeatedly steeped in jasmine flowers in order for the aroma to infuse the tea. This lengthy process is repeated between four and nine times. Visitors to the Fujian Chunlun Group factories in Fuzhou, China can experience the tea making process first-hand.^b

Source: Site visit, November 2017.

a) Mighty Leaf Tea Company (n.d.), *History of Tea* (online), available at: www.mightyleaf.com (23-11-2017).

b) Fujian Chunlun Group (n/d), *Fuzhou Jasmine Tea*.



Cruise tourism indicators

Between 2012 and 2016, the number of Chinese cruise passengers grew rapidly from 216,700 to 2.1 million. The majority of these passengers cruised within the Asian region. The 2017 volume was estimated at 2.6 million, an indicator that was likely to fall to around 2.4 million in 2018.³² Cruise ships formerly based in China are switching elsewhere, an example being Royal Caribbean's *Quantum of the Seas* that intends to change its operations base from Shanghai to Singapore in 2019.³³

Cutbacks are designed to increase yields from 2018 onwards, when close to 6% of the industry's worldwide capacity will be deployed in China.³⁴ It is clear that multiple repeat cruises on short three to five night itineraries boosts the total volume of cruise calls. Short duration, mostly national cruises dominate the cruise tourism pattern in China, while international cruises passing through the country offer locally distinctive options:³⁵

- Several long-duration, multi-regional cruises incorporate a regional element, using either Hong Kong (China), Shanghai or Tianjin as their embarkation or disembarkation point. For example, the *Seabourn Sojourn*, on its 152-night eastward cruise from Miami in the United States of America towards Vancouver (Canada), offers a 21-night regional cruise connecting Hong Kong (China) to Kobe, Japan, with calls at Zhoushan, Shanghai, Yantai, Tianjin and Dalian.
- Many cruise itineraries include regional ports in China, with Hong Kong (China) and Shanghai featuring prominently.

In 2017, the leading mainland Chinese ports in terms of cruise ship calls were Shanghai, Hong Kong (China), Tianjin, Guangzhou, Xiamen and Qingdao, with Dalian, Haikou and Sanya in Hainan Island also receiving significant numbers.

Maritime Silk Road stories 17: **Mazu Temples, China**

Mazu is the Chinese Goddess of the Sea and the Protector of Fishermen. Her temples exist throughout coastal China and are important in Overseas Chinese communities, especially in South-East Asia. In addition to temples in coastal provinces of China, other important overseas Mazu Temples include:^a

- Yokohama Mazu Temple, Japan;
- Thean Hou Temple, Kuala Lumpur, Malaysia;
- Matsuo Temple of Tue Thanh Guild Hall, Ho Chi Minh City, Viet Nam;
- Kheng Hock Keong, Yangon, Myanmar;
- Vihara Bahtra Sasana, Indonesia; and
- Thian Hock Keng, Singapore.

32 Hancock, T. (2017), 'China Cruises Struggle to Make It Through Political Squalls', *Financial Times* (online), available at: www.ft.com (20-06-2018).

33 CruiseMapper (2018), *Cruise Lines* (online), available at: www.cruisemapper.com (20-06-2018).

34 Sampson, H. (2018), '3 Big Challenges Cruise Lines still have to Overcome in China', *Skift* (online), available at: www.skift.com (20-06-2018).

35 Whatsinport.com (n.d.).

One of the oldest religious temples in Macao (China) is located close to the Macao Maritime Museum, the A-Ma Temple or Mazu Temple. It has a history ranging back over 500 years. The variety of pavilions dedicated to different deities, folk tales and beliefs, including Confucianism, Buddhism and Taoism, make A-Ma Temple a clear example of the plurality of Chinese culture. Together with the Historic Centre of Macao, the complex is listed as UNESCO World Heritage.^b

a) Chinatownology (2015), *Mazu Temples* (online), available at: www.chinatownology.com (20-11-2017).
b) United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./b), *Historic Centre of Macao*, UNESCO (online), available at: www.whc.unesco.org (20-11-2017).

3.3.5 India

Table 3.9 India: tourism indicators, 2017

International tourist arrivals (million) ^a	15.5
International tourism receipts (USD billion) ^a	27.3
Scheduled cruise ship calls ^b	128
Potential passenger destination days (million) ^b	0.140

a) World Tourism Organization (2018a).
b) Cruise Lines International Association (2017).

The tourism volume to India grew to reach a total of 15.5 million international tourist arrivals in 2017, generating USD 27.3 billion. Of the total number, almost 40% were Indian nationals residing abroad. Up to 2021, the tourism market is forecast to grow at an annual rate of 7.2%, with medical, wellness and adventure tourism on the rise.³⁶

Tourism in and around ports

India is the birthplace and cradle of several of the world’s major cultures, religions and empires. From historic sites, buildings and monuments to its various art forms and cuisine, India’s cultural heritage is outstanding.³⁷

While a number of the most significant cultural heritage sites, such as the Agra Fort, the Taj Mahal and the Golden Fort at Amritsar are in the land-locked north, some of the country’s 36 UNESCO World Heritage Sites, in addition to a further 44 sites on the Government’s list to be put forward for nomination, are accessible from port destinations.

The ancient port cities of Cochin (Kochi) and Bombay (Mumbai) illustrate a small piece of India’s immense cultural heritage. In terms of cultural attractions that are in or within two hours of Kochi, there are many historic sites, including:

36 ResearchandMarkets.com (2018), *India Travel & Tourism Market 2011–2021* (online), available at: www.businesswire.com (13-01-2018).
37 Walla, K. (n.d.), ‘10 Best Places of Indian Cultural Heritage’, *Travel Triangle Blog* (online), available at: www.traveltriangle.com (13-01-2018).

- The Indo-Portuguese Museum in Kochi, divided into five main sections: Altar, treasure, procession, civil life and cathedral;
- The Hill Palace Museum at Thrippunithura, just outside Kochi, formerly the palace of the Maharaja of Cochin, now an archaeological museum;
- The Mattancherry Palace, a two-tiered quadrangular building constructed by the Portuguese in 1555, located in Ernakulum, close to Kochi;
- Fort Emmanuel in the Fort Kochi area of the city, which was built by the Portuguese in 1503.
- Cranganore Fort (also called Kodungallur Fort and Kottapuram Fort), a 1523 Portuguese fort, located 1.5 hours from Kochi;
- The Nedumkotta city wall, starting close to Kodungallur, 1.5 hours distant from Cochin, and stretching up till the Annamalai Hills. It was built in 1764 as a protection against invasions from northern kingdoms; and
- The Pallippuram Fort in Ernakulam District, the oldest existing European fort in India, built in 1503. It is 1.5 hours away from Kochi.

Many cultural heritage features (e.g., museums, forts) are located in Kerala's capital city Thiruvananthapuram, also known as Trivandrum, 5 hours away from Kochi.

Mumbai is now the business capital of India and the fourth most populous city in the world. The city offers an extensive range of cultural heritage sites and activities, including:

- The Victorian Gothic and Art Deco Buildings (Mumbai), which comprise the Bombay High Court, Rajabai Clock Tower, Eros Cinema and University of Mumbai;
- Eight museums dedicated to multiple subjects; and
- Eleven historical forts, with Bombay Castle, Castello de Aguada (also known as Bandra Fort), Fort George, Riwa Fort, Madh Fort, Mahim Fort, Sion Fort, Sewri Fort and Worli Fort as the principal ones.

India's west coast ports also offer a range of cultural heritage sites, including:

- In Mangalore:
 - The Srimanthi Bai Memorial Government Museum in Bijal (Mangalore), containing a collection of archaeological and geological artefacts;
 - The Columnar Lava of St Mary Island geological site in Udupi District, accessed within an hour from Mangalore; and
 - The Museum of Anatomy and Pathology in Manipal, 1.5 hours from Mangalore.
- In Mormugao (Goa):
 - Churches and convents from the 16th to 18th centuries built by the Portuguese rulers, and inscribed as UNESCO World Heritage;
 - The Goa Chitra Museum, the Goa Science Museum and the Goa State Museum; and
 - Terekhol Fort, Goa's oldest heritage fort.
- In Kolkata:
 - The Sundarbans National Park that can be reached within two hours.

Performances of Indian traditional dances, music and costumes can be accessed from port destinations. Regular performances are given at various centres, e.g.:

- In Mumbai: the National Centre for Performing Arts, the Sri Shanmukhananda Chandrasekarendra Saraswathi Auditorium, and the Ninad Center for Performing Arts; and
- In Kochi: the Kerala Kathakali Centre and the Cochin Cultural Centre.

Maritime activities available in the four Indian west coast ports include:

- The new Maritime Heritage Museum in Mumbai;
- The Maritime Museum, located in Fort Kochi on the INS Dronacharya, the Navy's gunnery and missile school, with its focus on the maritime heritage of the Indian Navy and traditional shipbuilding;
- Cochin Port Maritime Heritage Museum;
- Naval Aviation Museum in Goa; and
- Fort Aguada Lighthouse, a 17th century construction built by the Portuguese to protect Old Goa.

A full range of beach and water sport activities are offered along the extensive coastline of Goa and Kerala. A major water-based attraction in Kerala is the backwaters, a chain of brackish lagoons and lakes with a unique ecosystem, where visitors travel on houseboats. The main access point is Alleppey, one hour away from Kochi.

The Indian government recognised the potential of cruise tourism by passing a Cruise Shipping Policy in 2008. The policy intends to make India an attractive cruise tourism destination by decisively upgrading infrastructure.³⁸ Apart from bringing India's ports on par with international standards, actions also include the simplification of port procedures, the facilitation of immigration arrangements, and marketing and promotional initiatives.³⁹

According to the website www.whatsinport.com, 36 visits were programmed for Mumbai in 2018, thus approaching the number of 50,000 passenger days. 33 cruise calls were scheduled for Kochi, with a similar level of passenger days, thus reflecting the higher average passenger capacity of liners calling at Kochi, e.g., the *Sapphire Princess* and the *Queen Mary 2*, both capable of carrying over 2,600 passengers.

Most calls at Mumbai and Kochi also feature visits to Mormugao, the beach resort area around Goa, and to New Mangalore. The former was set to receive 28 cruise calls in 2018, with the latter expecting to receive 19 calls.

The *Arcadia* was to travel through Singapore, Malaysia, Colombo (Sri Lanka) and Mormugao before heading back to Southampton (United Kingdom) through the Middle East. Following a similar routing, the *Costa Victoria* was to call at Mangalore, rather than Mormugao, on the way to the Middle East, Europe and the back to its port of origin in Miami (United States of America).

In its early 2018 cruise programme for South Asia,⁴⁰ the *Silver Discoverer* made visits to the Union Territory of the Lakshadweep Islands (off Kerala) on a cruise from Male (Maldives) to Colombo (Sri Lanka). It plans to operate a similar schedule with Chennai as a turnaround port in February 2019.

38 Ministry of Tourism, Government of India (n.d.), *Cruise Tourism* (online), available at: www.tourism.gov.in (02-10-2017).

39 Press Information Bureau, Government of India (2017), *The Ministry of Shipping Draws Up Cruise Tourism Reforms* (online), available at: www.pib.nic.in (02-10-2017).

40 Silversea Cruises (2017).

Cruise tourism indicators

The 2017 CLIA report⁴¹ indicated that the Indian cruise market growth of 9.8% between 2013 and 2017 was below the average South Asia increase of 16.4%. The majority of India's cruise calls are transit (70%). Mumbai and Kochi receive overnight or turnaround cruises, and together account for over half of all India's cruise ship calls.

Kolkata received a turnaround visit by the small expedition cruise ship *Silver Discoverer* in February 2017. It was the end stop on a routing from Colombo (Sri Lanka) to Bangladesh and Kolkata.⁴² This vessel also plans to pass through the Lakshadweep Islands and the Andaman Islands on a number of its itineraries.

In 2016/2017, cruise vessels made 158 calls at the principal Indian cruise ports of Mumbai, Kochi, Mormugao (Goa), New Mangalore and Chennai. A total of 192,000 passengers embarked/disenbarked from these vessels.⁴³ The Government is targeting a figure of 700 calls with 1.5 million passengers by 2032.

Maritime Silk Road stories 18: Pottery and porcelain, China

Ceramics are a long-lasting evidence of Maritime Silk Road trade, as excavations at Vizhinjam in south Kerala, India have uncovered.

Most of the Chinese porcelain discovered in south Kerala seems to have originated from the kilns of Longquan and Jingdezhen in south China. Apart from Vizhinjam, Chinese porcelain was also catalogued from a host of sites along the coast of Kerala like Kollam, Kappad, Kottapuram and Pattanam (near Kodungllur) and Panthalayani Kollam.

Burmese and East Asian (Thai and Vietnamese) porcelain, possibly dating between the 14th and 16th centuries AD, was also discovered in Vizhinjam. Shards of Dutch and British porcelain or tableware indicate that Vizhinjam also maintained contact with European countries.

The archaeological discoveries indicate that Vizhinjam had maritime commercial contacts from as early as 2nd century BCE. The most flourishing phase of maritime commerce is considered to have been between 7th and 12th centuries AD. This period saw important political and maritime expansions taking place under the stewardship of Ays, Cheras, Pandyas and Cholas.^a

a) Kumar, A.; Rajesh, S.V.; Abhayana, G.S.; Vinod, V. and Sujana, S. (2014), 'Indian Ocean Maritime Trade: Evidences from Vizhinjam, South Kerala, India', *Journal of Indian Ocean Archaeology*, vol. 9.

41 Cruise Lines International Association (2017).

42 Silversea Cruises (2017).

43 Cruise Lines International Association (2017).

3.3.6 Indonesia

Table 3.10 **Indonesia: tourism indicators, 2017**

International tourist arrivals (million) ^a	12.9
International tourism receipts (USD billion) ^a	12.5
Scheduled cruise ship calls ^b	187
Potential passenger destination days (million) ^b	0.132

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

General tourism performance

Indonesia registered a total of nearly 13 million tourist arrivals in 2017, representing an increase of 17% compared to the previous year. Indonesia failed to achieve its foreign visitor arrivals target of 15 million in 2017, primarily because of the November eruption of Bali's Mount Agung volcano.⁴⁴ The leading source markets were China, accounting for just under 2 million arrivals in 2017, Singapore, Malaysia, Australia and Japan.⁴⁵ In 2017, Indonesia generated USD 12.5 billion in international tourist receipts.

Tourism in and around ports

Indonesia has a total of 19 ports listed as receiving cruises:⁴⁶

- Ambon, Maluku Province;
- Bali Benoa;
- Bali Celuka Bawan;
- Belawan, Sumatra;
- Bitung, Sulawesi;
- Gili Trawangan, Lombok Island;
- Jakarta, Java, the nation's capital;
- Kodi Sumba, East Nusa Tenggara, Sunda Islands;
- Komodo, East Nusa Tenggara, Sunda Islands;
- Kupang Timor, capital of Sumba, East Nusa Tenggara, Sunda Islands;
- Larantuka Flores, the eastern end of Flores Island, East Nusa Tenggara;
- Lombok, east of Bali, part of the Lesser Sunda Island chain;
- Padang Bay, eastern Bali;
- Pare Pare, Sulawesi;
- Probolinggo, north coast East Java Province;
- Sabangm, off northern tip of Sumatra;
- Semarang, north coast of Java;
- Surabaya, eastern Java;
- Ujung Pandang, Makassar, South-West Sulawesi; and
- Pulau Pangkor, an island off the central west coast.

44 Indonesia – Investments (2018).

45 Ministry of Tourism, Indonesia (2017a), *Tourism in Indonesia* (online), available at: www.indonesia.travel (23-11-2017).

46 www.whatsinport.com (n.d.).

There are a similar number of ports and places spread across the country where domestic cruises are operated, e.g., the Maluku Islands.

Half of the cruises calling at Bali, the country's main destination, also visit Komodo, with a similar proportion of cruise calls at Komodo and Lombok Island involving a visit to the capital. While Bali, Komodo, Semarang and Lombok receive the most visits, there are many other ports in the country included on cruise ship itineraries. For example, Star Clipper domestic cruises' feature five to nine additional Indonesian cruise port calls. This being said, one-in-three cruise ships visiting Bali still make it their sole Indonesian port of call. Cruises coming into Indonesian waters have three main points of origin:

- Singapore: on round trip cruises to Indonesian ports, or one way cruises through Indonesian waters to Australia/New Zealand;
- Australia/New Zealand: round trip cruises or one way cruises destined for Bali or Singapore; and
- Multi-regional cruises that combine calls at Indonesian ports with other countries in South-East and/or North-East Asia. They mostly arrive to Indonesian waters on the Asian regional component of the cruise from Australia/New Zealand, with a minority commencing the Asian regional element from Singapore or Hong Kong (China).

Indonesia has eight sites inscribed on the UNESCO World Heritage list (four cultural, four natural), and a further 19 on the Government's tentative list to be considered for nomination.⁴⁷ Only a few of these sites are accessible on day trips from ports.

Maritime attractions and activities in and around the cruise ports of Indonesia include:⁴⁸

- Sunda Kelapa and Maritime Museum, Jakarta: an open air experience of the Sunda Kelapa old sea port with traditional schooner ships (*pinisi*) parked in a row, of walking distance to the Maritime Museum, which comprises two 18th century warehouses from the early trading period of the VOC in Java;
- Komodo National Park: a habitat of the Komodo Dragons (*Varanus komodoensis*);
- Tanjung Mas, Semarang: an old port;
- Sail Indonesia: an annual sailing event that starts in Darwin (Australia);
- Beaches, inland lakes, waterfalls, and island hopping activities; and
- Visits to marine-protected areas such as the Karimun Java National Park and the Bawean Islands.

Tourism sites that are accessible on day trips from Indonesia's main ports of Bali, Komodo, Lombok, Semarang and Jakarta include:

- From Bali:
 - The Cultural Landscape of Bali province, rice terraces and water temples; and
 - The diverse tourism product of Bali, including coastal and marine tourism.

47 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./c), *Indonesia*, UNESCO (online), available at: www.whc.unesco.org (28-10-2017).

48 Asia Web Direct Co., Ltd. (n.d./f), *Top 10 Best Things to Do in Indonesia* (online), available at: www.indonesia-holidays.com (29-10-2017).

Harahap, M.F. (n.d.), *14 Hidden things to do in Semarang that will inspire you to take a road trip to Central Java* (online), available at: www.indonesia.tripcanvas.co (29-10-2017).

- From Komodo: The Komodo National Park, famous for its *flora* and *fauna* including giant lizards.
- From Semarang:
 - Semarang Old Town with 50 protected colonial buildings;
 - Borobudur Temple Compounds, with the world famous Buddhist stupa;
 - Prambanan Temple Compounds dedicated to Hindu divinities, and part of the sacred landscape that surrounds Yogyakarta;
 - Sangiran Early Man Site, near Solo; and
 - The Historical City Centre of Yogyakarta.
- From Jakarta:
 - The old Town of Jakarta (Batavia), the Maritime Museum and outlying islands; and
 - The museums and attractions of one of Asia's most dynamic cities.

Attractions that are 1.5 hours from Surabaya and 2.5 hours from Probolinggo include:

- Trowulan, the former capital of the Majapahit Kingdom; and
- Ujung Pandang (Makassar), the prehistoric Cave Sites in Maros-Pangkep.

In addition to UNESCO World Heritage Sites and the sites on the Government's tentative list, nearly 700,000 mosques and other places of worship, with diverse and distinctive architectural styles reflecting their local ethnicities and cultures, are worth mentioning.⁴⁹ These include the following sites, which are close to Indonesia's cruise ports:

- The Al Azhar and Istiqlal Mosques in Jakarta;
- The Mantingan Mosque in Jepara, accessible from Semarang;
- The mosques and shrines associated with the nine Wali Songo (Islamic Saints) that are accessible from Semarang and Surabaya;
- The early 17th century Old Mosque of Bayan Baleg on Lombok; and
- The Mosque in Surabaya, named after Admiral Zheng He.

Other cultural heritage features close to Indonesia's main ports include:⁵⁰

- From Bali:
 - Pura Besakih (Mother Temple of Besakih);
 - Ubud (arts and culture centre, and museums) and Ubud Monkey Forest;
 - Tanah Lot, a Hindu sea temple;
 - Puje mandada, five religious sites;
 - Uluwatu Temple, on a cliff top site; and
 - Ulun Danu Beratan Temple on the side of Beratan Lake.

49 World Tourism Organization (2017c), *Contribution of Islamic Culture and its Impact on the Asian Tourism Market*, UNWTO, Madrid.

50 Asia Web Direct Co., Ltd. (n.d./g), *What to Do in Bali* (online), available at: www.bali-indonesia.com (20-10-2017).

Steve (n.d.), '25 Top Lombok Attractions', *All Indonesia Tourism* (online), available at: www.allindonesiatourism.com (20-10-2017).

Wonderful Indonesia (n.d.), *10 Tourist Attractions in Semarang* (online), available at: www.kontakwisata.blogspot.com (20-10-2017).

Traveloka (n.d.), *45 Most Popular Things to Do in Semarang* (online), available at: www.traveloka.com (20-10-2017).

TripAdvisor LLC (n.d./c), *Mandiri Museum* (online), available at: www.tripadvisor.co.uk (20-10-2017).

Jakarta Simatupang (n.d.), *6 must visit heritage sites in Jakarta* (online), available at: www.mercurejakartasimatupang.com (20-10-2017).

Asia Web Direct Co., Ltd. (2017f).

- From Lombok:
 - Batu Bolong Temple, its name derives from a large rock with a hole in the middle that is located inside the temple;
 - Narmada Great Temple, a Hindu temple with many fountains and ponds, built in 1805;
 - Pura Meru, a large complex of three main temples dedicated to the Hindu Trinity, Brahma, Vishnu and Shiva, built in 1720;
 - Pura Suranadi, dating from the 16th century, a complex of three temples;
 - Pura Lingsar, built 1714, originally based on the prevailing animist beliefs of the time;
 - Mayu Park with the Balai Kambang building, a blend of Hindu of Islamic styles, built in a pond;
 - West Nusa Tenggara State Museum;
 - Traditional weaving at Sukarare Village;
 - Beleq Village (traditional Sasak culture); and
 - The traditional market in Ampenan.
- From Semarang:
 - Lawang Sewu, a 1904 building of the Dutch Railway Company;
 - Central Java Grand Mosque;
 - Sam Poo Kong Temple, a tribute to Admiral Zheng He;
 - Avalokitesvara Buddhagaya Watugong, the tallest pagoda in the country;
 - Gedong Songo Temple, an 8th century AD relic of Medang Kingdom;
 - Raden Saleh Cultural Park;
 - Semarang Contemporary Art Gallery;
 - Semarang Chinatown;
 - Semawis Night Market;
 - Mandala Bakhti Museum;
 - Tugu Muda war memorial;
 - Indonesian World-Record Museum MURI (historical records and history of Indonesian herbal medicine);
 - Museum Ronggowarsito, which focuses on the cultural development of Central Java; and
 - The Jamu Njonja Meneer museum.
- From Jakarta:
 - The National Museum;
 - The Taman Mini Indonesia Indah, depicting lifestyles in Indonesia's provinces;
 - The Jakarta History Museum (Museum Sejarah Jakarta), also known as Fatahillah Museum or Bata;
 - The Museum Bank Indonesia and Mandiri Museum (explaining a history of Indonesian national banking);
 - The Wayang Museum (displays of wayang puppets);
 - The National Archives Museum;
 - The Indonesian National Gallery;
 - The Monumen Nasional (National Monument), a 137 m high marble obelisk topped with a flame and coated with 35 kg of gold;
 - The Setu Babakan Batavian Cultural Village;
 - The Betawi Cultural Village; and
 - Jakarta's Chinatown.

Indonesia's classical indigenous music and dances are as varied as its 700 ethnic groups.⁵¹ In music, it is the *gamelan* that is most often associated with the country: originating in Bali and Java, *gamelans* often accompany traditional dance and theatre scenes. In dance, there are court and folk dances, classical styles based on tribal traditions or religious epics, and contemporary dances influenced by neighbouring Asian cultures and western colonizers.

Most of Indonesia's oldest theatre forms are directly linked to local literary traditions (oral and written).⁵² The prominent puppet theatres, *wayang golek* (wooden rod-puppet play) of the Sundanese and *wayang kulit* (leather shadow-puppet play) of the Javanese and Balinese, are based on Indian epic poems. Some *wayang golek* performances, however, also present Muslim stories, called *menak*. Some theatrical traditions incorporate dance. Of these, the *wayang wong* and *wayang topeng* (masked theatre) of Java and Bali, as well as the Balinese plays recounting the tale of the witch Calonarang, are among the most widely known.

Indonesian cuisine varies greatly by region and has many different influences. For example, Sumatran cuisine has Middle Eastern and Indian influences, while Javanese food is mostly indigenous with some Chinese influence. The cuisine of Eastern Indonesia is similar to Polynesian and Melanesian cuisine.⁵³

In addition to this rich cultural heritage, cruise visitors to Indonesia's ports will experience its abundant nature, varied landscapes and beautiful beaches.

The Government of Indonesia has ambitious plans to increase its cruise tourism business by developing a new major port facility in Bali, as well as ports in Belawan and Makassar⁵⁴. Additionally it intends to ease regulations regarding cruise ship calls, extend its visa exceptions to 90 countries⁵⁵.

Cruise tourism indicators

According to CLIA figures, 187 cruise ship calls were recorded at Indonesian ports in 2017, with 87% on transit visits. This represented approximately 132,000 passenger days⁵⁶. The Government of Indonesia targets half a million cruise ship visitors by 2019.⁵⁷

The website www.whatsinport.com indicated 174 cruise ship calls spread over eleven ports in Indonesia in 2018. Bali Benoa was to receive the highest amount of cruise ships – 44 (excluding cruises in domestic waters). The expedition ship *Star Clipper* was to use Bali as its home-port

51 Remotelands, Inc. (2017), *Music and Dance in Indonesia* (online), available at: www.remotelands.com (20-10-2017).

52 Encyclopaedia Britannica (n.d./b), *Indonesia: Theatre and Dance* (online), available at: www.britannica.com (21-10-2010).

53 Food in Every Country Forum (n.d.), *Indonesia* (online), available at: www.foodbycountry.com (17-09-2018).

54 Pesona Indonesia (2017a), 'Benoa-Bali cruise ship terminal development to start in September', *The Jakarta Post*, 05-08-2017 (online), available at: www.thejakartapost.com (21-10-2017).

55 Pesona Indonesia (2017b), 'Government deregulates several policies for foreign cruise ships', *The Jakarta Post*, 19-08-2017 (online), available at: www.thejakartapost.com (21-10-2017).

56 Cruise Lines International Association (2017).

57 Morris, H. (2017), 'Indonesia to start work on £150m 'rich guy' cruise terminal as it seeks '10 new Balis'', *The Telegraph* (online), available at: www.telegraph.co.uk (14-10-2017).

for 19 cruises in Indonesian waters between May and October 2018, before returning to Singapore and travelling on to Phuket (Thailand) for the continuation of its programme.

Maritime Silk Road stories 19: **Balibó Fort, Timor-Leste**

One of the most isolated Portuguese trading outposts was Timor-Leste (East Timor), located on the eastern tip of the Indonesian archipelago.

The 18th century Portuguese fort at Balibó is one of the country's most significant heritage sites. Located high on a ridge, the site affords fine views over the jungle and towards the Banda Sea, and includes visitor accommodation. Funds generated support several charitable activities.

After restoration works in late 2013, the fort walls, ramparts and available cannons were restored. New fort gates made from solid timber were also installed, and the residence of the former Portuguese administrator was also renovated.

In 2015, further renovations were completed:

- A cultural centre and museum celebrating the history, language and culture of Timor-Leste;
- Modern accommodation influenced with colonial heritage; and
- A café and restaurant in the restored Fort House that offers panoramic views of the mountains and the sea.

The fort restoration project was part of the Government of Timor-Leste's National Strategic Development Plan 2011–2030, financed through private-public investments and donor contributions.

Source: Balibó House Trust (2017), *Balibó Fort Project* (online), available at: www.balibohouse.com (22-10-2017).

3.3.7 Iran

Table 3.11 **Iran: tourism indicators**

International tourist arrivals (million) ^a , 2017	4.9
International tourism receipts (USD billion) ^a , 2016	3.7
Scheduled cruise ship calls, 2017	n.a.
Potential passenger destination days (million), 2017	n.a.

a) World Tourism Organization (2017f).

In 2017, 4.9 million international tourists travelled to Iran, a drop of 1% compared to 2016. Iran's Cultural Heritage, Handicrafts and Tourism Organization (ICHHTO) targets 20 million tourists by 2025.⁵⁸ In 2016, Iran generated USD 3.6 billion from international tourist spending.

58 Porter, L. (2015), 'Iran hopes to welcome 20 million tourists a year following nuclear deal', *The Telegraph*, 15-07-2015 (online), at: www.telegraph.co.uk (05-11-2017).



Tourism in and around ports

With 22 UNESCO World Heritage Sites, and a further 56 sites on the Government's tentative list to be considered for nomination, Iran has exceptionally rich and ancient cultural heritage.⁵⁹ However, none of the inscribed sites are readily accessible from Bandar Abbas and Bushehr, Iran's two international cruise ports.

The principal cultural attractions in or close to Bandar Abbas, which uses the slogan 'Gateway to Natural Beauty and Delicious Seafood', include a fish market, a bazaar and a Hindu Temple.⁶⁰ Bushehr's cultural attractions include the city's Old City, the Siraf Ancient Graveyard, the Malek Mansion and Dehdashti Edifice.⁶¹

Maritime attractions accessible from Bandar Abbas include the islands of Qeshm, which hosts resort hotels and related beach and water-based recreational facilities, and eco-tourism attractions such as the Hara marine forests,⁶² and Hormuz, with simple accommodation and recreational facilities.⁶³

Cruise tourism indicators

Karaneh Lines' 1,600 passenger ship *Sunny*, became Iran's first cruise ship since the Islamic Revolution. She finished her first Iranian commercial voyage in April 2017, a 12-hour overnight trip between the domestic resort islands of Qeshm and Kish.⁶⁴

ICHHTO estimates that Iran's coastal regions have the potential to attract 3 million foreign visitors a year. The five-year development plan (2017–2022) is to invest heavily in marine tourism, a sector that, to date, only accounts for 1% of country's employment and production.⁶⁵ Iran's Head of Tourism indicated that the country has a comprehensive agenda for sea tourism in Iran, including organizing cruises together with other countries, such as Turkey.⁶⁶ Also, in 2018, a new cruise on the Caspian Sea called at the Iranian ports of Anzali and Nowshahr.⁶⁷

59 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./d), *Iran*, UNESCO WHC (online), available at: www.whc.unesco.org (13-01-2018).

60 Lonely Planet (n.d./b), *Things to do: Bandar Abbas* (online), available at: www.lonelyplanet.com (20-11-2017).

61 TripAdvisor LLC (n.d./h), *Things to Do in Bushehr* (online), available at: www.tripadvisor.co.uk (20-11-2018).

62 QeshmEcoTourism (2018), *Qeshm Island* (online), available at: www.qeshmecotourism.com (17-09-2018).

63 Givtravel (n.d.), *Hormuz Island* (online), available at: www.givtravel.com (26-11-2016).

64 The Maritime Executive LLC (2017), *Iran Gets First Cruise Ship Since 1979* (online), available at: www.maritime-executive.com (26-11-2017).

65 Financial Tribune (2017), *Iran eyes place on cruise itineraries, 31 May 2017* (online), available at: www.financialtribune.com.

66 Persia Digest (2017), *Cruise Ship Tourism Expands in Iran* (online), available at: www.persiadigest.com.

67 Salmanova, A. (2018), 'Tourists may Travel by Cruise Ship along Caspian Sea in Summer', *Azernews* (online), available at: www.azernews.az.

3.3.8 Japan

Table 3.12 **Japan: tourism indicators, 2017**

International tourist arrivals (million) ^a	28.7
International tourism receipts (USD billion) ^a	34.0
Scheduled cruise ship calls ^b	2,378
Potential passenger destination days (million) ^b	4.3

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

International tourism to Japan grew threefold between 2010 and 2017: from 8.6 to 28.7 million international arrivals, an annual average growth rate of 19%.⁶⁸ Visitor expenditure (international tourism receipts for all purposes excluding education) reached USD 34.0 billion in 2017.

There are 27 active cruise ports in Japan. The largest and most relevant to this study are:⁶⁹

- Nagasaki, scheduled to receive over 50 cruise calls in 2018;
- Hakata Port, Fukuoka;
- Naha Okinawa;
- Kobe Osaka;
- Yokohama;
- Kagoshima;
- Kumamoto;
- Hiroshima; and
- Shimizu.

According to the www.whatsinport.com website, no other Japanese port was scheduled to receive more than 20 calls in 2018. The majority of cruises featuring Japanese ports are on domestic circuits or combine ports in Japan with destinations in the Republic of Korea, Taiwan Province of China, and mainland China, with Shanghai, Hong Kong (China) or Tianjin featuring prominently. A large proportion of the cruises are of short duration, from five to eight nights (though all cruises can be extended). An example of a regional cruise is Costa's *Costa neoRomantica*, offering a ten-night cruise from Tokyo to Hong Kong (China) via the Taiwan Province of China. The domestic cruise line NYK Cruises *Asuka II* operates short domestic cruises out of Yokohama and Kobe to destinations such as Nansei and Ogasawara. The *Diamond Princess* liner (2,646 passenger capacity) of Princess Cruise Lines operates such an international schedule between mid-February and mid-December. During the winter months, it cruises in South-East Asian waters. The Shanghai-based liner of Royal Caribbean International, *Quantum of the Seas*, with a capacity of 4,180 passengers, is another cruise line offering short duration cruises. It offers a year-round programme of cruises of four to eight nights, with calls at several Japanese ports before returning to Shanghai. It also operates from/to the Chinese port of Tianjin. The Royal Caribbean Line also deploys two further liners on short cruises starting from Chinese ports on Japanese circuits: *Voyager of the Seas* (3,114 passenger capacity) and *Ovation of the Seas* (4,180 passenger capacity) from Hong Kong (China), Tianjin or Shenzhen.

68 World Tourism Organization (2018a), *UNWTO Tourism Highlights, 2018 Edition*, UNWTO, Madrid.

69 Whatsinport.com (n.d.), *Your Cruise Guide to 1200 Ports of Call* (online), available at: www.whatsinport.com (20-09-2017).

Japanese ports also receive long duration, multi-regional cruises, with the majority being destined to North America after passing through many 21st Century Maritime Silk Road country ports. Such programmes include those of Cunard (*Queen Elizabeth*), Seabourn (*Seabourn Sojourn*), Phoenix Reisen (*Amadea*) and Oceania Cruises (*Insignia*).

There are few cruise programmes that start from a Japanese port or feature calls at Japanese ports at an early stage of their itinerary. They travel on circuits in the south-east and north-eastern part of the region i.e., incorporating visits to ports in Singapore, Indonesia, Malaysia, Viet Nam, Cambodia, the Philippines, China, Republic of Korea and Japan. One example is Princess Cruises' *Coral Princess* 60-night cruise programme that starts and finishes in Los Angeles: it calls at four Japanese ports within 16–22 days of the cruise and continues on to ports in the Republic of Korea, China, Viet Nam and the Philippines. A shorter variant provides Japanese cruise-takers with a 7 to 13-night cruise, with disembarkation at Shanghai (China). The 102-day March–June 2018 cruise operated by NYK Cruises, *Asuka II*, is the only cruise identified that enables Japanese cruise passengers to undertake a roundtrip cruise from/to a home port featuring other regional destinations than the Republic of Korea, Taiwan Province of China and the coastal mainland ports of China. The *Asuka II* also visits Singapore, Phuket (Thailand) and Male (Maldives).

As an island nation, Japan's cultural heritage draws extensively on its maritime history and resources. Throughout Japan, irrespectively of the port of arrival, there are examples of:

- Outstanding heritage, in the form of Shinto or Buddhist shrines, and buildings from the 17th to 19th century Imperial Japan;
- UNESCO World Heritage Sites: 21 properties are inscribed on the World Heritage List (17 cultural, 4 natural), with a further eight sites, plus a site extension, on the tentative list of the Japanese Government to be considered for nomination;
- Cultural performances, including the traditional puppet theatre, *Bunraku*, the *Azuma – Odori* dance and *Taiko*, a Japanese form of drumming;
- Natural resources, including mountains, parks and coastlines; and
- Varied Japanese gastronomic heritage.

Maritime-related attractions and activities available close to Japanese ports include:

- The Museum of Maritime Science on the waterfront of Tokyo, which provides information about ocean development (exploring the seas), maritime history and heritage;
- Maritime museums in Yokohama, Kure (Hiroshima and Kobe); and five lighthouse museums;
- The National Shipyard Museum in Nagasaki that displays the various stages of ship construction;
- The Mietsu Naval Facility Site in Saga, one of the 23 component parts of the Meiji Industrial Revolution World Heritage Site, accessed from the ports of Fukuoka and Nagasaki;
- The marine and terrestrial eco-systems of the Shiretoko Peninsula in Hokkaido Prefecture; and
- All forms of beach and water sports activities afforded by the country's 30,000 km of coastline.

Attractions in or relatively close to Nagasaki, the port most closely associated with the traditional Maritime Silk Road, include:

- Mount Inasa, with its views across Nagasaki Harbour from the observation deck;
- Gunkanjima, an abandoned coal mining island;
- Dejima, an artificial island that had major historical significance during Japan's period of isolation, *Sakoku*, when the Dutch became the only western trading partner allowed;

- Nagasaki Shinchi Chinatown, one of three main Chinatowns in Japan, where Chinese dishes are given a local interpretation;
- Natural sites, such as Glover Garden and Nabekanmuriyama Park;
- A wide range of museums dedicated to various subjects;
- Places of worship related to Japan's indigenous religions and to Christianity;
- Nagasaki Peace Park with its five zones (Hopes, Prayers, Learning, Sports and the Plaza Zone); and
- Other sites that are part of the Meiji Industrial Revolution.⁷⁰

Two further cultural heritage sites of interest that can be accessed from Japan's active cruise ports are:

- Iwami Ginzan Silver Mine and its Cultural Landscape in Oda City District, accessed through the port of Hiroshima; and
- The archaeological sites of Japan's ancient capitals in the Asuka region (close to Nara), accessed through the port of Kobe Osaka.

Cruise tourism indicators

In terms of cruise tourism, data from the Japanese Ministry of Transport indicates that 1.99 million foreign tourists arrived in Japan by cruise ship in 2016, an 80% rise in comparison to the previous year. Despite a slight fall to 1.83 million in 2017, the 2020 target still aims to achieve 5 million visits.

According to CLIA⁷¹, Japan was to have the most planned port calls of all Asian destinations in 2017. 2,378 calls were scheduled, a third of the entire Asian region. The great majority were transit calls, with just 12% as turnaround calls. In total, approximately 4.3 million passengers arrived at Japanese ports in 2017, a considerable rise compared to 1.2 million in 2015 and 2.9 million in 2016. The Japanese Government aims to increase port arrivals to 5 million by 2020, the year of the Tokyo Summer Olympics.⁷²

3.3.9 Malaysia

Table 3.13 **Malaysia: tourism indicators, 2017**

International tourist arrivals (million) ^a	25.9
International tourism receipts (USD billion) ^a	18.3
Scheduled cruise ship calls ^b	468
Potential passenger destination days (million) ^b	0.816

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

70 Visit Nagasaki (n.d.), *Nagasaki Sightseeing Guidebook* (online), available at: www.visit-nagasaki.com (26-10-2017).

71 Cruise Lines International Association (2017).

72 Nikkei (2017), 'Tourism-hungry Japan wants more terminals for cruise ships', *Asian Review* (online), available at: www.asia.nikkei.com (12-10-2017).

International tourist arrivals to Malaysia totalled slightly below 26 million in 2017, a 3% fall compared to 2016. 2014 constituted a record-breaking year with 27.4 million tourist arrivals, while the average annual growth rate between 2010 and 2017 was 0.8%.⁷³ Half of all arrivals were Singaporean nationals, with the other main source markets being Indonesia, China, Thailand and Brunei. These five markets accounted for over 80% of arrivals to Malaysia.⁷⁴ In 2017, Malaysia generated USD 18.3 billion in international tourism receipts.

Tourism in and around ports

Due to its strategic position between the Indian Ocean and the South China Sea, Malaysia has historically been a meeting place for traders and travellers from east and west. Rich in natural resources, the country benefitted from its location along the narrow Straits of Malacca. Malaysia's history has, thus, always been shaped by interaction with other cultures and religions.⁷⁵

Maritime attractions and activities in and around the cruise ports of Malaysia include:

- From Penang: Georgetown UNESCO World Heritage Site, Tanjung City Marina, Monkey Beach and Matang Mangrove Forest.
- From Kuala Lumpur:
 - Misc Maritime Museum in the city Crab Island (Pulau Ketam) near Port Klang;
 - Excursions to fishing communities and wetlands; and
 - The Geruntum River whitewater rafting and Putrajaya Lake cruise.
- From Melaka: the Maritime Museum, with a replica of the Portuguese ship *Flora de la Mer*, and the Malacca River Park and Cruise.
- From Langkawi: beaches, Langkawi mangroves, Pulau Payar Marine Park, Dayang Bunting Lake, Pulau Beras Basah and Kilim River Cruise – all on, or accessible from, Langkawi island.
- From Kota Kinabalu: Layang Island (for diving) and Pulau Tiga Marine Park.

Malaysia has four World Heritage Sites and a further four on the tentative list of the Malaysian Government to be considered for nomination.⁷⁶ The sites that are accessible on day trips from Malaysia's ports are:

- From Penang: Archaeological Heritage of the Lenggong Valley.
- From Kuala Lumpur and Penang: Melaka and Georgetown, Historic Cities of the Straits of Malacca.
- From Kuala Lumpur and Melaka: Selangor Forest Park.
- From Kuala Lumpur: Gombak Selangor Quartz Ridge.
- From Penang and Kuala Lumpur; and Kinabalu Park on Sarawak (1.5 hours from Kota Kinabalu): Royal Belum State Park.

⁷³ World Tourism Organization (2017f).

⁷⁴ Tourism Malaysia (2018), *25.9 million Tourists Visited Malaysia in 2017* (online), available at: www.tourism.gov.my (20-06-2018).

⁷⁵ Chung, D. (2006), 'History of Malaya...How it all Began', *Things Asian Press* (online), available at: www.thingsasian.com (02-07-2017).

⁷⁶ United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./f), *Malaysia*, UNESCO WHC (online), available at: www.whc.unesco.org (28-10-2017).

Melaka tourism attractions include:⁷⁷

- Cheng Ho's Cultural Museum;
- The Portuguese Square;
- St John's Fort;
- St Paul's Hill (A'Famosa);
- The Baba Nyonya Heritage Museum;
- The Stadthuys, the Dutch headquarters from 1650s;
- Taman Mini Malaysia and Mini ASEAN theme park/ethnographic museum;
- Jonker Walk with antiques, crafts and cafes;
- Zoo Melaka;
- Kampung Hulu Mosque;
- The Chinese Cemetery;
- Melaka River Cruises; and
- Modern shopping centres.

Attractions in Langkawi (Kedah Province), the town serving Langkawi Island, include:

- The Kota Mahsuri (Makam Mahsuri) legend in Pulau Langkawi;
- The Bujang Valley Museum, Merbo;
- The Paddy Museum, Kota Setar;
- Tun Dr Mahathir Muhamad's Birthplace, Alor Setar;
- Pekan Rabu Market, Alor Setar; and
- The Zahir Mosque, Alor Setar.

Attractions in Kota Kinabalu, Sabah, include:

- The National Park and Mount Kinabalu;
- The Kundasang War Memorial; and
- Nature, beaches and diving.

Attractions in Sandakan, Sabah, include:

- The Danum Valley, Kota Kinabatangan;
- The Rainforest Discovery Centre;
- The Sepilok Orang Utan Sanctuary; and
- Nature, beaches and water-based activities.

Attractions in Kuching, Sarawak, include:

- The Sarawak Museum;
- The Cat Museum;
- Bako National Park;
- Sarawak Cultural Village;
- The Grand Old Lady – a historic oil well;
- Matang Wildlife Centre;
- Jalan Satok Sunday Market; and
- Beaches and diving.

77 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./f), *Malaysia*, UNESCO WHC (online), available at: www.whc.unesco.org (28-10-2017).

Attractions in Bintulu, Sarawak, include:

- Similajau National Park, Bekenu; and
- Niah National Park, Miri.

Malaysia's multi-cultural background is reflected in its diverse music and dance forms.⁷⁸ Each ethnic group in Malaysia maintains its traditional music, dance, theatre and foods.

As to Malaysian traditional musical forms, these include:

- Two forms of orchestra – *gamelan* and the *nobat*;
- *Rebana Ubi* drums;
- *Kompang*, an instrument similar to the tambourine, played especially on social occasions;
- *Gambus*, a wooden instrument similar to the harpsichord brought to Malaysia by traders from Persia and the Middle East; and
- *Sape*, a traditional flute of the Orang Ulu community or the upriver people of Sarawak.

Maritime Silk Road stories 20:

Many cultures in dance, Malaysia

Malaysia's well-known tourism slogan 'Truly Asia' is aptly illustrated in the rich legacy of national dances:

- *Malay Mak Yong*, combines romantic drama, operatic singing and dance about the golden age of the Malay Kingdoms;
- *Kuda Kepang*, a traditional dance brought to the State of Johor by Javanese immigrants;
- *Zapin*, a popular dance in the State of Johor brought in by Muslim missionaries;
- *Joget*, an upbeat tempo dance introduced to Malacca (Melaka) during the time of the spice trade;
- *Tarian Lilin*, the candle dance;
- *Silat*, a deadly martial art and also a danceable art form;
- Chinese Lion Dances, usually performed during the Chinese New Year Festival;
- Dragon Dances, symbolising power, fertility, vigilance and dignity in Chinese culture;
- Indian *Bharata Natyam*, a classical Indian dance;
- *Bhangra*, folk music and dance form of the Sikh community;
- *Ngajat*, Warrior Dance of Sarawak's Iban people;
- *Datun Julud*, the Hornbill Dance of Sarawak's Kenyah women;
- *Sumazau* traditional dance of Sabah's Kadazan people;
- Bamboo Dance;
- Orang Asli dance, used by witch doctors to communicate with the spiritual world;
- *Farapeira*, a traditional dance performed by the Portuguese of Melaka; and
- *Branyo*, a more sedate version of the *Farapeira*.^a

a) Tourism Malaysia (n.d.).

78 Tourism Malaysia (n.d.), *Music and Dance* (online), available at: www.malaysia.travel (04-11-2017).

Malaysia also offers many types of cuisine that reflects the multiracial diversity of the country, with all tourist areas offering both the opportunity to sample and participate in cookery tuition.

The great majority of cruise programmes originate from and return to Singapore, with a significant minority having their points of embarkation and/or disembarkation in other Asian countries, e.g., Thailand, Indonesia, Hong Kong (China) and Yokohama (Japan).

The www.whatsinport.com website details over 200 cruise calls on the 2018 schedule, but this underrepresents the full scale of cruise ship visitation to Malaysian ports, as the site solely focuses on cruises marketed to western countries. In consequence, a number of cruise programmes by Chinese and Japanese cruise lines are not included.

The deployment of large passenger capacity vessels throughout Malaysian waters is evidenced by the intention of Royal Caribbean International to operate its large liners on a total of 70 cruises from and to Singapore in 2018. Most are to make calls solely at Port Klang (Kuala Lumpur) or Penang, while a small number are to also connect with Langkawi. Multi-regional cruises coming from or travelling to the west (i.e., Europe or the Middle East) tend to call at ports on the west coast of Malaysia *en route* to/from Singapore, while a small number of those from or travelling to the United States of America and North Asia call at Kota Kinabalu.

Cruise tourism indicators

Penang received the most cruise calls in 2017 (207), with Port Klang (Kuala Lumpur), Langkawi and Malacca (Melaka) coming next.⁷⁹ The introduction of the large passenger capacity vessels of Royal Caribbean International on country itineraries will result in a significant rise in cruise ship calls to Port Klang (Kuala Lumpur).

3.3.10 Maldives

Table 3.14 **Maldives: tourism indicators, 2017**

International tourist arrivals (million) ^a	1.3
International tourism receipts (USD billion) ^a	2.7
Scheduled cruise ship calls ^b	39
Potential passenger destination days (million) ^b	0.048

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

International tourist arrivals to the Maldives reached a record of 1.3 million in 2017, a rise of 8% compared to 2016. In this year the country generated USD 2.7 billion in international tourism receipts.

79 Cruise Lines International Association (2017).

Tourism in and around ports

The Maldives, on the crossroads of the Indian Ocean, is a cultural melting pot, with influences from India, Sri Lanka, Iran, Indonesia, Malaysia and Africa. Maritime Silk Road elements feature prominently in Maldivian arts, including the local *bodu-beru* (drum), incorporated from African culture, and the *dhoni* sail boat that resembles the Arab dhow, plus intricate details on wooden beams that reflect South-East Asian architecture.⁸⁰

Male, the country's capital, is an enclosed island with a number of sites and features of interest, including:⁸¹

- Two of the country's coral stone mosques that have UNESCO World Heritage status:
 - The Friday Mosque (*Male' Hukuru Miskiy*), the oldest mosque in the country, dating from 1658, famed for its lacquer work and intricate wood and coral carvings; and
 - The Eid Mosque from 1815.
- Sultan Park, with ponds covered by water lilies;
- The National Museum, constructed in 2010 to replace the previous building that was the only surviving part of the demolished Royal Palace; and
- The Muleeaage, built as a palace and used as a presidential residence in the past.

The UNESCO World Heritage Sites of the coral stone mosques are located far from Male, though they can be reached by plane or boat (day excursion).

In 2018, three broad types of cruise itineraries featured Male:⁸²

- Round-the-world/multi-regional cruises: long duration cruises, ranging from 85 to 180 nights, with calls at several countries in the region;
- Short, one or two week cruises that link the Maldives with Sri Lanka and ports in the Indian west coast, operating on round trip cruises from/to Male (Maldives), Mumbai (India) or on a one-way option; and
- A small number of cruises that combine western and eastern parts of the study region. For example, Oceania Cruises *Nautica* operates a cruise from Cape Town (South Africa) to ports in the Indian Ocean and East Africa before calling at Male.

According to www.whatsinport.com, 24 visits by small-to-medium vessels, ranging from 500 to 2,000 passengers, are scheduled for Male in 2019. These schedules provide an aggregate potential of about 20,000 potential passenger days. However, the [whatsinport.com](http://www.whatsinport.com) website may under-represent the actual number because some local cruise schedules are excluded.

80 UNWTO (2017), *Contribution of Islamic Culture and its Impact on the Asian Tourism Market*, Madrid.

81 World Tourism Organization (2017c), *Contribution of Islamic Culture and its Impact on the Asian Tourism Market*, UNWTO, Madrid.

82 Whatsinport.com (n.d.) (online), available at: www.whatsinport.com (20-09-2017).

Cruise tourism indicators

No official data for cruise tourism to the port of Male are compiled. However, according to CLIA, 39 ship calls were planned for 2017, with a passenger capacity of 48,000 days. The average annual increase rate of ship calls between 2013 and 2017 was 44%.⁸³

3.3.11 Myanmar

Table 3.15 Myanmar: tourism indicators, 2017

International tourist arrivals (million) ^a	3.4
International tourism receipts (USD billion) ^a	2.2
Scheduled cruise ship calls ^b	32
Potential passenger destination days (million) ^b	0.013

a) Ministry of Hotels and Tourism, Republic of the Union of Myanmar (2018).

b) Cruise Lines International Association (2017).

3.4 million international tourists were recorded in Myanmar in 2017, an 18% increase compared to 2016. The main countries of origin were Thailand, China, Japan, the United States of America, the Republic of Korea and Singapore. The Government has set a target of 7.5 million arrivals for 2020.⁸⁴ In 2017, Myanmar generated USD 2.2 million from international tourism.

Tourism in and around ports

Myanmar has one UNESCO World Heritage site – the three ancient cities of the Pyu in Halin, Beikthano and Sri Ksetra. Travel times to these sites from the coast involve overnight stays on land. Of the 14 sites on the Government's tentative list to be considered for nomination, those in closest proximity to Yangon are the Mon Kingdom city of Bago, also known as Hanthawaddy, situated around 2.5 hours from the capital, and the Irrawaddy (Ayeyawady) River Corridor, approximately 3 hours away. All other sites are located in areas that require a full day's travel from Yangon.

Yangon (formerly Rangoon) is the centre of Myanmar's cultural heritage. A reflection of Myanmar, Chinese and Indian cultural influences, Yangon City features architecture from the colonial period, extensive parks and lakes, and a comparatively low-rise skyline, thus earning its name as the 'Garden City of the East'.⁸⁵

83 Cruise Lines International Association (2017), *Asia Cruise Trends 2017 Report*, CLIA (online), available at: www.cruising.org (07-10-2017).

84 Ministry of Hotels and Tourism, Republic of the Union of Myanmar (2013), *Myanmar Tourism Master Plan 2013–2020, Draft Final Report, June 2013* (online), available at: www.yumpu.com (13-01-2018).

85 Hayes and Jarvis Travels Ltd. (2017), *Garden City of the East* (online), available at: www.hayesandjarvis.co.uk (15-11-2017).

The main attractions of Yangon include:⁸⁶

- The Shwedegon Pagoda, renowned for the silver Buddha in its inner chamber, and its tall stupa (Burmese *zedi*) adorned with 27 metric tons of gold leaf;
- The Botataung Pagoda;
- Ngahtatgyi Paya;
- Chaukhtatgyi Paya;
- The Rangoon Tea House;
- The Bogyoke Aung San Market;
- The Htwe Oo Myanmar Traditional Puppet Theatre; and
- The Strand Hotel.

Cultural shows that take place at venues such as the Karaweik Palace, one of the city's landmarks, include traditional dances and costumes.

Cruise tourism indicators

Myanmar received 32 cruise ship calls in 2017, with 13,000 potential passenger days.⁸⁷ According to www.whatsinport.com, 2019 suggests little change, with 12 ship calls by small-to-medium vessels planned at Yangon's Thilawa Port. In aggregate, these cruises have a potential of between 6,000 and 7,000 passenger days.⁸⁸

There are two broad types of cruise itineraries featuring Yangon:

- Round-the-world/multi-region cruises: cruises of long duration covering many parts of the world, ranging from 85 to 180 nights. Many of these cruises offer shorter options with disembarkation points in the region; and
- Gulf of Thailand/Gulf of Bengal/Indian Ocean region: cruises of 12 to 19 nights, most starting and finishing in Singapore, or starting in Singapore and finishing in Mumbai.

Myanmar also attracts expedition cruise ships like those of the Silversea cruise line. In February 2018, its *Silver Discoverer* called at Lampi Island on its 12-night cruise from Colombo (Sri Lanka) to Phuket (Thailand). Silversea's vessels are also scheduled to call in December 2018 and March 2019 in Yangon.⁸⁹

86 Lonely Planet (n.d./c), *Yangon is glistening temples* (online), available at: www.lonelyplanet.com (16-11-2017).

Steppes Travel (n.d.), *Myanmar Holiday Ideas* (online), available at: www.steppestravel.com (16-11-2017).

87 Cruise Lines International Association (2017).

88 Whatsinport.com (n.d.).

89 Silversea cruises (2017), *Silver Discoverer Itinerary 2017* (online), available at: www.deluxcruises.com (22-11-2017).



3.3.12 Pakistan

Table 3.16 **Pakistan: tourism indicators, 2017**

International tourist arrivals (million) ^a	1,179
International tourism receipts (USD billion) ^a	0.352
Scheduled cruise ship calls	n.a.
Potential passenger destination days (million)	n.a.

a) World Tourism Organization (2018a).

The latest UNWTO data available for Pakistan dates back to 2012, when international tourist arrivals were slightly below 1 million (966,000).

Tourism in and around ports

Pakistan has two main internationally operating deep-sea ports, Karachi and Port Qasim, with Gwadar Port gaining in importance through Chinese investments. Gwadar is located at the mouth of the Persian Gulf, outside the Straits of Hormuz and near the key shipping routes in and out of the Persian Gulf. The city was previously an Omani exclave, but was purchased by Pakistan in 1958.⁹⁰ It is home to the Gwadar Special Economic Zone and a key link along the Belt and Road. Generally speaking, Chinese investment is expected to help the Pakistani tourism industry, especially in Gwadar.⁹¹

Karachi is eight hours' drive from Gwadar. To travel one must take the Makran Coastal Highway, a scenic road running along the Arabian Sea coastline. Karachi started as a fishing settlement and by the late 1700s was trading with Muscat and the Persian Gulf region. Today it is Pakistan's largest city and its busiest port. Karachi's Pakistan Maritime Museum, which also features a lake and dolphinarium, is one of the city's most popular family attractions.⁹²

Hingol National Park lies between Karachi and Gwadar.⁹³ It contains a variety of topographical features and vegetation, varying from arid sub-tropical forest in the north to arid mountains in the west. Large tracts of the park are covered with drift sand and can be classified as coastal semi-desert. The National Park supports a significant diversity of bird and fish species. Kump Malir beach is regarded as one of the most beautiful in the world.

Pakistan's tourism resources are extensive and varied, including coastal zones, natural conservation areas, natural recreation areas, cultural heritage sites, adventure zones and wetland zones.⁹⁴ Pakistan has six properties inscribed on the UNESCO World Heritage List, spread throughout the

90 Discover Pakistan (n.d./a), *Gwadar* (online), available at: www.discover-pakistan.com (13-01-2018).

91 Farooq, S., Ministry of National Heritage and Integration (2017), correspondence with UNWTO (27-12-2017).

92 TripAdvisor LLC (n.d./f), *Pakistan Maritime Museum* (online), available at: www.tripadvisor.co.uk (13-01-2018).

93 Discover Pakistan (n.d./b), *Hingol National Park* (online), available at: www.discover-pakistan.com (13-01-2018).

94 World Tourism Organization (2017c).

country. Of these, the Historical Monuments at Makli and Thatta are the closest to the coast. The site was the capital of three successive dynasties and was later ruled by the Mughal emperors.⁹⁵

Cruise tourism indicators

There are no cruise ships presently calling at Karachi Port or reported as scheduled to do so in the near future. Gwadar Port became operational in November 2016, but is not yet a cruise destination.

3.3.13 Philippines

Table 3.17 Philippines: tourism indicators, 2017

International tourist arrivals (million) ^a	6.6
International tourism receipts (USD billion) ^a	6.9
Scheduled cruise ship calls	102
Potential passenger destination days (million)	0.115

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

General tourism performance

The Philippines recorded 6.6 million international tourist arrivals in 2017, with an average annual growth rate of 9.5% between 2010 and 2017⁹⁶, while income from international tourism reached USD 6.9 billion. The main source markets for the Philippines were the Republic of Korea (1.6 million arrivals in 2017), China and the United States of America (both just under 1 million), and Japan (0.6 million). These four markets accounted for 62% of all total arrivals.⁹⁷

Tourism in and around ports

The Philippine archipelago comprises over 7,600 islands (with c. 2,000 inhabited) spread over 43 million hectares. In consequence, most towns and cities are spread out on islands, leading to a strong local maritime tradition and a reliance on ferry services. However, limited facilities for cruise ships mean that not all heritage and natural attractions are accessible from cruise liners.

95 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./h), *Pakistan*, UNESCO WHC (online), available at: www.whc.unesco.org (13-01-2018).

96 World Tourism Organization (2018a).

97 Republic of the Philippines Department of Tourism (2017a), *Industry Performance for Travel and Tourism, May 2017* (online), available at: www.tourism.gov.ph (29-10-2017).

The Philippines has six properties inscribed on the UNESCO World Heritage list (three classified as cultural and three as natural sites), and a further 19 sites on the tentative list which the Philippine Government intends to put forward for nomination.⁹⁸

The National Museum of the Philippines is at present developing a regional maritime museum at the Butuan Maritime Heritage Park, Mindanao, hosting an 800 year old *balangays* or ancient sea-going boat excavated there.⁹⁹

In terms of major heritage sites accessible from ports, these include:

- The Baroque Churches of the Philippines: one of the enlisted churches is the San Augustin Church in the *Intramuros*, the ancient walled city of Manila;
- The Puerto Princesa Subterranean River National Park World Heritage Site that is accessible to cruise ships visiting Palawan; and
- Day excursions to the El Nido-Taytay Managed Resource Protected Area that are also accesible from Puerto Princesa. Cruise ships can also moor off the Coron Island Natural Biotic Area.

Additional maritime attractions and activities include:

- In Manila:
 - The National Museum of the Philippines;
 - Sections within the Ayala Museum containing a maritime vessels collection and ship models, and an extensive collection of Asian ceramics;
 - The Galleon Museum (nearing completion);
 - The Amosup Maritime Museum and Sports Complex;
 - Manila Bay cruises; and
 - The Pasay seafood market.
- In Boracay:
 - Water sport activities on Boracay's beaches (White, Yapak, Dinwit);
 - Island hopping (Crystal Cove); and
 - Ariel's Point, for cliff diving, kayaking and other water sports.
- In Coron-Busuanga:
 - Water sport activities on the beaches and lagoons of the island of Busuanga and Coron, including the Siete Pecados Marine Park, Kayangan Lake and Malcapuya Island.
- In Puerto Princesa:
 - Puerto Princesa Subterranean River National Park;
 - Honda Bay island hopping; and
 - El Nido with its nearby spectacular karst islands.

98 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./i), *Philippines*, UNESCO WHC (online), available at: www.whc.unesco.org (29-10-2017).

99 Labrador, A-M. and Bolunia, M-J. (2018), 'Community Engagement and Tourism Programs in Butuan, Northeastern Mindanao', *Workshop on Sustainability and Tourism Management at Archaeological and Heritage Sites*, 5–8 February 2018, SEMEO Regional Centre for Archaeology and Fine Arts, Bangkok.

Other forms of cultural heritage featuring in Manila include: ¹⁰⁰

- The Waterfront Promenade, the historic Spanish fort and Manila's centuries-old Chinatown, Binondo;
- Lesser known historic campuses: De La Salle University and St Scholastica's College;
- Malabon ancestral houses, e.g., Raymundo, the oldest built in 1861;
- The Metropolitan Theatre, an art deco building from 1931;
- San Nicolas, San Miguel and Santa Ana districts with ancestral homes of early Spanish settlers;
- Bahay Nakpil-Bautista, a colonial era street named after the renowned resident Dr Ariston Bautista;
- The Rizal Trail through Paco Park and Rizal Park with a monument holding the remains of the national hero Jose Rizal;
- Historic cemeteries; and
- The Divisoria Market.

Manila is the main Philippine port receiving cruises. With the exception of one, all cruise ships were scheduled to pass through Manila in 2018. The *Ovation of the Seas* June 2018 cruise exceptionally had calls at Boracay and Subic Bay.

Maritime Silk Road stories 21:

The Ayala Museum Manila, Philippines

The Ayala Museum is located at the heart of the Makati Central Business District. It is a privately operated museum at one of the city's most popular shopping destinations.^a Amongst the museum's highlights is its collection of archaeological artefacts, notably *Gold of Ancestors: Pre-Colonial Treasures in the Philippines*, which serves as a testament to the Filipinos' rich ancestry and inherent craftsmanship. An impressive selection of trade ceramics from South-East Asia and China from the Roberto T. Villanueva collection are also on display in the exhibition *A Millennium of Contact*, signifying the history of the country's flourishing economic relationship with its neighbours. Chinese and South-East Asian ceramics found in the Philippines tell the story of how the country forged social and commercial ties with China and other countries. This display of more than 500 ceramics provides one of the most comprehensive surveys of Chinese and South-East Asian trade wares found in the Philippines, spanning a thousand years.^b

a) The Ayala Museum and the Filipinas Heritage Library are part of the Arts and Culture Division of Ayala Foundation, Inc.

b) Ayala Museum (n.d.), *A millennium of contact* (online), available at: www.ayalamuseum.org (03-10-2017).

Cruise tourism indicators

Cruise passenger days spent in the Philippines numbered 47,000 in 2016.¹⁰¹ For 2017, the Philippines projected over a hundred port calls or an estimated 122,000 cruise passengers.¹⁰² CLIA's *Asia Cruise Trends 2017 Report*¹⁰³ indicated that the country was to more than double the

100 De Guzman, N. and Palana, V. (2014), '10 Heritage Sites in Manila Worth Visiting', *Spot*, 27-02-2014 (online), available at: www.spot.ph (29-10-2017).

Chan, J. (2014), 'Top 10 Museums to visit in Manila', *SPOT*, 15-10-2014 (online), available at: www.spot.ph (29-10-2017).

101 Cruise Lines International Association (2016).

102 Republic of the Philippines Department of Tourism (2017b), *Japan Cruise Lines commits to grow cruise tourism in the Philippines* (online), available at: www.tourism.gov.ph (30-10-2017).

103 Cruise Lines International Association (2017).

cruise ship calls in 2017; that is, 102 compared to the 47 cruise ship calls in 2016. These calls would represent a potential of 115,000 passenger destination days, as opposed to 47,000 in 2016. Transit visits were to account for 91 % of calls, with the rest involving an overnight stay.

3.3.14 Republic of Korea

Table 3.18 Republic of Korea: tourism indicators, 2017

International tourist arrivals (million) ^a	13.3
International tourism receipts (USD billion) ^a	13.4
Scheduled cruise ship calls	737
Potential passenger destination days (million)	1.8

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

The Republic of Korea registered 13.3 million international arrivals in 2017, a 23% decrease compared to 2016 (17.2 million). The results can be linked to the decrease in arrivals from China. The Republic of Korea's main source markets in 2017 were China (4.2 million arrivals, 31% of total arrivals, down from 47% in 2016), Japan (2.3 million), the United States of America (0.9 million), Taiwan Province of China (0.9 million) and Hong Kong (China) with 0.65 million. Together with declining numbers from China in 2017, arrivals from the Philippines, Indonesia and India also declined. International tourism receipts in the Republic of Korea reached USD 13.4 billion in 2017. By 2028, international tourist arrivals are forecast to total 23 million and generate USD 29.4 billion.¹⁰⁴

Tourism in and around ports

The Republic of Korea has twelve properties inscribed on the UNESCO World Heritage list (eleven classified as cultural and one as natural sites), and a further 16 on the tentative list of sites which the Government intends to put forward for nomination.¹⁰⁵

The following sites are accessible within a day's excursion from the cruise ports of the Republic of Korea:

- The Jeju (Cheju) Volcanic Island and Lava Tubes;
- In Incheon (Seoul):
 - Changdeokgung Palace, one of the “Five Grand Palaces” built by the kings of the Joseon Dynasty (1392–1897);
 - The Royal Tombs of the Joseon Dynasty;
 - The Jongmyo Confucian shrine;
 - Hwaseong Fortress, built in 1794–1796;

¹⁰⁴ Cruise Lines International Association (2017).

¹⁰⁵ United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./j), *Republic of Korea*, UNESCO WHC (online), available at: www.whc.unesco.org (28-10-2017).

- The mountain fortress city of Namhansanseong; and
- Baekje Historic areas, a group of monuments in the three cities of Gongju, Buyeo and Iksan.
- In Busan:
 - Gyeongju Historic Areas: ruins of temples and palaces, outdoor pagodas and statuary, and other cultural artefacts from the Silla Kingdom; and
 - Seokguram Grotto and Bulguksa Temple complex, a head temple of the Jogye Order of Korean Buddhism.

Maritime attractions and activities around cruise port areas that may be reached within two hours include:

- In Jeju/Cheju:
 - The marine park at Hallasan;
 - The Udo Maritime Park;
 - Seogwipo Submarine excursions;
 - The Hanwha Aqua Planet – aquarium; and
 - A full range of beach and water sports activities on Cheju's beaches, e.g., Jung-mun, Hyeop-jae, Shin-yang, Hwa-sun.
- In Incheon (Seoul):
 - Hallyeohaesang National Park – unique marine ecosystem extending along 120 km of shoreline;
 - Jinpo Maritime Theme Park;
 - Han River cruise; and
 - A full range of beach and water sports activities on Eurwangni beach.
- In Busan:
 - The National Maritime Museum;
 - The Busan Marine Natural History Museum;
 - The Yeongdo Lighthouse; and
 - Busan's Harbour, and a full range of beach and water sports activities on Busan's beaches.

Cultural heritage also close to cruise ports in the Republic of Korea include:

- In Busan:
 - The Junam Wetlands and the Haeinsa Buddhist Temple;
 - Gamcheon Cultural Village;
 - Haeinsa Janggyeong Panjeon – archive of the 13th-century Goryeo Palman Daejanggyeong (the Tripitaka Koreana); and
 - The historic villages of Hahoe and Yangdong.

Furthermore, the UNESCO Intangible Heritage of Humanity list includes diverse Korean activities such as mask dancing (*Cheoyongmu*), martial arts (*Taekkyeon*), lyrical folk song (*Arirang*), community band music, dance and rituals (*Nongak*), traditional wooden architecture (*Daemokjang*), tightrope walking (*Jultagi*) and the making and sharing on *Kimchi* (fermented cabbage, *Kimjang*).

Cruise tourism indicators

In terms of cruise calls and itineraries, partial data online lists 43 scheduled cruise ship calls at ports in the Republic of Korea in the second half of 2018,¹⁰⁶ and 78 for 2019. Over three quarters of the listed cruise calls include Busan in their itinerary; in most cases, as the sole port of call in the Republic of Korea, especially for cruises that start and finish in Japan. Around 10% of cruises combine the ports of Incheon and Jeju/Cheju, and a similar percentage just visit Incheon (Seoul).

It is apparent that the great bulk of cruise traffic to ports in the Republic of Korea originates from round trip circuits starting in China and Japan. Almost three-quarters of the nearly 2.1 million Chinese cruise-takers in 2016 visited the Republic of Korea. A similar observation applies to the 237,000 cruise passengers from the Taiwan Province of China, the 215,000 passengers from Japan or the 111,000 passengers from Hong Kong (China). The majority of such cruises visit either Jeju/Cheju or Busan.

Compared to other countries, ports in the Republic of Korea receive relatively small numbers of calls by cruise ships on multi-regional itineraries. In terms of cruise arrivals, cruise passenger days spent in the Republic of Korea totaled 2 million in 2016, a 50% increase compared to 2015.¹⁰⁷ International cruise calls to the country are reported to have grown at an average rate of 34% between 2012 and 2016. The country's main ports receiving cruises are Cheju, followed by Busan and Incheon. In 2016, Jeju/Cheju Island received 460 cruise ship calls, Busan 182 and Incheon (Seoul) 97.¹⁰⁸ Virtually all are transit calls.

2017 was expected to be a flat year, with 737 cruise ship calls and 1.8 million passenger days at best.¹⁰⁹ Chinese cruise takers accounted for over 90% of foreign tourists who came to the Republic of Korea in 2016. Out of the total of 2.2 million cruise tourists, 1.2 million arrived at Jeju/Cheju Port, 570,000 at Busan Port and 170,000 at Incheon Port.

3.3.15 Singapore

Table 3.19 Singapore: tourism indicators, 2017

International tourist arrivals (million) ^a	13.9
International tourism receipts (USD billion) ^a	19.7
Scheduled cruise ship calls	393
Potential passenger destination days (million)	0.748

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

¹⁰⁶ www.whatsinport.com (n.d.), (20-06-2018).

¹⁰⁷ Cruise Lines International Association (2016), *Asia Cruise Trends 2016 Report*, CLIA (online), available at: www.cruising.org (07-10-2017).

¹⁰⁸ Ibid.

¹⁰⁹ Ibid

General tourism performance

International tourist arrivals to Singapore, excluding day visitors, reached 13.9 million in 2017, representing an increase of 8% in comparison to 2016.¹¹⁰ An additional 3.5 million visitors came to Singapore on day trips.¹¹¹ Over three-quarters of visitors are from fellow Asian countries, with the five leading source markets (China, Indonesia, Malaysia, India and Japan) accounting for half of the total arrivals in 2017. The United States of America and the United Kingdom are the leading non-Asian markets, with over 0.5 million visitor arrivals each.¹¹² In 2017, Singapore generated USD 19.7 billion from international tourism.

Tourism in and around ports

Singapore's cruise programme comprises a mixture of:

- World Cruises: around-the-world voyages starting in Europe or Australia and calling at Singapore;
- Mini-cruises of a week or less to Thailand, Hong Kong (China), Viet Nam, Malaysia and Indonesia that are generally booked as short-breaks or shopping vacations; and
- Longer cruises, of up to 14 days, between Singapore and Hong Kong (China), or other Chinese ports. These feature a combination of ports in Malaysia, Indonesia, Viet Nam, Thailand, Cambodia, the Philippines and the Taiwan Province of China.

A total of 22 cruise lines were scheduled to operate itineraries to and from Singapore in 2018. The 2018 cruise schedule indicated 135 active cruise days: as elsewhere in Asia, the bulk of them are from October to March. The most frequent cruise ship operating in Singapore is the *Voyager of the Seas*, with a passenger capacity of 3,114. Along with sister ships, *Mariner of the Seas* and *Ovation of the Seas*, with a respective passenger capacity of 3,114 and 4,180, these three large Royal Caribbean international cruise ships were scheduled to make 77 round trip cruises from/to Singapore in 2018.

Maritime attractions and activities in and around the city of Singapore include:

- Singapore Maritime Trails: two guided trails enabling participants to learn about Singapore's maritime history;
- The Maritime Experiential Museum, Sentosa, an interactive and multi-sensorial museum permitting visitors to experience Asia's rich maritime history;¹¹³ and
- The Singapore Maritime Gallery: the gallery has interactive displays illustrating Singapore's maritime history.

¹¹⁰ World Tourism Organization (2018a).

¹¹¹ Government of Singapore (2017), *International Visitor Arrivals Statistics* (online), available at: www.stb.gov.sg (01-11-2017).

¹¹² Ibid.

¹¹³ TripAdvisor LLC (n.d./g), *The Maritime Experimental Museum* (online), available at: www.tripadvisor.co.uk (02-11-2017).

All of the following attractions can be easily accessed with public transportation:

- Singapore Botanic Gardens: Singapore's single feature on the UNESCO World Heritage Sites list;¹¹⁴
- Singapore Zoo, one of the most famous zoos in the world; and
- Museums and centres related to a range of broad themes including:¹¹⁵
 - History and culture;
 - Religious sites and monuments;
 - Natural history;
 - Military and wartime history; and
 - Art and education.

Other cultural heritage attractions that can be easily accessed include:

- The Haw Par Villa Theme Park focused on Chinese folklore and mythology;
- The Joo Chiat/Katong area featuring shops and restaurants; and
- Tiong Bahru, also an area of shops and restaurants.

Each individual ethnic group in Singapore has kept its artistic heritage alive. This cultural inheritance is frequently blended with more contemporary Asian and western values¹¹⁶. There is a wide variety of opera companies performing Cantonese, Hokkien, Malay and Indian shows at art centres across the city. In addition, it is also possible to see Javanese dance shows, *wayang kulit* shadow puppet plays and *gamelan* musical performances. Singapore is also a major international shopping and casino destination.

Cruise tourism indicators

Singapore is a major hub for several cruise ships. Statistics provided by the Singapore Cruise Centre and SATS-Creuers Cruise Services Pte. Ltd. show that the volume of cruise ship calls in 2015 was 385, with slightly over 1 million cruise visitors.¹¹⁷ Since 2010, cruise ship calls have fallen, while cruise visitor numbers have remained the same,¹¹⁸ a clear indicator of the deployment of large capacity vessels. CLIA reports¹¹⁹ indicated that Singapore was the largest individual Asian

114 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./l), *Singapore*, UNESCO WHC (online), available at: www.whc.unesco.org (02-11-2017).

115 From:

Singapore Tourism Board (2017), *9 must-visit museums in Singapore* (online), available at: www.visitsingapore.com (02-11-2017).

Singapore Tourism Board (n.d.), *Culture* (online), available at: www.visitsingapore.com (02-11-2017).

TripAdvisor LLC (n.d./e), *Museums in Singapore* (online), available at: www.tripadvisor.co.uk (03-11-2017).

Singapore Travel Hub (n.d.), *Singapore Museums* (online), available at: www.singaporetravelhub.com (17-09-2018).

116 One Stop Singapore (n.d.), *Singapore* (online), available at: www.1stopsingapore.net (03-11-2017).

117 Singapore Tourism Board (2016), *Annual Report of Tourism Statistics in 2015* (online), available at: www.stb.gov.sg (03-11-2017).

118 Passenger throughput refers to the sum of all embarking cruise passengers (i.e., those who arrived in Singapore by air or land but departed on a cruise), disembarking cruise passengers (i.e., those who arrived on a cruise ship but departed by other means) and full-cruise passengers (i.e., those who arrived and departed on the same cruise ship). In addition, the numbers include cruise passengers who are Singaporean citizens or permanent residents.

119 Cruise Lines International Association (2016).

cruise-receiving port in 2015, with 374 calls. The country received 393 cruise ship calls in 2017.¹²⁰ These calls represented a potential of 748,000 passenger destination days.

3.3.16 Sri Lanka

Table 3.20 **Sri Lanka: tourism indicators, 2017**

International tourist arrivals (million) ^a	2.1
International tourism receipts (USD billion) ^a	3.9
Scheduled cruise ship calls	46
Potential passenger destination days (million)	0.048

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

The volume of tourism to Sri Lanka grew threefold between 2010 and 2017: from 654,000 to 2.1 million international arrivals, an annual average growth rate of 18%.¹²¹ Sri Lanka targets 4.5 million arrivals by 2020, although the Pacific Asia Travel Association (PATA) believes 3.7 million arrivals by 2021 to be more realistic.¹²²

Sri Lanka's culture, exemplified by its capital, Colombo, incorporated a blend of native, European (Portuguese, Dutch and British) and Indian influences. This translates into an outstanding variety of food and cultural performances that, combined with UNESCO World Heritage sites, wildlife, natural scenery and fine beaches, provides the port visitor with a whole range of activities. Due to its large harbour and its strategic location along the east – west trading routes, Colombo was already known to ancient traders 2,000 years ago.

The main attractions of Colombo include the following:¹²³

- The Pettah, Colombo's traditional bazaar area;
- The Cinnamon Gardens, Colombo's largest park housing the National Museum;
- The Fort area, the city's central business district containing places of tourist interest such as the Dutch Hospital, Old Colombo Lighthouse, Khan Clock Tower, Beira lake, the Sambodhi Chaithya and the Port; and
- Outstanding architecture of colonial and religious buildings, e.g., Gangaramaya temple and the Old Dutch Hospital.

120 Cruise Lines International Association (2017).

121 World Tourism Organization (2018a).

122 Wettasinghe, C. (2017), 'PATA forecasts slower tourist arrivals to SL', *Mirror Business*, 22 May 2017 (online), available at: www.dailymirror.lk (22-11-2017).

123 Blos, L. (2017), 'The Top 8 Things to See and Do at Fort Colombo', *Culture Trip* (online), available at: www.theculturetrip.com (22-11-2017).

TripAdvisor LLC (n.d./i), *Things to Do near Colombo Fort* (online), available at: www.tripadvisor.co.uk (22-11-2017).

Maria (2018), '10 Cool Things to do in Colombo', *Nerd Nomads* (online), available at: www.nerdnomads.com (22-09-2018).

Sri Lanka Tourism Development Authority (n.d.), *Sri Lanka Tourist Attractions* (online), available at: www.slttda.lk (22-11-2017).

Cultural dance performances are a key feature of Sri Lanka's culture e.g., Kandyan Dance and other traditional Sri Lankan dances such as the *pandampaliya* and *gini sisila*, both displaying the traditional mastery of handling fire.

Outside Colombo, the port city of Galle has a UNESCO World Heritage property, Old Galle and its Fortifications, classified as the best example of a fortified city built by Europeans in the region.¹²⁴ Queen Elizabeth Pier was to receive 45 visits by a wide range of vessels, both large and small, in 2018. In addition to Colombo, three cruises call at the resort of Hambantota, two at the east coast resort of Trincomalee (historically referred to as Gokanna or Gokarna, a sea port that played a major role in the ancient Maritime Silk Road), and one at the fort town of Galle.

Virtually all cruises are transit calls, although Hapag Lloyd's *Europa 2* and the Fred Olsen Lines's *Boudicca* disembark in Colombo. The February Indian Ocean cruise from *Europa 2* ends in Colombo, and its "Rickshaws, Rainforest and Rice Terraces" cruise commences in the port of Galle. In April, its Singapore-originating cruise travels to ports in Malaysia and Thailand, then visits Hambantota (Sri Lanka) and terminates at Colombo. The *Fascinating Diversity* operates from Colombo to ports in India and the Middle East before terminating in Abu Dhabi (United Arab Emirates). The February programme is repeated in December.

There are five broad types of cruise itineraries featuring Colombo:¹²⁵

- Long duration cruises, ranging from 72 up to 152 nights, with calls at several countries along the Indian Ocean;
- Short, one or two week cruises linking the Maldives with Sri Lanka and the ports of the Indian west coast;
- 12 to 19 night cruises that either start and finish in Singapore, or start in Singapore and finish in Mumbai;
- 13 to 50 night cruises linking the Indian Ocean to the Middle East or African ports; and
- A small number of cruises that combine western and eastern parts of the region, e.g., MSC Cruises operate itineraries from ports in the United Arab Emirates to Sri Lanka, Thailand, Malaysia, Singapore, Viet Nam, China and Japan, with disembarkation either at Shanghai or Yokohama.

Cruise tourism indicators

Between 2011 and 2017, Sri Lanka recorded an average annual increase of 17% in cruise ship visits, with calls increasing from 18 to 46.¹²⁶ The number of cruise passengers visiting Sri Lanka in 2017 was close to 25,000, with a doubling of this level targeted by the Government of Sri Lanka for 2018.¹²⁷ All except four of the 2017 visits were transit.¹²⁸

¹²⁴ United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./g).

¹²⁵ www.whatsinport.com (n/d).

¹²⁶ Daily FT (2018), 'CASA mulls over future of cruise industry', *Daily FT* (online), available at: www.ft.lk.

¹²⁷ Sirimanna, B. (2018), 'Sri Lanka sets foot in cruise tourism with tariff changes', *Sunday Times* (online), available at: www.sundaytimes.lk.

¹²⁸ Cruise Lines International Association (2017).

3.3.17 Thailand

Table 3.21 **Thailand: tourism indicators, 2017**

International tourist arrivals (million) ^a	35.3
International tourism receipts (USD billion) ^a	57.4
Scheduled cruise ship calls	509
Potential passenger destination days (million)	0.624

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

Thailand received 35.3 million international tourist arrivals in 2017. Between 2010 and 2017, an average annual growth rate of 12% was registered.¹²⁹ Chinese arrivals to the country grew by almost 12% in 2016 to a total of 8.9 million visitors, 27% of all visitors to the country. 2017 saw a further rise of 12% to 9.8 million. Other main source markets were Malaysia (3.3 million arrivals in 2017), Republic of Korea (1.7 million), Lao People's Democratic Republic (1.6 million) and Japan (1.5 million). The leading non-Asian market was the Russian Federation with 0.8 million arrivals in 2017. International tourism receipts reached USD 57.4 billion in Thailand in 2017.

Tourism in and around ports

Thailand has three main cruise ports: the holiday islands of Phuket and Koh Samui, and the capital city of Bangkok, served by the port of Leam Chabang. Occasional calls are made at other island ports e.g Koh Kood, Koh Phi, Koh Yao Noi. Media reports place the level of cruise passenger visitation at around 100,000 a year, although official data is not available. Major cruise line companies actively show their interest in using the ports of Thailand as maritime tourism hubs.¹³⁰

UNESCO World Heritage sites and sites on the Government's tentative list for nomination that can be reached by cruise passengers on day excursions from Bangkok include:

- The Historic City of Ayutthaya;
- Architecture of HRH Prince Narisara Nuvattiwongse;
- Wat Surat Thewararam Ratchaworamahawihan, a royal temple of the first grade built between 1807 and 1847, and the Great Swing;
- The Cultural Landscape of Chao Phraya River;
- Wat Ratchanatdaram Worawihan, 1846 Buddhist temple, and its vicinity; and
- Phra Pathom Chedi, the Great Pagoda, Nakhon Pathom.

¹²⁹ World Tourism Organization (2018a).

¹³⁰ Ministry of Foreign Affairs of the Netherlands (2017), 'Tourism Industry in Thailand', *Netherlands Embassy in Bangkok*, Bangkok (online), available at: www.rvo.nl (09-11-2017).

Other cultural heritage features in Bangkok include:¹³¹

- Wat Arun Ratchawararam Ratchawaramahawihan (the Temple of Dawn);
- Grand Palace and Wat Phra Kaew (Temple of the Reclining Buddha);
- Suan Pakkad Palace;
- Damnoen Saduak floating market;
- Chatuchak Weekend Market;
- Bangkok's Chinatown (Yaowarat); and
- Siam Square and the central shopping district.

Cultural heritage attractions in or accessible from Phuket include the following: ¹³²

- Phuket Town with its sites and monuments that relate to the lengthy history of the island as an important trading route;
- Museums, e.g., Baan Chinpracha, a Sino-colonial mansion, Thai Hua Museum, Thalang National Museum, Phuket Mining Museum, Phuket Philatelic Museum and the Phuket Trickeye Museum, an interactive art gallery;
- The Phuket Cultural Centre at Phuket Rajabhat University;
- The Sea Gypsies Fishing Village;
- Thai Buddhist and Chinese Taoist Temples; and further afield; and
- Khao Sok National Park.

In Koh Samui, tourist sites include:¹³³

- The Phra Yai Temple complex, with a 12 m tall golden Buddha;
- Temples e.g., Wat Plai Laem, Wat Sila Ngu, Wat Kiri Wongkaram, Wat Khunaram, Wat Khao Chedi, Wat Chaweng, Wat Bophut Tharam, Khao Hua Jook Chedi;
- The Samui Cultural Centre;
- The Secret Buddha Garden;
- The Hua Thanon Wet Market;
- The Elephant Gate; and
- Activities linked to Koh Samui's century-old boxing sport, Muay Thai.

All tourist centres feature Thai musical and dance performances. There are three main dance forms:¹³⁴ *Khon* (stylised with masks and costumes), *Lakhon* (less stylised without masks) and *fawn* (folk dances). The two most popular styles of traditional Thai music are *Luk Thung* (country music)

131 Asia Web Direct Co., Ltd. (n.d./b), *Bangkok Museums: Attractions in Bangkok* (online), available at: www.bangkok.com (09-11-2017).

Stamboulis, D. (n.d.), 'The Ten Best Historic Sites to Visit in Bangkok', *USA Today 10 Best* (online), available at: www.10best.com (09-11-2017).

International Studies Abroad, Inc. (n.d.), *Culture Corner: Thailand* (online), available at: www.studiesabroad.com (09-11-2017).

132 Asia Web Direct Co., Ltd. (n.d./d), *Phuket History and Culture* (online), available at: www.phuket.com (09-11-2017).

Asia Web Direct Co., Ltd. (n.d./e), *Phuket Museums: Attractions in Phuket* (online), available at: www.phuket.com (09-11-2017).

Voyagin Pte. Ltd. (n.d.), *Discover Phuket's cultural heritage and meet its locals* (online), available at: www.govoyagin.com (09-11-2017).

133 Asia Web Direct Co., Ltd. (n.d./c), *Koh Samui Attractions A to Z* (online), available at: www.kohsamui-point.com (09-11-2017).

134 Association of Southeast Asian Nations (n.d.), *Thailand: Dance* (online), available at: www.vtaide.com (10-11-2017).

On, S. (2016), *Thai Dance and music* (online), available at: www.onlychaam.com (10-11-2017).

and *Mor Lam* (folk music). Similarly, most tourist areas in Thailand near ports offer the opportunity to participate in Thai cooking classes.

Bangkok (Laem Chabang), Phuket and Koh Samui are the three principal cruise ports in Thailand. There are three distinct cruise circuit patterns:

- Phuket: four out of five cruise ships scheduled to call at Phuket in 2018 do not visit any other port in Thailand on their itinerary;
- Bangkok (Laem Chabang): a quarter of cruise calls at Bangkok in 2018 made it their sole port of call in Thailand, with two thirds also featuring a visit to Koh Samui, and the remainder calling at three or more ports in the country; and
- Koh Samui: only a single cruise ship will make Koh Samui its sole Thai port in 2018.

There are many examples of round trip cruises starting and terminating in Singapore with calls at Thai ports, e.g., *Mein Schiff 1* and *Mein Schiff 3*. While almost all cruise calls at Phuket are on itineraries that move on to or originate from Singapore, cruise itineraries from ports on the eastern side of the Gulf of Thailand are either to/from Hong Kong (China), other Chinese ports or Singapore. Thai ports are included on the itineraries of liners making long duration multi-region cruises. Short duration options are also offered within the region e.g., on its 152-night cruise from Miami (United States of America) to Vancouver (Canada), the *Seabourn Sojourn* has a 16 night option from Singapore to Bali (Indonesia) with calls at ports in Thailand, Viet Nam, Cambodia and Indonesia, an option that can be extended to 36 nights with further calls in Indonesia and the Philippines before disembarking at Hong Kong (China).

Cruise tourism indicators

Although updated figures are missing, CLIA reports indicate that the country was set to receive 509 cruise ship calls in 2017,¹³⁵ a rise of 75 compared to 2016, resulting largely from a cruise ship being redeployed to Bangkok from Penang (Malaysia). Over 82% are transit calls, 11% involve an overnight stay, and 7% are turnaround. These calls represented a potential of 624,000 passenger destination days. Average annual growth in cruise ship calls between 2013 and 2017 was 11.5%.

3.3.18 Viet Nam

Table 3.22 Viet Nam: tourism indicators, 2017

International tourist arrivals (million) ^a	12.9
International tourism receipts (USD billion) ^a	8.8
Scheduled cruise ship calls ^b	407
Potential passenger destination days (million) ^b	0.753

a) World Tourism Organization (2018a).

b) Cruise Lines International Association (2017).

135 Cruise Lines International Association (2017).

General tourism performance

In 2016, and for the first time, international visitor arrivals (including same-day visitors) to Viet Nam exceeded 10 million. A further strong increase of 29% was recorded in 2017, to a total of 12.9 million visitors. The average annual growth rate between 2010 and 2017 was 14.4%.¹³⁶ The leading five source markets, accounting for almost three-fifths of the arrivals to the country, were China, Republic of Korea, Japan, United States of America and Taiwan Province of China.¹³⁷ International tourism receipts in Viet Nam reached USD 8.8 billion in 2017.¹³⁸

Tourism in and around ports

The four principal cruise ports in Viet Nam are:

- Ho Chi Minh City;
- Danang;
- Halong Bay; and
- Nha Trang.

Danang Port can receive large capacity cruise ships, such as the *Ovation of the Seas* (4,180 maximum double occupancy passengers). The nearby UNESCO World Heritage Sites of Huế Citadel, Hội An, a Maritime Silk Road trading port, and My Son Sanctuary are within easy reach of Danang. Challenges regarding visitor management arise in World Heritage Site destinations like Hội An, especially during peak periods.

Larger vessels have to dock at Phu My Port when calling at Ho Chi Minh City, necessitating a 1.5-hour road trip to the city centre. In Nha Trang, larger ships anchor offshore and tender passengers into a small quay at the port. In Halong Bay, cruise ships either moor at the commercial pier or anchor offshore and tender passengers to Bãi Cháy Tourist Wharf to visit the UNESCO World Heritage Site.

Viet Nam has a rich cultural heritage with eight sites on the UNESCO World Heritage list (five cultural, two natural and one mixed), and a further seven tentative sites on the Government's tentative list to be put forward for nomination.¹³⁹

The cruise port nearest to UNESCO World Heritage Sites in the north of the country is Halong. Hanoi, the location of the imperial citadel of Thang Long World Heritage Site, the Huong Son complex of natural beauty and historical monuments, and the Con Moong caves in the Cúc Phương National Park are over three hours away from Halong Bay. Similarly, Cát Tiên National Park is a 4-hour drive north of Ho Chi Minh City.

¹³⁶ Viet Nam National Administration of Tourism (2018), *International visitors to Viet Nam in May and 5 months of 2018* (online), available at: www.vietnamtourism.gov.vn (20-06-2018).

¹³⁷ Viet Nam National Administration of Tourism (2018)

¹³⁸ World Tourism Organization (2018a).

¹³⁹ United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./m), *Viet Nam*, UNESCO WHC (online), available at: www.whc.unesco.org (30-10-2017).

Other important heritage sites that are less accessible for day cruise visitors are the citadel of the Hồ dynasty, Phong Nha-Kẻ Bàng National Park, Tràng An landscape complex, the area of old carved stones in Sapa, and the Ba Be-Nà Hang Natural Heritage Area.

Sites that could be reached by cruise passengers from Halong Bay on day excursions include:

- Halong Bay itself, comprising 1,600 mainly uninhabited islands and islets in the form of a seascape of limestone pillars, combining scenic beauty with biological interest;
- The complex of Yen Tu monuments and landscape; and
- Hanoi Citadel.

Additionally, following cultural heritage attractions are also accessible from Halong Bay:¹⁴⁰

- The Quang Ninh Museum of history, culture and nature;
- The Halong Pearl Museum;
- The Ha Long Park;
- The Long Tien Temple;
- The Duc Tran Quoc Nghien Temple;
- The Dragon Park theme park; and
- Popular day trips to Hanoi.

Sites accessible from Danang include:

- The complex of Huế monuments;
- Hội An ancient town; and
- My Son sanctuary.

Apart from the heritage sites noted above, cultural heritage attractions in or accessible from Danang include museums like the Cham Museum, Ho Chi Minh Museum, Fifth Military Division Museum, and sites like Phap Lam Pagoda, Danang Cathedral, Bà Nà Hills resort and theme park, and the Marble Mountain. The destination also offers golf, shopping and beach attractions.

Cultural heritage featured in or within a day from Ho Chi Minh City include:¹⁴¹

- The Cao Dai Temple and Củ Chi tunnels in Tây Ninh;
- Religious monuments and sites e.g., Jade Emperor Pagoda, Giác Lâm Pagoda, Mariamman Hindu Temple, Notre Dame Cathedral, Tan Dinh Church;
- The Cai Be floating market;
- The Bình Tây Market in Chinatown;
- The Reunification Palace;
- The People's Committee Building;
- The Suối Tiên Cultural Amusement Park;
- The War Remnants Museum;
- Historic sites and military bases associated with the American-Viet Nam War;
- The Long Tân–Núi Dat battlefield in Vũng Tàu; and
- Various cooking schools.

140 TripAdvisor LLC (n.d./b), *Halong Bay* (online), available at: www.tripadvisor.co.uk (23-11-2017).

141 TripAdvisor LLC (n.d./c), *Ho Chi Minh City* (online), available at: www.tripadvisor.co.uk (23-11-2017).

From Nha Trang, following cultural heritage features¹⁴² are accessible:

- Historic relics from the Cham civilisation;
- Stone Church, the Cathedral of Christ the King;
- Long Son Pagoda;
- Stone statue of the goddess Yan Po Nagar; and
- Handicraft villages along the Cái River.

Viet Nam has many traditional forms of music and song e.g., Huế Royal Court Music, and many types of singing ranging from religious (*chầu văn*) to opera (*chèo*) and folk (*quan họ*). Vietnamese cuisine is also world famous and varies considerably from province to province. Coastal provinces are particularly adept at delicious fish dishes.

All cruise calls at Vietnamese ports are on itineraries that move on to either Thailand or Hong Kong (China). There are no cruise itineraries that travel onward to ports further west of Thailand or Singapore, while cruises on multi-regional circuits that commence in Europe or South Africa visit Singapore or Laem Chabang, Bangkok (Thailand), prior to travelling on to Viet Nam.

Vietnamese ports are also included on the itineraries of liners making long duration multi-region cruises, with short duration options offered within the region e.g., on its 152-night cruise from Miami, the United States of America, to Vancouver, Canada, the *Seabourn Sojourn* has a 16-night optional tour from Singapore to Bali (Indonesia), with calls at ports in Thailand, Viet Nam, Cambodia and Indonesia. This option can be extended to 36-nights, with further calls in Indonesia and the Philippines before disembarking in Hong Kong (China).

Cruise tourism indicators

Several ports in Viet Nam receive cruise ships, the four principal ones being Ho Chi Minh City (Phu My), Danang, Halong Bay (Cái Lân) and Nha Trang. According to Viet Nam's General Statistics Office, the country's cruise tourism developed rapidly, with 284,855 visitors arriving by sea in 2016, an increase of 67.7% compared to 2015. In the first six months of 2017, tourist arrivals by sea reached 170,843, an increase of 26% compared to the same period in 2016.¹⁴³ The CLIA *Asia Cruise Trends 2017* report indicated that the country was set to receive 407 cruise ship calls in 2017, with 753,000 potential passenger destination days. Though the great majority of cruise calls are transit, an increasing proportion, up from 6% in 2016 to 15% in 2017, involved an overnight stay.¹⁴⁴

142 Expedia, Inc. (2017), *Things-To-Do-In-Nha-Trang* (online), available at: www.expedia.co.uk (23-11-2017).

143 Robert (2017), 'Cruise Tourism: Strength of Vietnam Tourism', *Vietnam Breaking News*, 07-2017 (online), available at: www.vietnambreakingnews.com (28-11-2017).

144 Cruise Lines International Association (2017).

3.4 Conclusions

Tourism continues to expand across most of the region, both in terms of volume and value. The fastest growth is occurring in Japan, India, countries with a relatively low base volume, such as Myanmar and Sri Lanka, and countries catering for the rapidly expanding Chinese market like Thailand, Viet Nam and Cambodia. The leading five tourist-receiving destinations in the region are China, Hong Kong (China), Thailand, Malaysia and Japan.

As a tourism product, Maritime Silk Road heritage is presented in many of the countries and examined through maritime museums. China is leading in the promotion of this theme through its Maritime Silk Road consortium. In addition, China and a number of South-East Asian nations have developed attractions that celebrate shared maritime heritage, such as attractions linked to Zheng He or the showcasing of ancient shipwrecks or maritime artifacts.

There are many UNESCO World Heritage Sites within easy reach of ports, some of them directly relating to maritime history. Many maritime Silk Road ports have progressed from trading centres into major cities, thus offering rich tourism products that will surely expand due to Belt and Road Initiative development projects. The wider coastal tourism product, including beaches, maritime activities and nature, is also easily accessible from ports and could add to the tourism appeal.

Increased levels of visitation by cruise ship passengers and other tourists to the UNESCO World Heritage Sites will present challenges in the area of destination management. UNWTO's 2016 study on cruise tourism in Asia, *Sustainable Cruise Tourism Development Strategies – Tackling the Challenges in Itinerary Design in South-East Asia*,¹⁴⁵ suggests ways to mitigate negative impacts from cruise tourism, including:

- Destination carrying capacity assessments;
- Staff training on environmental and cultural issues, including operational procedures and requirements to minimize environmental impact as well as workshops and training on story-telling and cultural references to engage and attract the tourists;
- Capacity building, training and facilitation of market access for local businesses;
- Measuring and tracking related indicators and setting related process-and outcome-based goals;
- Routine performance measurement, increasing transparency and leveraging the information to initiate dialogue with internal and external stakeholder groups;
- Benchmarking and sharing best practices, as sustainable tourism development deals largely with overcoming challenges, finding opportunities for improvement and changing behaviour through best practices and innovation;
- Knowledge sharing, collaboration and ongoing interaction with peers help brainstorming ideas, transferring knowledge and tools and learning about actions that worked (or did not work) in similar situations; and
- Green teams or sustainability working groups.¹⁴⁶

Cruise tourism is a rapidly growing product for 21st Century Maritime Silk Road ports, at both the large vessel and small expedition/adventure ends of the cruise ship tourism industry. There

¹⁴⁵ World Tourism Organization (2016b), *Sustainable Cruise Tourism Development Strategies – Tackling the Challenges in Itinerary Design in South-East Asia*, UNWTO, Madrid.

¹⁴⁶ Ibid.

is a trend towards larger ships, which is facilitated by new deep water port developments, while off-the-beaten track ports and harbours, including those that are steeped in Maritime Silk Road heritage, such as the Maluku Islands in Indonesia, are increasingly featured. Ultimately, while the Maritime Silk Road is not a strong theme for cruise itinerary planners at present, it offers many opportunities for diversification and specialization.





Chapter 4

Case studies

Summary:

This chapter presents selected case studies relevant to tourism development along the 21st Century Maritime Silk Road. The China Maritime Silk Road Promotional Alliance presents an example of regional promotional cooperation. The Cheng Ho Maritime Trail is a strategic research-based initiative under development in Indonesia. The Black Sea Silk Road Corridor links maritime destinations for tourism. The China Maritime Silk Road Museum is a flagship museum presenting an ancient shipwreck, and the Galle National Maritime Museum (Sri Lanka) reinforces the importance of museums for tourism. The example of Old Jakarta in Indonesia illustrates the challenge of community-based tourism in an urban environment, and the Muziris heritage project (India) shows the importance of integrated planning. The cases of Aqaba (Jordan) and Thessaloniki (Greece) demonstrate port cities' potential for tourism.

Key words:

- Tourism Promotion Alliance;
- Maritime trail;
- Integrated planning;
- Community engagement; and
- Heritage preservation.

Key messages:

- There exists tourism opportunities linked to Maritime Silk Road heritage;
- Lessons can be learnt from the experiences of other countries, and opportunities for tourism collaboration can be established; and
- The case studies cover issues such as joint marketing, asset development, rural and community based tourism, and urban tourism potential. They all build on Maritime Silk Road heritage, which is recognised as an emerging tourism theme.

4.1 China Maritime Silk Road Promotion Alliance

The China Maritime Silk Road Promotional Alliance is a cross-regional, non-profit organization jointly established by ten provincial/municipal tourism administrations in coastal China, in addition to the tourism boards of Hong Kong (China) and Macao (China). The ten provincial members are Fujian, Hubei, Tianjin, Shandong, Jiangsu, Shanghai, Zhejiang, Guangdong, Guangxi and Hainan.

The initiative links the members and facilitates joint promotion of available cultural tourism resources. It seeks to boost tourism development in breadth and depth, and aims to make Chinese Maritime Silk Road destinations an internationally famous tourism brand. It also works to promote mutual understanding and friendship with the countries of the 21st Century Maritime Silk Road.

In November 2017, the Maritime Silk Road International Tourism Festival was held in Fuzhou, with representation from UNWTO, the Pacific Asia Travel Association (PATA) and tourism agencies from countries along the Maritime Silk Road. Tourism professionals from China and other nations attended the festival. The event built a platform for countries and regions along the Maritime Silk Road to exchange and facilitate tourism resources and information.

In 2016 and 2017, the Maritime Silk Road Promotional Alliance was active in following areas:

- Participating in the “Beautiful China – Maritime Silk Road” promotional activities in Canada and the United States of America, at the time led by CNTA, to promote featured tourism resources;
- Taking part in promotional activities organized by the China – Russian Federation – Mongolia “Thousands of Miles Tea Road” International Tourism Union, and staging the Fujian Tourism Special Promotion in Mount Wuyi;
- “Thousands of Miles Tea Road” European promotional activities in the Russian Federation, Denmark and Sweden;
- Road shows with tourism companies in Indonesia;
- Promotional activities in Australia and New Zealand;
- Attendance at Expo 2017 in Kazakhstan;
- Promotions in Spain, Greece and Jordan; and
- Participating in the China – US Tourism Leadership Summit 2017 in Atlanta, in addition to holding tourism promotions in Los Angeles, United States of America, and Cuba.

Fuzhou and eight cities of the Chinese Maritime Silk Road have also established an International Tourism Cooperation Union. Based on the support of large domestic tour agencies, the initiative drew up plans to set up *Overseas Tourism Cooperation and Promotion Centres* in ten inbound tourist source markets including Japan, Malaysia, Singapore, Republic of Korea, Philippines, Indonesia, Australia, Canada, the United Kingdom and the United States of America. By 2017, six centres had been established.

In terms of access development, the initiative participated in the “Fuzhou-New York Direct Flights, Infinite Business Opportunities,” the Malaysia Airlines “Kuala Lumpur-Fuzhou Airway Launching Ceremony” and promotional activities organized by the Viet Nam National Administration of Tourism.

The Alliance’s promotional budget was approximately CNY 20 million (USD 3 million) per year in 2017 and 2018. They jointly promote their attractions and activities, of which some are provided below.

Fujian, the starting point to the Maritime Silk Road, offers the following tours:

- The Maritime Silk Road tour through Quanzhou, Xiamen and Zhangzhou;
- The Gorgeous World Heritage tour to Wuyi mountain, and the Taining World Geological Park;
- The Yummy Food tour to Dongshan, Liancheng, Shaxian and Quanzhou;
- A tour through Fujian and the Taiwan Province of China;
- The Diamond Coast tour through Xiamen, Zhangzhou, Quanzhou, and Fuzhou; and
- The World Tea tour through Zhangzhou, Quanzhou, Anxi, Wuyi Mountain and Fuding.

Hebei, one of the birthplaces of Chinese civilisation, hosts:

- The Magnificent Taihang Mountains, Zhangjiakou, Shijiazhuang, Xingtai, Handan;
- The Splendid Great Wall – Zhangjiakou, Chengde, Qinhuangdao, Tangshan (Panijakou Great Wall);
- World Culture – Zhangjiakou, Chengde, Baoding, Tangshan, Shijiazhuang;
- The Ice Hot Spring, Zhangjiakou, Langfang, Shijiazhuang;
- The Jinshanling Great Wall;
- The Beidaihe Coastal Resort;

- The Zhaozhou Bridge; and
- The Laolongtou Great Wall.

Tianjin, the biggest open coastal city in the north of China, hosts:

- Cultural heritage circuits, including Mount Pan, Dule Temple, Huangya Pass Great Wall;
- Folk culture, including Yangliuqing Folk Tourism Region, Shijia Mansion, New Year Pictures Museum, JingWuMen Chinese Martial Arts Park, Jade Buddha Temple;
- The Tianfei Temple Museum, Jianfu Guanyin Temple and Ancient Culture Street, Gulou Pedestrian Street, Guangdong Guild Hall, Confucian Temple;
- Urban Culture;
- Ancient Street Culture including the Tourism Commerce Trade Zone of Tianji;
- The Hao River, gathering the most beautiful sights of Tianjin and showcasing its grandeur and charm; and
- The Tianjin International Cruise Home Port, the largest in northern China.

Shandong, located on the lower bank of the Yellow River, has been the home of silk since ancient times. The province offers following activities promoted under the Maritime Silk Road Tourism Promotion Alliance:

- Coastal tourism itineraries of one to five days, which include highlights like Quindao, Mount Lao, the number one mountain of the East China Sea, Yantai Mountain, Changyu Wine Museum and Liugong Island War Museum;
- Workshops featuring Oriental traditions;
- Mount Tai spiritual tour and the Sun Tribe Scenic Spot;
- Visits to the Qi State; and
- Visits to Jinan, the city of springs.

Jiangsu was a major production area for Silk Road commodities, and the starting point of Zheng He's voyages. It flourished during the Tang Dynasty and offers various Silk Road experiences. Tours offered include visits to:

- Kongwangshan (the Confucius watching mountains);
- The Mount of Huaguo;
- Fishing Bay scenic spots;
- The Little Jiuzhai Valley;
- Xishu beach;
- Suqian;
- Nanjing, with ten Ming Temples, and the site of the famous Longjiang Shipyard;
- The tomb of the King of Borneo;
- The Sun Yat-sen Mausoleum;
- The Ming Xiaoling Mausoleum;
- The Grand Canal; and
- The China National Silk Museum.

Shanghai plays a crucial role in connecting land and sea. Longhua Temple, an ancient city temple complex, stands by the Huangpu River and has a millennium-old history linked to the Silk Road. Furthermore, the city offers:

- A 72-hour Shanghai Discovery Tour covering the classic attractions of the city and its hinterland, including the Bund area, Xujiahuiyan and a water tour;
- The Bund is the heart of Shanghai, an exotic destination since the 1920s and 1930s; and
- Yuyuan Garden, a popular tourist and local destination that offers handicrafts, local specialities and snacks.

Zhejiang was long known as the land of “silk, tea, fish, rice and culture”. It is an important tourist destination on the Yangtze delta. The province has over 6,000 km of coastline, and organized tours include:

- The Poetic Zhejiang Maritime Silk Road Tour that covers Hangzhou, Xianju, Yandang Mountain, Dongtou and Nanxi River;
- Visits to the Yangtze Tidal Bore Viewing and numerous nearby historical and cultural sites;
- Visits to the Beijing–Hangzhou Grand Canal, the longest (1,797 km) and oldest canal in the world. (The Grand Canal is 2,500 years old and passes through the provinces of Zhejiang, Jiangsu, Shandong and Hebei and the cities of Tianjin and Beijing). The Grand Canal was inscribed on the UNESCO World Heritage List in 2014;
- Visits to the Baoguo Temple on Lingshan Mountain; and
- Visits to Mount Putuo, one of four sacred mountains in Chinese Buddhism.

Guangdong, the birthplace of the Maritime Silk Road, offers:

- The Pearl River Delta Coastal Tour, including Guangzhou Nansha Cruise Terminal, one of the top-3 international cruise ports in China;
- Visits to the Zhuhai Chimelong Ocean Kingdom with a world class aquarium and theme parks, as well as Hengqin Bay;
- The Western Guangdong Coastal Tour Route;
- Visits to Yangjiang Hailing Island;
- Visits to the Moaming Romantic Coast and Fangji Island;
- Visits to Changjiang “sea of pineapples”, China’s biggest pineapple production area; and
- Visits to the Xuwen Coral Reef Nature Reserve.

Guangxi, situated close to the Beibu Gulf, features a fascinating subtropical coastal landscape. Its highlights include:

- Fangchenggang Bailing Beach (“China’s Hawaii”);
- Qinzhou Sanniang Bay;
- Beihai Weizhou Island;
- Beihai Silver Beach; and
- The Golden Bay mangrove eco-tourism site.

Hainan is China’s subtropical island province and a major tourism destination. It hosts:

- The Hainan Marine Tour with beautiful bays and water-based tourism and sport activities;
- Luxury resorts;
- Hot springs;
- Unique Hainan food; and
- Buddhist, Taoist, Li and Miao Culture.

Hong Kong (China) is one of the top-5 tourist destinations in Asia, a major international port and cruise destination, and “Asia’s World City”. Its multiple attractions featured in the Maritime Silk Road Tourism Promotion Alliance include:

- The Hong Kong Ocean Park;
- The Hong Kong Disneyland Resort; and
- Victoria Peak.

Macao (China) has a long Maritime Silk Road history, particularly linked to the Portuguese, who arrived there in the mid-1500s. Art, architecture, religion, food and communities merged and have co-existed here for over 400 years. Macao (China) attractions include:

- Various sites and activities linked to Sino-Portugal heritage;
- There are multiple scenic attractions, including the Macao Giant Panda Pavilion, the A-Ma Cultural Village and China’s first lighthouse; and
- The Taipa Houses Museum, the Leal Senado Building and Largo de Santo Agostinho are also popular sites featured in the Maritime Silk Road Tourism Promotion Alliance.

4.2 China Maritime Silk Road Museum, Guangdong Province, China

The China Maritime Silk Road Museum is famous for its 300,000 artifacts and an aquarium hosting the *Nanhai 1* shipwreck. Opened to the public since 2009, the museum is situated at Hailing Island, three-hours away from Guangdong.

The wreck of the *Nanhai 1* was found in the western part of the mouth of the Pearl River (Zhu Jiang), a starting point of the ancient Maritime Silk Road. It takes its name from *Nanhai* – the South China Sea. The wreck is in exceptional condition and is thought to contain 60,000 to 80,000 precious pieces of cargo, especially ceramics, produced for export along the southern Chinese coast.

Nanhai 1 was recovered in an exceptional exploit: a bottomless steel container was placed over the wreck site, the lower part of the container was sharpened and was then driven into the seabed by placing heavy concrete weights on the container; the surrounding area was then dug out, the container closed from below with steel sheets and the whole raised and moved to the current Maritime Silk Road Museum. The aquarium, accommodating the ship, has the same water quality, temperature and environment as the location in which the wreck was discovered.

The unique construction of the museum allows archaeologists to access the vessel, thereby also enabling visitors to observe underwater archaeological work in progress. UNESCO notes that the China Maritime Silk Road Museum will become one of the most important museums of underwater cultural heritage worldwide.¹

Although it sank over 1,000 years ago, the *Nanhai 1* wooden vessel is in good condition. Measuring 24.58 m in length and 9.8 m in width, the wreck was discovered by accident by a British company salvaging another sunken vessel jointly with Chinese partners in the sea between Dongtai and Yangjiang in 1987.

¹ United Nations Educational, Scientific and Cultural Organization (n.d./d), *The Guangdong Maritime Silk Road Museum (Nanhai No. 1 Museum)*, Yangjiang, Guangdong Province, China, UNESCO (online), available at: www.unesco.org (01-11-2017).

The remains of the ancient vessel are expected to yield critical information on ancient Chinese ship building and navigational technologies. Its significance is compared to the famous Chinese terracotta warriors discovered in Xian.

More than 1,000 ancient sunken vessels are estimated to be hidden under the waters in and around Guangdong, where some busiest sea lanes of the ancient and medieval world passed. There were about 50 regular international trade routes through the South China Sea prior to the implementation of a ban on maritime trade in the late Ming and early Qing era. Ships, proceeding from China to the Indian Ocean, and west to the Middle East, East Africa and Europe, had to cross the South China Sea, where many ships foundered on submerged reefs.

China is a member of the United Nations convention on underwater cultural heritage protection, which seeks to preserve hidden treasures that may be damaged by commercial ocean salvage.² In 1990, China established the Underwater Archaeological Centre at the National History Museum with the assistance of Australian specialists.

4.3 Cheng Ho Maritime Trail, Indonesia

Kindly contributed by Dr Janet Cochrane
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The tourism industry is becoming more prominent in the Indonesian national agenda, with targets for 2019 including 20 million foreign arrivals, 275 million domestic tourism trips and the employment of 13 million people. The government is aware that Indonesia lags behind other South-East Asian destinations, especially Thailand, Malaysia and Singapore, and has decided that cultural tourism can make a 60% contribution in drawing tourists.

The Chinese market is particularly significant because of its size and its cultural and historical links with Indonesia. However, Indonesia is not yet particularly well-known in this market, attracting less than 1 million arrivals from there in 2014 (although that is rising rapidly – 2 million are expected in 2017). Around 61% of Chinese tourists go to Bali as their main destination. The Indonesian tourism authorities concluded that they need to create cultural tourism products specifically to attract the Chinese market, particularly emphasising historical links between the nations. The government aims to attract 20 million foreign tourists per year to Indonesia by 2019, 50% of whom will be Chinese.

4.3.1 Rationale for the Cheng Ho Maritime Trail

There are historical links between China and Indonesia stretching back at least to the 2nd century AD, with written accounts from the 5th century. The links were primarily to extend China's power and influence over the trading networks of South-East and South Asia, and were based on trade (including the spices grown in Indonesia).

² China Heritage Project (2005), 'China Maritime Silk Road Museum', *China Heritage Newsletter*, 01-03-2015 (online), available at: www.chinaheritagequarterly.org (23-10-2017).

Cheng Ho (Zheng He) was born in 1371 in a Muslim family. In the 15th century (1405–1433) he led seven documented voyages of numerous ships, visiting Indonesia several times. His visits were followed by migration of Chinese people to Indonesia, primarily from Fujian and Guangdong provinces. They settled mainly along the north coast of Java and generally became integrated with local populations. Towards the end of the period of Cheng Ho's voyages the Muslim Chinese community experienced persecution which encouraged more of them to migrate abroad. In the 17th century, the transition from the Ming dynasty to the Qing forced others to flee. Because of Cheng Ho's earlier voyages, the north coast of Java was particularly attractive to Muslim Chinese, while other Chinese groups settled along the north-east coast of Sumatra (including offshore islands) and on the west coast of Kalimantan. The migrations continued until the end of the 19th century.

Close relations between China and Indonesia were resumed after Indonesian Independence in 1945. Although there were some difficulties, progress was generally positive, especially under president Joko Widodo. Indonesia sees the development of a Cheng Ho Maritime Trail as a way of reaffirming its links with China and of tapping into the outbound market from China.

Chinese cultural influences are evident especially at sites at Semarang, Cirebon, Palembang and Jakarta. Examples could be certain types of patterned fabrics, the wooden masks used in *topeng* mask dances in Java; certain foods such as spring rolls and noodles; some ceremonies such as the marriage rituals of the Betawi ethnic group in Jakarta and the funeral rituals of people along the Sumatran east coast; Chinese New Year festivities (banned during the Suharto era, 1967–1998) and other forms of dance, puppetry and music. In 2002 a mosque in Chinese architectural style was built in Surabaya; subsequently other mosques were built in this style elsewhere in Indonesia.

It is expected that the Cheng Ho Maritime Trail will bring a new meaning to Cheng Ho's 15th century voyages by giving Chinese tourists an experience of the richness and variety of Indonesian culture. Tourists visiting the Trail are expected to pass an average of six days in the country and spend USD 150 per day.

4.3.2 Chinese tourism to Indonesia

The Cheng Ho Maritime Trail is seen as a way of positioning Indonesia to attract the Chinese market and as a means to create links of friendship and peace between the two nations. It is also a way of linking with the Chinese-led Maritime Silk Road project, which was first announced in Indonesia.

The priority generating markets are Beijing and the industrialized cities of the eastern seaboard. It is estimated that there are around 140 million Muslims in China, but these are not seen as a priority market at present. In addition to Chinese people living in China and elsewhere in East and South-East Asia, a further market segment is Chinese people who have 'blood ties' with Indonesia, i.e., kinship links with the 10 million or so Chinese who have settled in Indonesia over the years.

4.3.3 The Cheng Ho Maritime Trail

The Cheng Ho Maritime Trail will link ten cities and districts across eight Indonesian provinces, namely Banda Aceh, Batam, Bangka-Belitung and Palembang (in Sumatra); Jakarta, Cirebon, Semarang, Tuban and Surabaya (in Java); and Denpasar (in Bali). Jakarta, Denpasar and Batam are the hubs, and the ten cities are divided into two clusters: the Sumatra cluster and the Java-Bali cluster, further sub-divided into smaller clusters and then single destinations. It is expected that people will spend 9–12 days in Indonesia on the whole Trail and 8–24 hours in each city.

The selection of locations is based partly on historical links between each city and Cheng Ho (some rather tenuous – e.g., he never actually visited Bali) and on current attractions, consisting of an eclectic mix of mosques, graves of Muslim saints, Chinese temples, enclaves of vernacular architecture, colonial heritage, museums, beaches, shopping opportunities and gastronomy. There are both intangible and tangible heritage aspects, and the attractions will be supported by ecotourism. Launches of the Cheng Ho Maritime Trail took place in several places along the Trail in 2015.³

4.3.4 Strategies for developing the Cheng Ho Maritime Trail

Strategic objectives are as follows:

- To diversify target markets for the Cheng Ho Maritime Trail based on country of residence and profile;
- To improve flight connectivity from target markets in terms of frequency, quality and locations served;
- To increase promotion of the Cheng Ho Maritime Trail through digital and non-digital channels;
- To develop and enhance destinations through product diversification and improving amenities;
- To support accommodation in the destinations, especially community-based provision, through the development of budget accommodation and improvement in ancillary services such as food and beverage, Wi-Fi and provision of services in Mandarin; and
- To strengthen human resources and community support for tourism, especially through training guides in Chinese culture and language, and engaging communities in tourism.⁴

3 Ministry of Tourism, Indonesia (2017b), *Cheng Ho Maritime Trail, Book 1: The Wave of Attractiveness of Indonesian Cultural Tourism*, Ministry of Tourism, Jakarta (in Indonesian).

4 Ministry of Tourism, Indonesia (2017c), *Cheng Ho Maritime Trail, Book 2: Strategy for Tourism Development*, Ministry of Tourism, Jakarta (in Indonesian).

4.4 Community engagement in preserving heritage: Jakarta Old Town, Indonesia

Kindly contributed by Ardhina Rosa de Lima

Destination Management Organization Kota Tua Jakarta, Indonesia

Jakarta Old Town, or Batavia as the Dutch called it, was not a city founded by the Dutch: it was a prominent port of several great Sundanese Kingdoms. The Dutch, through the Dutch East India Company, the VOC, developed Batavia on the rubble of Jayakarta, or the City of Victory, at the beginning of 17th century. Jayakarta was under control of a Sundanese Kingdom called Banten and was previously part of an even older kingdom called Pajajaran. Before that it was part of the Sundanese kingdom of Tarumanegara in the 5th century AD.

As a tourism attraction, the site now focusses on tales of the Dutch pursuing gold and glory during the 18th–20th centuries. Jakarta Old Town is on the Government of Indonesia's tentative list for UNESCO World Heritage nomination. However, it is also home to a living culture of human communities, including people of very modest means who sometimes live on the margins of society. This means that both tangible and intangible aspects of this heritage site and many socio-cultural issues can be experienced in what is becoming a major tourist destination in Jakarta.

4.4.1 Community engagement: Challenges and breakthrough

Jakarta Old Town is a mini melting pot for people from different cultural and educational backgrounds. It is recognized that community involvement is one of the most important approaches to preserve and conserve both tangible and intangible aspects of heritage. There exist many challenges in developing tourism and conservation strategies in such a diverse community.

In 2010, at the beginning of the process, there were many doubts among the locals about whether developing tourism in a possible World Heritage Site would benefit or disadvantage local people. It took the local working group of Destination Management Organization (DMO) Kota Tua Jakarta (Jakarta Old Town) more than two years to develop the ice-breaking process through informal approaches. The approaches adopted were different for each grouping of the local community.

In July 2012, the concept of the DMO's programme was proposed as a tool to move towards the sustainability of Jakarta Old Town. The initiative was carried out through a local working group comprising representatives from the Ministry of Tourism, local government, media, the tourism industry and academia. The engagement of local stakeholders proved crucial, as businesses and community representatives from culture-based and interest-based groups and youth organizations were involved. The overall approach was based on three principles of good practice for DMOs: participation, collaboration and integration.

The Old Jakarta DMO strategy covers three independent aspects: economic, socio-cultural and environmental. This mechanism being environmentally and heritage- friendly, ensures sustainable development and seeks to guarantee that both economic and non-economic benefits flow for local stakeholders. This strategy also helps ensuring quality decision-making by the authorities since the programme uses a bottom-up approach, providing room for local communities to communicate their interests regarding Jakarta Old Town.

The DMO Kota Tua Jakarta set up a four step development process involving:

- Awareness building;
- Institutional strengthening;
- Networking setting; and
- Business development.

The programme is now proceeding to the next level: there are still challenges in integrating new incoming people and communities in this vibrant part of Jakarta. The process has to be continually revised so that new arrivals can participate in the programme in a sustainable way. The methods used include the following:

- Focus group discussions;
- Training and education programmes;
- Technical guidance;
- Benchmarking; and
- Involving parties with relevant expertise, such as the academia and others.

Examples of successful activities have included:

- Cultural mapping with UNESCO (2016 and 2017);
- Collecting historical data for conservation planning (the Center of Data for Architecture, 2016);
- Kota Tua Our Common Ground: adaptive re-use of an old historical building (UNESCO and the Center of Data for Architecture, 2016);
- Utilization of Open Public Space in a Heritage Site (Jakarta Conservatory Body, 2017);⁵
- A training and education programme for local tourist guides with further certification (Ministry of Tourism, Indonesia Tour Guide Association, 2013–2017);
- Benchmarking to other destinations with DMOs (Ministry of Tourism, 2012–2013);
- Other DMO training programmes; and
- Stakeholders Meetings (Ministry of Tourism, 2012–2017).

For other communities who live in or have activities in Jakarta Old Town but are outside of the Local Working Group, an informal approach is maintained to ensure engagement.

4.4.2 Success stories

Community-based tourism was developed to advocate the sustainability in Jakarta Old Town Heritage Site - this is why the concept of sustainable tourism is used throughout.

One of the communities involved since the very beginning of the DMO programme is Paguyuban Ontell Wisata Kota Tua (Jakarta Old Town Cycling Tour Community). The bicycle-rickshaw was the common mean of transportation in Jakarta Old Town. Most of the 38 members of Paguyuban Ontell Wisata Kota Tua are ex-bicycle taxis with varied educational backgrounds: from junior to senior high school levels. In 2008 they turned their business into renting bicycles for visitors and giving tours around Jakarta Old Town. When the DMO programme was established in 2012, they joined immediately and were enthusiastic members. Now, they possess a better understanding

⁵ The first four events gave local people insights into the importance of the preservation and conservation of intangible and tangible heritage aspects of Jakarta Old Town.

of heritage and preservation issues, the tourism industry (product development, services), and business management, and clearly understand DMO rules and regulations. They developed their own cycling tourism products, arranging and conducting tours, setting up a management system group, which provides insurance for the people renting bicycles. They are now in the process of setting up a company to support their business.

The initiative has sustainable development elements and raises awareness about the importance of heritage preservation and conservation by including historic information in their tours and sharing their understanding about heritage preservation.

Since the beginning of 2017, the company Betourist is involved in the DMO and helps to develop community-based tourism in Jakarta Old Town. This new interest from a tour company is considered to be an important move since it illustrates proof of positive impact from preserving heritage.

Betourist established the initiative *Learn the History, Live with the Heritage, Hope for the Locals* through further development of heritage tours. For Jakarta Old Town, an Indonesia Heritage Walk was developed. This walk showcases the history of Jakarta Old Town and illustrates how culture is preserved and practiced by communities in and around the heritage site. This walk demonstrates a good example of collaboration between the local communities and tourists. At the same time, as local communities are specifically highlighted in the walk, not only positive economic impacts can be observed, but awareness of protecting the living heritage is also deepened. The initiative aims to inspire local youth to take part in preserving tangible and intangible aspects of the heritage site of Jakarta Old Town.

More thematic trails are developed to provide unique experiences such as learning about the diversity of cultures from east to west, connecting to the South-East Asia's heritage and to the Maritime Silk Road, and promoting ASEAN integration. All of these initiatives are seen as part of achieving a quality destination and of further engagement with the UNESCO World Heritage Centre.

4.5 Muziris Heritage Project, Kerala, India⁶

Kindly contributed by Mr. Padiyathputhenkattil Mohamedali Noushad
Managing Director, Muziris Heritage Project, India

Ancient Kerala, renowned as the spice coast of India, was a major hub in the spice route trade between South-East Asia, Africa, Arab states and Europe. At the centre of this spice trade, the ancient port of Muziris holds a major position. It was an active port since 3rd century AD and was an emporium to the ancient world. Located on the western coast of India, it was a major link between the hinterland and the trans-oceanic trade network.

Classical literary sources and foreign accounts refer to an inland port town, located at the extreme end of India, from where goods were transported to the whole world. It was referred to as Muciri/ Muzirikkodu/ Muchiripattanam in Indian accounts, whereas the foreigners called it Muziris or Shinhallis. Evidence from a papyrus document speaks of a trade agreement between a trader from Muziris and a trader from Alexandria. According to the annals of Pliny the Elder and the author of Periplus of the Erythrean Sea, Muziris could be reached in 14 days from the Red Sea ports on the Egyptian coast by following the monsoon winds.

Tamil literature (*Akananooru* poem 149) mentions that the well-built crafts of the Yavanas or Yona (Greeks) came on the Periyar River. The *Puranaanooru* poem 57 mentions that a Pandya Vantan besieged the port of Muciri/Muziris and graphically describes the backwaters around Muciri/ Muziris. Other Tamil literature describes Roman ships coming to Muziris laden with gold to be exchanged for pepper. All these references indicate that a substantial amount of the trade that flourished between India and the western world passed through Muziris. In addition to literary evidence, there is also ample evidence of trade and contacts from archaeological excavations.

As elsewhere in the world, river systems played an important role in shaping the social, cultural and economic life of the region. The prosperous port city was located and flourished at the mouth of Periyar, overlooking the Arabian Sea. Excavations conducted by the State Department of Archaeology and the Kerala Council for Historical Research since 2007 have unearthed rich evidence of the ancient trade relations of Muziris. The findings prove that those who took part in the ancient spice trade were from Greco-Roman origin, Egyptians, Phoenicians, Arabs and Ethiopians, as well as people from today's Yemen, Sri Lanka, Myanmar, Syria, Turkey, Iraq, Iran, Eritrea, China and Jordan. However, tragedy struck in 1341 AD, when the profile of the Periyar

6 Bibliography for this case study:

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river basin on the Malabar Coast underwent a major transformation and Muziris dropped off the map due to floods and earthquakes.

4.5.1 Development approach

The Muziris Heritage Project works to retrieve the historical, archaeological, ecological and cultural resources of the lower Periyar basin that lies between North Paravur in the south and Mathilakam in the north. The region includes twelve *panchayaths* (village council areas): Chendamangalam, Chittattukara, Vadakkekara, Pallippuram, Eriyad, SN Puram, Mathilakam, Edavilangu, Mala, Puthanvelikkara and Puthenchira.

The government of Kerala initially announced the Muziris Heritage Project in the State Budget of 2006. The project commenced in 2009 with support also provided by the central government of India. A large number of archaeological and historical vestiges make it a significant heritage site for exploring the history of Kerala. There are ancient temples, synagogues, mosques, churches, European forts, royal palaces, Christian seminaries, Jewish cemeteries, traditional houses, boat-making yards, traditional fishing settlements and ancient markets spread over the project zone. The project also focuses on various performing arts like *chavittunatakam*, *manjakkuli*, *kaalakuthu* and *karimkali* that represent important intangible aspects of the Muziris region. These are also under the process of conservation.

The project follows an integrated approach towards heritage and conservation, with different components involving several government agencies and stakeholders. A Conservation Development Plan was prepared for the whole Muziris region, with the Muziris Heritage Project focused on retrieving the heritage of the Kodungallur-Paravur region through various initiatives. The project aims to restore monuments through the involvement of local communities and an emphasis on integrating other development activities within the region.

4.5.2 Project components

The following components are included in the project and are in different stages of completion.

Excavations

As a part of the project, archaeological explorations and excavations are being carried out at different sites. The excavations are conducted mainly by the Kerala Council for Historical Research and the Department of Archaeology of Kerala Government. The Government sanctioned and provided funds for excavations at different sites other than Pattanam. Most of the interim excavation reports are published and include evidence spanning the 3rd to the 19th centuries AD.

Conservation and adaptive re-use of buildings

The Muziris region is well known for multicultural linkages, secular traditions and cultural diversity. The Government planned to set up more than 20 museums in the project area. For this purpose,

a research team surveyed the project zone and identified 20 historically important buildings. The conservation of Paliam Nalukettu and the Paliam Dutch Palace was undertaken. The palace has been converted into a museum to showcase the story of the Cochin Dynasty and its relationship with other countries. The Nalukettu was refurbished as a traditional lifestyle museum. Though both buildings are owned by a private trust, the Government of Kerala undertook the work with the condition that the buildings were to be open to the public. Another project was the conservation of the Jewish Synagogue and its reuse as a museum to portray the local lifestyle of Kerala Jews. Chendamangalam Jewish Synagogue has also been reused as a museum to showcase Jewish history in Kerala. There are three more museums showcasing the lives and social commitment of Kesari Balakrishna Pilla, Abdul Rahman Sahib and Sahodaran Ayyappan. These seven museums are a part of the first phase of the project.

Revitalization of Rural Markets

The initiative to revitalize rural markets seeks to enable economic regeneration, while retaining existing market activities. Three markets were planned for upgrade: the Paliam, Kottappuram and Paravur markets. The Kottappuram and Paravur markets were thriving commercial centres which had a mix of Portuguese, Dutch and traditional Kerala influences. The installment of new toilets, drainage systems, pathways and street lightning are part of the project.

Infrastructure development

One of the policy decisions of the project was to add only those facilities that were relevant to the local community. The arterial roads in the Muziris heritage site were improved. Public toilets were built in more than 15 locations, and most of them have handicap-friendly facilities. A major breakthrough during the planning phase of the project was to revive the old waterways that were once used to transport visitors from one destination to another. The government sanctioned the construction of 14 jetties to develop boat traffic. Among these, eight boat jetties are already completed and operative. The others are expected to commence in the near future. A centre for Muziris Studies has also been set up in Kodungallur. It houses a library, lecture rooms, a convention hall, a digital centre, offices and accommodation facilities for visiting scholars. As part of central government aid, a visitor centre at Gothuruthu, tourist interpretation centres at different locations, signage and bicycle pathways have also been established.

Academic research and scholarly exchange

As to academic and scholarly research, many activities are taking place. For example, the Kerala Institute of Children's Literature is publishing different books, including newsletters in Malayalam and books related to the project. The Center for Development of Imaging Technology is recording the development stages of the project. The Information Kerala Mission of the Government of Kerala has prepared a detailed resource map of the entire area that will be used for further exploration of the Muziris site. The Center for Muziris Studies has also set up a campus of the KKTU College in Kodungallur and will provide the required academic and research content.

4.5.3 Managing the project

The project covers an area of 150 km² in twelve panchayaths (village councils) and two municipalities. Before planning the tourism project in Kerala, its potential drawbacks were studied. None of the existing models for cultural heritage management was found suitable to local conditions and hence, through this project, an alternative model has been developed. The work was initiated with the preparation of a Conservation Development Plan. The Conservation Development Plan integrated diverse heritage resources and the needs of involved stakeholders. Emphasis was given to the development of regional infrastructure. Facilities, relevant to the needs of the community, were identified and planned. The Conservation Development Plan for the Muziris site was submitted to the Government of Kerala in February 2009. There was no forced land acquisition, and trust was built up to encourage participation of the local community.

A Co-ordination Committee consisting of seven ministers was set up and facilitated the decision-making process. Community participation in projects was considered the most important component. Many religious and other organizations also joined the initiative. In March 2016, a government company called Muziris Projects Ltd. was constituted with nine board members for the management of the project. State tourism and finance ministers are also company board members.

4.5.4 Conclusions and lessons learned

The project set up a precedent in India by adopting an integrated approach for heritage conservation and regional development. Different governmental departments work hand in hand to coordinate with each other the implementation of the project. The project also was integrated with current regional development plans. It was declared to be the first green project endorsed by the Government of Kerala. Over time, the project has received considerable publicity in the media and is widely known. The government of Kerala's Spice Route Initiative was launched in consultation with UNESCO to create international exchange and collaboration as part of this project. The second phase of the heritage project started with the extension to adjacent panchayaths. The local community of the project area also initiated, through their own means, several further conservation efforts.

Some of the key enabling factors for the successful implementation of the project are listed below:

- Community support;
- Multiplier effect with public and private initiatives;
- Strong political will;
- Co-ordination between government departments; and
- Government funding.

However, in spite of the favourable conditions, no legislation was introduced to protect and preserve heritage. To help reduce bureaucratic delays and inter-departmental procedures in the implementation of the project, convergence of funds from different departments has been organized. This includes the State and Central Government and the setting up, at an early stage, of a coordination committee comprising different ministries. Later, a government company was set up. Research and related activities were also given due importance as part of the project, as it ensures its continuity and sustainability.

Apart from propagating tourism, the Muziris Heritage Project is also a key promoter of community development. Adopting an integrated approach to heritage conservation with benefits to the local community, it is seen as a sustainable model for tourism. The project also emerged as a contributor to the academic field by providing ample evidence to reveal the history of Kerala over a period of 1,300 years.

4.6 National Maritime Museum, Galle, Sri Lanka

Kindly contributed by Asiff Hussein,
Sri Lanka Tourism

As an island nation, Sri Lanka enjoys an intimate relationship with the vast sea surrounding it. The sea is seen as a protector, a giver of salubrious climate, and a provisioner of an ample supply of seafood and tourists. As such, it only seems logic that the country hosts a maritime museum. Housed in the great Dutch-built Warehouse of 1671, near the Old Gate of Galle Fort, the National Maritime Museum displays a variety of exhibits connected with sea-faring, maritime trade, fishing and sea-life.

There are maps, naval crafts, ropes, earthenware, beer mugs, smoking pipes, barrels, artillery guns and sailors' shoes on display. The artefacts include the wheel of the first warship of the Sri Lanka Navy *Vijay*, commissioned on the 7 October 1949 with Lt. Cmdr. Rajan Kadirgammara in command. The ship, a fleet minesweeper of the Algerine-class, was built by Redfern Construction Co. in Canada and was earlier used by the Royal Navy as *HMS Flying Fish*. The United Kingdom later donated the vessel to the country's new independent navy, then known as the Ceylon Royal Naval Volunteer Reserve.

The bridge of a ship, including the wheel and the compass said to have belonged to a patrol craft, and an old Not-Under-Command lamp which was to indicate that the ship was not under the command of the captain due to engine failure or some other mishap, are some of the interesting exhibits that feature in the museum.

An *oruva* or dug-out outrigger canoe, a fishing vessel commonly used by Sinhalese fishermen from Chilaw to Hambantota, also features. The *oruva* is a fairly old water-craft, and the earliest reference to this kind of ship dates back to the 13th century. It is mentioned in the Sinhalese literature of Jataka Atuva Getapadaya, Sri Lankan literature written in the Sinhala language, where an *ek dandu horuvak*, an *oruva* made of a single block of wood, is described. This outrigger canoe was also found in the coastal areas of Southern India, Malagasy, the Andaman Islands and the Polynesian, Melanesian and Micronesian regions. The origins of the Sinhala term *oruva* itself is said to go back to the Malayo-Polynesian *oru-u*.

The *yatra-doni*, another exhibit, is a large type of sailing vessel with outrigger attached, and was used by Sri Lankan sailors to sail to India and the Maldives islands for trading purposes in the late 19th and early 20th centuries. The last of these, the *Amugoda Oruva*, sailed from Dodanduwa in the south-western coast of the island in the 1930s.

Additionally, *vallam*, a type of canoe without the outrigger used by Tamil fishermen north of Chilaw, and the *kattamaram*, log-rafts, are also exposed. The term *kattamaram* literally means "cut tree" in

Tamil and it is exactly what it is: a crude vessel made of logs. The English term catamaran derives from the Tamil *kattamaram*.

The museum also displays a fine model of a Dutch *Staaten Jacht* donated by the city of Velsen in Holland, which recently twinned with Galle. Such ships played an important role in the maritime trading activities of the Dutch East India Company that ruled Sri Lanka's maritime provinces during the 17th and 18th centuries.

Especially fascinating is a large diorama of a beach scene showing local fishermen pulling a *ma-del* net from the sea. A special panel explains the rituals among local fishermen. The fishermen believed that their activities would be successful thanks to the power of the deities Upulvan and Kataragama, whom they made annual offerings to. To fish a sea horse was also considered a good omen, and was used as an amulette while fishing.

The museum, badly damaged on the 26 December 2004 by the tsunami disaster, reopened as the country's National Maritime Archaeology Museum in March 2010. The original, 3,700 m² Dutch warehouse building from the 17th century was fully renovated with financial assistance from the Netherlands.⁷

4.7 From port city to tourism destination: Aqaba, Jordan

Aqaba, at the northern tip of the Gulf of Aqaba, is Jordan's outlet to the sea. An ancient Maritime Silk Road port known as Ayla, it was used by the Nabateans, Romans and Byzantines. In Ottoman times, it was the southern-most point of the Province of Syria, a small port, garrison and caravanserai on the way to Mecca or Egypt. It gained strategic importance during World War I, when it was captured from the Ottomans, an event marking the start of the Arab Revolt.

With the establishment of the Emirate (later Kingdom) of Jordan, the port city gained importance through the import of goods and the export of phosphates originating from the interior of the country. By the late 20th century, Jordan was emerging as a tourist destination with visitors attracted to its archaeological sites, religious heritage and dramatic desert landscapes. Originally a domestic tourism destination, it has also become popular with divers owing to the superb quality of its coral reefs.

4.7.1 A Special Economic Zone

In February 2001, the Aqaba Special Economic Zone Authority (ASEZA) was established as the statutory institution empowered with regulatory, administrative, fiscal and economic responsibilities for the Aqaba Special Economic Zone. A striking 50% of its planned investments are geared towards tourism and another 30% towards services. ASEZA works to develop Aqaba into a prosperous business and leisure destination, while retaining its importance as a major maritime gateway.

⁷ ColomboPage News Desk (2018), 'President opens the first Maritime Archaeology Museum in Sri Lanka', *ColomboPage* (online), available at: www.colombopage.com (18-01-2018).

The Zone's master plan includes the development of container and modern port facilities. Between the two, a coastal tourism zone has been established, with new roads and development sites. A marine park has been established to study and protect the superb corals which skirt the coast. The city centre was upgraded and hotel and resort sites identified, including extensive leisure and residential development on formerly vacant lands. Airport expansion took place and an open skies policy has been adopted: charter flights and some new scheduled flights have been attracted since then.

Many new hotels have opened through the first two decades of the 21st century. These build on the city's traditional *souks* and customs, and its close proximity to the World Heritage Sites of Petra and the 74,000 hectare Wadi Rum Protected Landscape. A marketing strategy was also developed and implemented with support from the European Union and the United States Agency for International Development (USAID). Ambitious future plans were announced to redevelop the old port into a new high rise quarter of the expanding city, with offices, apartments, hotels and a cruise liner terminal.

4.7.2 Lessons learned

Aqaba has worked hard to shed its old image as a remote port city and to present itself as a modern tourism resort conveniently located close to some of Jordan's finest attractions. The pace of development was slower than initially anticipated, but this proved to be a "blessing in disguise", as the host community needed time to adapt to tourism and to upskill in the hospitality business. Both tourism and, more significantly, port development projects negatively affected coral reefs in the immediate port vicinity, but ASEZA has kept the situation under review and interesting man-made reefs and dive sites have been established.

The importance of a master plan and the development of the infrastructure and marketing to facilitate investment, were key factors that contributed to changing Aqaba's image and thus allowing it to reinvent itself.

4.8 Black Sea Silk Road Corridor: touching time

Kindly contributed by Ioannis Papagiannopoulos

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The Black Sea Silk Road Corridor includes Armenia, Georgia, Greece and Turkey. It seeks to break isolation between communities separated by borders, as income and opportunities derived from tourism increase. The process began by mapping the corridor and available monuments and trails, and then by providing communication platforms such as applications and a website.

The Black Sea Silk Road Corridor was initially funded by the European Union Joint Operational Programme (Black Sea Basin 2007–2013) as part of the European Neighbourhood and Partnership Instrument (ENPI) of the European Union. It aimed to contribute to a stronger and sustainable economic and social development of the regions of the Black Sea Basin.

In Armenia, the project also received support from USAID. In Turkey, the Ministry of European Union Affairs was a partner, and in Georgia support was received from five municipalities. Support was also received from Italy and from business sector partners. The port of Alexandroupoulos (Greece) rapidly gained in importance. Chinese, Russian, European and other global interests have been reported to be interested in investing in the area.

The objectives of the project are as follows:

- Support the development of local economies through tourism. The Black Sea Silk Road Corridor project aims to improve economic development by establishing and promoting local services and products available in communities along the Silk Route trail, an area running from Yerevan in Armenia to Thessaloniki in Greece.
- Enhance the visitor experience at tourist sites in partner states within the Black Sea basin. The Black Sea Silk Road Corridor aims to improve visitor experience through two ways: physically, by marking the trail with branded directional signs pointing to cultural, historic and natural monuments and protected areas along the trail, and virtually, through the creation of self-guided visits available through five applications and a specialised website.
- Promote cross-cultural cooperation through cross-border partnerships. Such cooperation fosters local, people-to people exchange, and thus addresses common regional challenges, such as issues related to rural isolation and poverty.
- Encourage the protection of cultural monuments and biodiversity hotspots through regenerative tourism activities. 3G/4G networks, smartphone applications and a specialised website incentivizes tourism and related infrastructural investments. Regenerative tourism is not only sustainable, but self-regenerating in the sense that it raises awareness for local ecologies (marking trails, signs, GPS positioning and maps, applications with detailed descriptions and maps of hiking route, flora and fauna on the trail, and sites to be noted), and provides incentives to develop ecotourism in protected areas capable of generating alternative means of income to community partners.

Major achievements of the project include the following:

- The establishment of a 3,000 km tourist trail stretching from Thessaloniki, Greece to Meghri, Armenia. The corridor includes over 150 marked sites, an accompanying website and smartphone applications. This project is implemented by the AMAP Human Development NGO and was funded by the European Union's Black Sea Basin Joint Operational Programme.
- Beyond the establishment of information panels, plaques, directional signs and trail markers, and the development of mobile applications, the project succeeded in mobilising all tourist stakeholders in the region.

Looking to the future, the project seeks to develop a follow-up initiative with a dedicated budget for further promotion aimed at new markets, tour operators, international exhibitions, etc. It also seeks to further mobilise local tour operators to create and sell more itineraries along the Black Sea Silk Road, and to seek the further expansion of the Black Sea Silk Road Corridor.

4.9 Maritime Silk Road heritage and tourism development: the case of Thessaloniki, Greece

Kindly contributed by Dr. Stella Kostopoulou

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The Maritime Silk Roads or spice routes were an interconnected web of routes that linked the ancient societies from the west coast of Japan, through the islands of Indonesia, around India to the lands of the Middle East – and from there, across the ports of the Mediterranean to Europe. The ports along the Maritime Silk Roads enabled exchange of commodities and capital, but also the exchange of technologies and ideas, thereby acting as melting pots for ideas and information.

Being multi-cultural and multi-ethnic places, historic Maritime Silk Road ports bear witness to specific multiple forms of human interaction, of trade and social meetings, of exchange and communication. Nowadays, these exciting environments with a unique blend of Silk Road tangible and intangible cultural heritage, are magnets for tourism, and if properly exploited, can bring economic benefits, while also helping to enhance the identity of the city. Port cities can strengthen their tourism creative capacity by preserving historic harbour areas and showcasing their distinctive character and so upgrade the image of the area and the city.⁸

Thessaloniki, the land of Alexander the Great, located in the northern part of Greece, with a waterfront facing the Aegean Sea, was historically one of the key ports of the South-East Mediterranean, and the most important output of the Balkan Peninsula in the Mediterranean.⁹ Situated at the crossroads between Europe and Asia, upon the major routes linking Europe with the Orient, and the Northern Balkans with the maritime routes of Eastern Mediterranean, Thessaloniki became an important commercial, administrative and cultural centre. Ever since the 4th century AD, when it was founded, the city passed successively through Hellenistic, Roman, Byzantine and Ottoman periods which marked its space with their specific architecture and urbanism. Thessaloniki, Salonica or Selanik had a long multicultural history and one of the most varied societies in Europe with Jews, Armenians and other communities fostering its cosmopolitan character.¹⁰ The book *Salonica, City of Ghosts: Christians, Muslims and Jews*¹¹ depicts the city's multicultural distinctiveness through the centuries: the Byzantine capital city, the Ottoman administrative and commercial centre, the Greek port, a Christian, Muslim and Jewish city that

8 Kostopoulou, S. (2013), 'On the Revitalized Waterfront: Creative Milieu for Creative Tourism', *Sustainability* 2013, 5 (11), *Special Issue, Cities and Waterfront Infrastructure*, Basel.

9 Vlami, D. (2009), 'Entrepreneurship and Relational Capital in a Levantine Context: Bartolomew Edward Abbott, the "Father of the Levant Company"' in Thessaloniki (Eighteenth-Nineteenth Centuries)', *The Historical Review/La Revue Historique*, 6 (online), available at: www.ejournals.epublishing.ekt.gr (26-10-2017).

Livadioti, M. (2013), 'The harbour of Thessaloniki in the Hellenistic, Roman and early Christian era', *Medieval Ports in North Aegean and the Black Sea, Links to the Maritime Routes of the East*, Proceedings, International Symposium, Thessaloniki, 4–6 December 2013, European Centre for Byzantine and Post-Byzantine Monuments.

10 Vacalopoulos, A. (1972), *A History of Thessaloniki*, Institute of Balkan Studies, Thessaloniki (in Greek).

Svoronos, N. (1996), *The commerce of Thessaloniki in the 18th century*, Themelio, Athens (in Greek).

Hastaoglou-Martinidis, V. (1997), 'A Mediterranean city in transition: Thessaloniki between the two World Wars', *Facta Universitatis*, volume 1 (4), Greece.

11 Mazower, M. (2005), *Salonica, City of Ghosts: Christians, Muslims and Jews, 1430-1950*, Alfred A. Knopf, New York.

was Balkan and Mediterranean at the same time,¹² a city that can be sensed as a “feeling of the other, the love of the neighbour”¹³.

Until the late 18th century, Thessaloniki became a frequent intermediate maritime station in the complex network of maritime routes for western European vessels loaded with textiles, luxury goods and colonial products that were exchanged for grains, cotton, tobacco, wax and silk.¹⁴ From 1870 onwards, the city underwent a gradual modernization: a rail link with Europe and Constantinople (Istanbul) was secured by the end of the century, and port facilities were organized; a modern central business sector (banks, offices, factories, modern shops, hotels, etc.) developed. The big fire of 1917 destroyed a large part of the spatial construction of Thessaloniki and, in the 1960s, the modern block of flats started to prevail over the urban landscape.¹⁵

During the post-war period, Thessaloniki evolved into a modern and charming metropolis, the second biggest city and port in Greece, with a population of around 797,300 inhabitants. In past years, the city suffered from post-industrial restructuring and the recent economic crisis in Greece, and is now struggling to redefine its identity.¹⁶

The city contains many valuable cultural assets to be positioned as strong tourism attractions: these include port heritage and urban fabric. As an example, Ladadika, the old port quarter, one of the very few town areas not affected by the 1917 fire, represents a well-preserved urban fragment of the 18th and 19th centuries. It consisted of warehouses, workshops and commercial shops.¹⁷ Ladadika, also known as *Istirá* (which means ‘market’) during the Ottoman period, was originally developed as a wholesale trade area close to the harbour, well known for its spices and grain shops and olive oil storage rooms (*ladadika* in Greek).¹⁸ Also hosting port-related activities, Ladadika was a flourishing trade area until the mid-20th century.

After World War II, the area was gradually downgraded; but in 1985 it was proclaimed a historic area with listed buildings. In the late 1980s and early 1990s, the European Union and the Greek state funded a programme for the conservation and renewal of buildings of high cultural value, as well as of all public open spaces in the area. Popular leisure enterprises (cafes, bars, restaurants, music clubs), started to invest in the conservation and renewal of heritage buildings and gradually Ladadika was transformed into a cluster of cultural and leisure activities,¹⁹ a hotspot tourism area in town. The area has now a living culture, in which the built heritage was adapted to contemporary uses.

However, the city has yet to capitalize on its Silk Routes heritage, since many layers of its history related to the Silk Road culture have still to be uncovered. The traditional Modiano spice bazaar

12 Vlami, D. (2009).

13 Moscof, K. (1978), *Thessaloniki, a compradorial city*, Stoxastis, Athens (in Greek).

14 Svoronos, N. (1996).

Vlami, D. (2009).

15 Papastathis, C. and Hekimoglou, E. (2010), *The great fire of Thessaloniki (1917)*, E.N. Manos, Thessaloniki.

16 Baczuk, E. (2011), ‘Introduction’, in: *Thessaloniki Senseable City Guide (2011)*, SENSEable City Laboratory, Massachusetts Institute of Technology, Cambridge.

17 Gospodini, A. (2007), ‘Cultural and leisure clusters in Greek cities: Spontaneous formation and ‘laissez-faire’ development’, *International Journal of Sustainable Development Planning*, volume 2, available at: www.witpress.com (03-08-2017).

18 Greek National Tourism Organization (n.d.) (online), available at: www.visitgreece.gr, (01-10-2015).

19 Gospodini, A. (2007).

and Bezesteni commercial centre of silk and other luxurious textiles and precious materials, the old silk factories industrial heritage and the historic port legacy, can all boost a rebranding of Thessaloniki's cultural identity as a major tourism destination on the Maritime Silk Route, and improve the city's profile as a Mediterranean port on the 21st Century Maritime Silk Road. Within this framework, the tourism exploitation of the city should fit to its multicultural historic character through the times of Greek, Roman, Arab and Ottoman empires, respect the *genius loci*, the spirit of the place, thus forming a distinctive Mediterranean "silk port" cultural heritage profile.

4.10 Conclusions

The case studies presented from within and outside the study region illustrate the wide variety of tourism products and tourism management issues that can arise as part of the 21st Century Maritime Silk Road. Building on a rich cultural heritage and the attractiveness of coast and sea, many tourism opportunities exist. These must jostle with trade and commerce, and often urban development, but the examples show that an attractive tourism product can emerge in port cities. The importance of properly protecting maritime, architectural and archaeological heritage, as a means to attract tourists, is highlighted. The case studies also illustrate the potential of countries and regions to work together to build tourism products such as trail routes, museums and heritage-based attractions.

Maritime Silk Road stories 22:

Silk and song – the handkerchief of Kalamata, Greece

From the 13th century, the cultivation of mulberries and sericulture was extensively developed in Peloponnese (Greece). The region was called Morias (from the Greek word for mulberries *mouria*), as its climate and environment proved to be ideal for cultivating the mulberries.

Silk handkerchiefs from Kalamata became well-known and inspired popular traditions. This includes the song *mantili Kalamatiano* (the handkerchief of Kalamata). The nuns of Agios Konstantinos and Agia Eleni (Saint Constantine and Saint Helen) helped lead silk production in Kalamata from a cottage industry to a more industrialized level in the 19th century. The nuns themselves bred silkworms and the products of the monastery included embroidered silk vestments, tablecloths, curtains and silk handkerchiefs. The remaining looms are open to visitors and still working. They attract many visitors, and the silk handkerchief trade still flourishes in the city. Kalamata is a religious tourism destination and the silk handkerchief is a popular souvenir.^a

The area of Nea Kios also developed as a silk centre in the early 20th century. Here, in the 1920s, Greek refugees from Asia Minor set up significant businesses related to weaving, and a strong sericulture tradition still exists today.

Cruise ship visitors not only have the opportunity to be acquainted with the history of Kalamata, but also are able to visit important archaeological sites such as Ancient Messini, just 30 km away from the port of Kalamata. The new port of Githio provides access to the wider region and provides visitors with the opportunity to experience the heritage of the Byzantine Empire. The port of Nafplio also provides direct access to the ancient Mycenaean towns of Mycenae, Tirintha and the ancient theatre of Epidaurus, all UNESCO World Heritage Sites. Classical ancient Greek theatre performances are held during the summer season at the Ancient Theatre of Epidaurus.^b

The Greek National Tourist Organization (GNTO) promotes Kalamata's Silk Road heritage. The Greek Silk Road runs from Soufli, with its silk museums in Eastern Macedonia and Thrace, through Central and Western Macedonia, and onwards to Attika and the Peloponnese, and by sea to the Aegean Islands.^c Today to port of Piraeus, south of Athens, is a key node on the 21st Century Maritime Silk Road.

a) Terrabook (n.d.), *Handkerchief of Kalamata* (online), available at: www.greece.terrabook.com (17-01-2017).

b) Kakoutis, G., Hellenic Ministry of Tourism (2017), correspondence with UNWTO (16-01-2017).

c) Greek National Tourism Organization (2017), *The Greek Silk Road* (online), available at: www.visitgreece.gr (17-01-2017).





Chapter 5

Overall conclusions

Summary: This chapter provides an overall summary and recount of the main issues discussed in chapters 1 to 4.

Key words:

- Tourism product development;
- Tourism impacts;
- Destination management and capacity development;
- Marketing; and
- Responsible tourism.

Key messages:

- At present the Maritime Silk Road is not a widely recognised tourism product, but significant opportunities were identified and this report lays out benchmarks from which cruise tourism can grow.

5.1 Background

5.1.1 An emerging theme

The 21st Century Maritime Silk Road will have deeply impact regional trade and development. It is probable that the new infrastructure developments of the 21st century may significantly change tourism distribution patterns and products, much as the development of railways boosted tourism in the 19th century.

Tourism will grow due to the rich heritage of many 21st Century Maritime Silk Road ports and their linkages to overland routes and airports. Deepwater berth facilities will be available for increased cruise tourism. Business tourism will prosper based on increased trade. New facilities will see a growth in meetings, incentives, conventions and exhibitions (MICE) tourism, in addition to the emergence of sport tourism as a possible future theme. Investment can be attracted where development zones are established, taxation is modest and incentives created.

The Maritime Silk Road can emerge as an important tourism theme by building on UNWTO's work on the Silk Road, UNESCO's Silk Road platforms, the work of other United Nations agencies, research institutions, tourism operators and destinations with Silk Road heritage.

5.1.2 Brief historic overview

As the overland Silk Road routes became more difficult to traverse during times of war and division, the Maritime Silk Road flourished and became the main vehicle for trade and for the cross-fertilisation of technical skills and ideas. The most valuable Chinese export was silk, but ceramics were also a key product for export, and shipwrecks provide detailed evidence of ancient Maritime Silk Road routes. Trade was two-way with Western jade, pearls, coral, glass, fine linen and wool

travelling eastwards. Sea traffic from China went eastwards to Japan and Korea and southwards to Indonesia and the Malay Peninsula. From there, it skirted the shores of the Indian Ocean to trade with the Roman Orient, Persia and the Arab empires. Later, much of the Indian Ocean sea traffic was in the hands of Arab traders, whose dhows rode the monsoon winds. In the early 15th century, during the Ming dynasty, Chinese maritime exploration reached its zenith as Chinese 'treasure fleets' sailed around South-East Asia, and crossed the Indian Ocean to East Africa, the Red Sea and the Persian Gulf. Zheng He, the most famous Chinese admiral, expanded China's diplomatic contacts. His fleet collected rare spices, plants and animals and in 1414 brought the first giraffe to China. His reputation was such that memorial temples still exist throughout South-East Asia with commemorative stones further afield, such as in Sri Lanka. European explorers and adventurers journeyed to many of the same ports and gradually established trading monopolies, such as the Portuguese and later the British in India, the Dutch in Indonesia and the Spanish in the Philippines.

5.1.3 The 21st Century Maritime Silk Road

The Chinese Belt and Road Initiative is the largest infrastructure initiative of this century. The 21st Century Maritime Silk Road is the sea road that connects with the overland belts. The initiative is an economic and diplomatic outreach by China: It aims to boost greater integration within Asia; between Asia and Europe; and between Asia and Africa. Enhanced integration is aimed at driving future sources of economic growth for China, but will also have profound effects on trade and the economies of the wider region. For many nations, the framework's promise of developing and strengthening connectivity is well-received, particularly in the light of major infrastructure gaps across Asia.

The 21st Century Maritime Silk Road Initiative is developing a network of ports that connects China to Europe via South-East Asia, India, Africa and the Eastern Mediterranean. The Port of Piraeus in Greece and Venice in Italy are key termini. One of the key features of the Belt and Road Initiative is that both large scale maritime projects and onshore activities are strongly linked and planned to stimulate one another. The integration of sea and land routes, and the removal of bottlenecks, is central to the Belt and Road framework.

5.1.4 Current tourism situation

Tourism continues to expand across most of the region in terms of volume and value. The fastest growth is occurring in Japan, India, countries with a relatively low base volume like Myanmar and Sri Lanka, and countries catering for the rapidly expanding Chinese market like Thailand, Viet Nam and Cambodia. The leading five tourist-receiving destinations in the region are mainland China and Hong Kong (China), Thailand, Malaysia and Japan.

As a tourism product, Maritime Silk Road heritage is present in many of the countries examined. China and a number of South-East Asian nations have developed attractions celebrating shared maritime heritage.

There are many UNESCO World Heritage Sites within easy reach of ports. Many Maritime Silk Road ports developed from trading centres into major cities, and today can offer opportunities

for tourism. The wider coastal tourism product, including beaches, maritime activities and nature, is also easily accessible from ports and could add to the tourism appeal if promoted adequately. Increased future levels of visitation by cruise ship passengers to UNESCO World Heritage Sites will present challenges for destination management and should be addressed.

5.2 Opportunities for 21st Century Maritime Silk Road tourism product development

The case studies undertaken with contributions from many international experts (chapter 4) illustrate examples of maritime product development. They provide examples of tourism opportunities linked to the 21st Century Maritime Silk Road. Some opportunities are briefly summarised below.

5.2.1 Accommodation and resort development

Accommodation development opportunities will arise around ports as trade and tourism increases. The immediate opportunity lies in business accommodation at all levels; however, leisure tourism can also be stimulated around the heritage and natural attractions that maritime cities and their hinterlands possess. Often new deep-water ports are proximate to older up-river ports that have rich heritage assets. For example, in Viet Nam the modern port city of Danang developed a very extensive accommodation and resort sector, building on its hinterland. The ancient Maritime Silk Road Port of Hội An is a thriving tourism destination that reaches peak capacity in high season.

Opportunities for boutique and heritage accommodation can also arise through the re-use of maritime warehouses and other features. For example, in the ports of Singapore, the award-winning Warehouse Hotel¹ illustrates how attractive former maritime industrial heritage can be repurposed for tourism. In Penang (Malaysia), many traders' shophouses were also re-developed into boutique accommodation. On a larger scale, Penang's Blue Mansion re-developed into a museum and a luxury accommodation.²

5.2.2 Restaurants and food tourism

Like accommodation, the restaurant sector can be a major employer in Maritime Silk Road destinations. The culinary heritage of ports is often exceptionally rich and eclectic, and could constitute a key tourism theme. Numerous examples of this growing tourism segment exist: Mumbai, Kerala and Kolkata are not only Maritime Silk Road destinations, but also food tourism hot spots; and Singapore and Hong Kong (China), are famous food tourism destinations. Virtually every Maritime Silk Road port has a unique cuisine resulting from the interaction of peoples and the rich resources of the sea.

Food festivals can be developed, such as the annual Singapore Food Festival that offers an in-depth exploration of the city's myriad cultures through the theme of gastronomy.

1 Warehouse Hotel (n.d.) (online), available at: www.thewarehousehotel.com.

2 The Blue Mansion (n.d.) (online), available at: www.cheongfattzmansion.com.

5.2.3 Retail

Significant opportunities could be derived from retail. In China, for example, the Maritime Silk Road destination of Xiamen re-developed its early 20th century mercantile streets as tourist retail precincts. In Hong Kong (China), Harbour City is one of the largest and most comprehensive shopping malls. There are two cruise terminals in Hong Kong (China): the newly opened facility at Kai Tak, and the downtown wharf in Tsim Sha Tsui, where passengers can directly access a shopping mall.

5.2.4 Urban and port area upgrades

The revival of old port areas as retail and accommodation quarters is often a key part of urban regeneration schemes. Pedestrianisation, landscaping and traffic calming can also play an important role. Former warehouses, industrial heritage and military buildings within ports can be given a new role through tourism. Examples include the conversion of former VOC warehouses into museums in Galle, Sri Lanka, and Old Jakarta, Indonesia, which is currently being conserved and upgraded as part of the Government of Indonesia's candidature process for World Heritage Site enlisting. Many of the old city's public buildings have been converted into museums, and cafes and restaurants are developing around enhanced squares and along quaysides.

5.2.5 Cruise terminal development

As cruise tourism grows throughout the region, new cruise terminals are being developed. There are many examples in China, some of which are also significant in architectural terms: Shanghai, Dalian, Tianjin, Yantai, Qingdao, Zhoushan, Xiamen, Guangzhou, Haikou, Sanya and Hong Kong (China). Wusongkou International Cruise Terminal in Shanghai's Baoshan district is one of the busiest. An industrial park for the cruise industry is planned nearby.³

5.2.6 Cruise line expansion

China, Japan, the Republic of Korea and other countries are engaged in shipbuilding, and will benefit from the opportunities presented by the 21st Century Maritime Silk Road. Cruise ships are already being adapted and refitted to cater for the changing market demand, as China and South-East Asia emerge as major market drivers. An example is the *Glory of the Seas*, which was refitted in 2015.⁴

Multiple traditional and eco-niches continue to evolve, including bird-watching, marine life, food, botany, painting or archaeology.

3 Seatrade Cruise (2018), *Chinese Ships For Chinese Passengers – A Threat Or A Promise For European Shipbuilders?* (online), available at: www.seatradecruiseevents.com (06-06-2018).

4 Wang, Y. (2015), 'Company begins major refit of cruise ship in Shanghai', *China Daily* (online), available at: www.chinadaily.com.cn (06-06-2018).

Cruise line companies are major employers of international staff, including many from Maritime Silk Road countries like the Philippines, the Republic of Korea, China, Malaysia, India and Indonesia.

5.2.7 Cruise itinerary development

The Maritime Silk Road presents significant opportunities for cruise itinerary development. These may include the development of new ports, facilitated by the Belt and Road Initiative, or older Maritime Silk Road ports still capable of accommodating smaller ships. The archipelago of Indonesia and neighbouring states like Timor-Leste, Brunei and Malaysia offer many opportunities for off-the-beaten-track cruises and other forms of maritime exploration. For example, Eastern Indonesia and Komodo Island, home of the Komodo dragon, is an emerging off-the-beaten-track cruise destination, as are the Andaman Islands in the eastern part of the Bay of Bengal.⁵

5.2.8 Visitor attraction development, visitor management and conservation

The growth of cruise tourism will increase visitation to key attractions. If not properly managed, this may have disruptive effects on key heritage sites. Many maritime and other heritage attractions are fragile, which is why increased efforts need to be made to improve visitor management and conservational aspects.

The ASPARA Authority of the Angkor Heritage Site, Cambodia, made an effort to enhance the site's preservation by putting in place elaborate visitor management initiatives, including a new ticketing and orientation centre away from the main sites. This new initiative reduces the access of cars and large coaches, controls access to fragile parts of the temple complex and ensures research-based conservation.

In Old Jakarta, Indonesia, museums, living heritage, historic information and diverse local communities are included in walking and bicycle tours. Walking tours, illustrating the living culture of Old Jakarta, are developed and integrated into the tourist package to highlight the diversity of the site, protect the living heritage and create benefits for the local communities.

In Penang (Malaysia) and Singapore, museums and heritage sites are promoted as tourist attractions. Examples from Penang include the Blue Mansion, Raffles House, clan houses, and the Penang State Museum. In Singapore, there is a wealth of maritime-related museums, including the National Museum of Singapore, the Asian Civilizations Museum, the Peranakan Museum, the Singapore Maritime Gallery and the Maritime Experiential Museum.

Japan and the Philippines are developing extensive maritime attractions supported by private sector investments. Similarly, in China and India there is renewed interest in developing maritime-related attractions for both tourism and educational purposes, such as the China Maritime Silk Road Museum.

5 Murray, D. (2017), '20 Cruises That Go Off the Beaten Path', *Slice*, 19-12-2017 (online), available at: www.slice.ca (06-06-2018).

Many maritime heritage sites on the government's tentative lists have not yet reached the standards of research, conservation and management to be put forward for further consideration as UNESCO World Heritage Sites. However, they have a high value as tourist attractions.

5.2.9 Overland themed route development

The 21st Century Maritime Silk Road links overland Silk Road initiatives with key ports and airports, and thereby presents a new framework for tourist routes. The approach of developing tourist routes along highways in Asia has already been developed by the Asian Development Bank through the Trans-Asia highway, a network connecting Myanmar, Thailand, the Lao People's Democratic Republic and Viet Nam. The Trans-Asia Highway 9, for example, has seen investment in heritage sites relating to the period of French colonisation.

Tourist routes, themed around maritime heritage, can also be developed. Some UNESCO serial properties are spread out over different locations and can be joined through tours or routes. Japan's Meiji Industrial Revolution provides an example: the sites related to iron and steel, shipbuilding and coal mining are spread around different locations – Fukuoka Prefecture, Saga Prefecture, Nagasaki Prefecture, Kumamoto Prefecture, Kagoshima Prefecture, Yamaguchi Prefecture, Iwate Prefecture and Shizuoka Prefecture – but are connected via routes.

There is an opportunity for UNWTO Member States to work together to identify and link shared aspects of maritime heritage through themed routes. A good example could be the heritage of Srivijaya, which spreads over Indonesia, Malaysia and Thailand. The Srivijaya Empire dominated much of this region from the 7th to the 14th centuries AD. It originated in Palembang on the island of Sumatra (Indonesia) and extended its influence to control the Straits of Malacca.

Portuguese and Dutch forts remain historic vestiges right around the coasts of the region and provide opportunities for the development of tourism experiences. Portuguese heritage is available across the region, from Diu and Goa (Fort Aguada) in India to Balibo Fort in Timor-Leste. Dutch forts can be visited in Tainan, Taiwan Province of China, and in many locations in Indonesia, including Yogyakarta and Palembang.

5.2.10 Coastal and water-based tourism opportunities

The rich and varied coastlines of the region and its myriad of islands present clear opportunities for tourism. However, it is important to ensure robust coastal zone planning to be able to protect this resource.

The Maldives, for example, developed a sophisticated island tourism product with resorts and water-based tourism options, and is currently working with United Nations agencies and other organizations to manage it sustainably in the face of potential climate change.

Many Maritime Silk Road destinations are developing water-based tourism as a key product. An example is the Philippines, where island-hopping, often involving traditional crafts and providing very significant local pro-poor employment, forms a key part of the tourism experience.

5.2.11 MICE tourism

MICE tourism is a key product for many Maritime Silk Road port cities. Throughout the region there are significantly growing investments in this segment. Leading examples include Singapore and Tianjin, China, with India also emerging as a key MICE destination. Investments include flagship developments like Singapore's Sands Expo and Convention Centre, plus conference-orientated hotels and exhibition centres in port cities. In addition, maritime heritage attractions can make attractive venues for incentive groups: The Japan National Tourism Organization, for example, promotes cultural experiences as part of its offer, and incentive groups can also dine in the Okinawa Churaumi Aquarium. Many other countries have a potential to offer an exciting MICE product built around maritime heritage.

5.2.12 Events tourism

Events can be a key driver of tourism and can be particularly helpful in filling periods of lower occupancy. The Maritime Silk Road can itself provide many themes for events, including history and heritage, enterprise and trade and activities related to the marine sphere in general.

China developed a sports tourism strategy for the 21st Century Maritime Silk Road initiative (annex 2). Its key action areas target the following:

- Increase publicity for sports tourism;
- Foster key sports tourism projects;
- Construction of sports tourism facilities;
- Promote the manufacture of sports tourism equipment;
- Promote best practice in sports tourism;
- Encourage sports tourism destinations;
- Foster cooperative platforms for sports tourism; and
- Intellectual support for sports tourism.

Palembang in Indonesia, host of the 2018 Asian Games, is another example of a Maritime Silk Road destination building up sports tourism as a novel product. New stadiums and the development of accommodation also present opportunities for events. Natural harbours provide possibilities for water-based events such as power boating or yachting.

5.3 Impacts of tourism on the 21st Century Maritime Silk Road

5.3.1 Managing impacts

With the development of tourism products linked to the 21st Century Maritime Silk Road, economic, environmental and social implications, both positive and negative, will enter the agenda. These will need to be measured and managed, and UNWTO can play a vital role in benchmarking and destination management.

5.3.2 Economic impacts

At present, the Maritime Silk Road is not a widely recognised tourism product, but data outlined in chapter 3 could help to kickstart developments in this area. Data shows that tourism continues to expand across most of the region, both in terms of volume and value. The fastest growth is occurring in Japan, India, countries with a relatively low base volume like Myanmar and Sri Lanka, and countries catering for the rapidly expanding Chinese market like Thailand, Viet Nam and Cambodia. The leading five tourist-receiving destinations in the region are mainland China and Hong Kong (China), Thailand, Malaysia and Japan.

Cruise tourism is a rapidly growing product. There is a trend towards larger ships which is facilitated by new deep water port developments, while off-the-beaten track ports and harbours, including those that are steeped in Maritime Silk Road heritage, could be used by smaller vessels.

Economic impacts from tourism, as ports develop along the 21st Century Maritime Silk Road, are likely to be positive and will include the following:

Increased visitor numbers and expenditure to Maritime Silk Road destinations

These should be measured in accordance with UNWTO guidelines⁶, so that consistent benchmarking can be applied between Member States. In particular, the measurement of cruise tourism impacts on a consistent basis will be important, as the extent to which ports can benefit economically from cruises can vary considerably. Success depends on many factors including port fees, tourism management, the quality of retail and other facilities provided.

Increased excursion visits and expenditure from cruise tourism visitors and crews

Concerning cruise tourism and maritime tourism products, it will be important to collect data assessing expenditure per visitor and length of stay. It is important for destinations and port authorities to consider the overall economic impacts of policies developed, and whether integration with the overall destination can be achieved. In general, holistic, destination-wide approaches can have the greatest economic impact.

Increased accommodation occupancy and visits to heritage sites, festivals and other tourist facilities

It is important to measure visits to attractions, festivals and events, in addition to tracking hotel occupancy. It is only with a range of reliable tourism statistics from multiple sources that the true impact of increased Maritime Silk Road tourism can be measured. The degree to which comprehensive tourism statistics are gathered along the 21st Century Maritime Silk Road varies considerably, and this is an area where UNWTO can give guidance to Member States.

6 World Tourism Organization (2017d), *Measuring Sustainable Tourism*, UNWTO, Madrid.

World Tourism Organization (2013), *A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines*, UNWTO, Madrid.

Increased investment in tourism product in or near port cities, including accommodation, retail, MICE and transport-related investments

Many general opportunities for investment were identified in this study – attractions, accommodation, urban regeneration, trail and route development, MICE facilities, events, etc., but Member States' ability to attract investment varies considerably. Many issues impact Maritime Silk Road countries' ability to attract tourism investment. They include political stability and consistency of economic policy, incentives for tourism and tax regimes, the availability and rise of development land, planning policies, construction costs, market demand and other complex factors. More and more governments are, however, recognising the potential of tourism to create wealth and jobs: Indonesia, for example, prioritized tourism for acceleration; and India is at present re-examining tourism's economic potential. The entire Belt and Road Initiative is driven by a philosophy of economic growth to benefit both China and participating countries.

Increased investment in cruise liners and cruise terminals

Modern cruise liners are very expensive investments and are affordable only for large corporations. Their fabrication involves ship yards, many of which are in Asia, that provide a major source of employment in the region. Japan, the Republic of Korea and China account for the ten largest shipbuilding companies in the world, and these countries are increasingly looking at expanding their activities.

Increased investment in heritage site management, conservation and restoration

Significant investments take place in heritage sites in some Maritime Silk Road countries, primarily China. The importance of responsible heritage site management is highlighted by UNESCO and endorsed by UNWTO. A strategic collaboration in order to address key tourism policy and management issues, such as necessary coordination between heritage management and tourism organizations, extending benefits to local communities, reducing tourism congestion and environmental impacts, increasing site financing, and enhancing the interpretation and communication of heritage values through tourism is needed. Investment can come not just from governments, but also from the business sector, which increasingly recognises the value of heritage attractions: examples include the Ayala Museum with its extensive ceramics collection⁷, and the Manila-Acapulco Galleon Museum in the Philippines, which tells the story of trans-Pacific trade in the 17th and 18th centuries⁸, or the Maritime Experimental Museum, in Sentosa, Singapore, which introduces Maritime Silk Road history in innovative ways. Public-private partnership is increasingly important for heritage conservation and presentation.

7 See Maritime Silk Road Stories 15, section 3.3.3.

8 See Maritime Silk Road Stories 8, section 1.5.3.

Increased indirect expenditure as a result of tourism

The tourism multiplier effect varies, but is generally quite substantial, both in developing economies, where the construction of tourism infrastructure is underway, as in more developed tourism economies, where multiple suppliers of goods and services depend on tourism. Examinations of tourism supply chains could be a very useful exercise.

Changes in property values

Tourism can be a strong driver of increased property values, as can be seen in many maritime heritage destinations in the region: examples include Penang in Malaysia, Xiamen in China and numerous other destinations. This can have positive and negative impacts. Many property owners will welcome increased value as a result of tourism, but it needs to be recognised that these increases can also cause problems for local host populations and lead to profound changes in demographics over time.

5.3.3 Social and cultural impacts

Chapter 2 outlines many lessons from history regarding the impacts of maritime trade on destinations, especially on ports and their hinterlands. The emergence of rich and prosperous multi-cultural destinations like Goa in India, the development of harbours and free ports in Singapore, and the development of areas where foreign trade was controlled like Canton (Guangzhou) in China, are good examples thereof.

Social and cultural impacts for tourism can initially be short term, for example, in terms of the arrival of large numbers of visitors in a cruise ship and their brief interactions with host communities. Over time, however, social and cultural impacts are likely to be significant as tourism brings new business opportunities, new investors and traders, new residents (short and long term) and rising property prices. Population profiles of Maritime Silk Road cities will inevitably change over time, as they have in the past. The choices will need to be made as to what to attempt to preserve, what to redevelop and what to build anew. The case studies in chapter 4 allude to some of these changes: in particular the examples of Aqaba (Jordan), Old Jakarta (Indonesia) and Thessalonikki (Greece) are elaborated, showing how history and governmental policies can effect change. Over time changes can be profound.

UNESCO's manual on managing tourism at World Heritage Sites⁹ highlighted that the social impact of tourism is an area requiring further research. Some studies find that residents are more likely to support tourism if they stand to benefit from it through employment or if they believe that the benefits outweigh the negative impacts. Studies have reported local concern over the impact of tourism development on property prices, access to recreation, traffic congestion, quality of life, salaries and higher prices. Other research shows little relationship between tourism development and indicators reflecting the quality of life.¹⁰

9 Pedersen, A. (2002), *Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers*, UNESCO World Heritage Centre, Paris.

10 Ibid.

In the context of the Maritime Silk Road, it is important to note that destinations and communities with a history of interacting with other cultures are often best able to incorporate new practices into their lives, safeguard their own cultures and have fewer difficulties with tourism. An example is the City of Penang in Malaysia that was able to absorb Malay, British, Chinese and international tourism influences, while retaining a vibrant and evolving cultural heritage of its own.

On the other hand, groups that had little contact with outsiders may have greater difficulty in adapting to outside influences. An extreme case was when Australian aborigines paid no attention to Captain Cook's ship *Endeavor* in 1770, finding it unclassifiable and too bizarre to contend with.¹¹ The case study of Old Jakarta in chapter 4 illustrates the importance of winning local support and overcoming resistance to tourism development by ensuring local benefit.

External influences can change cultures quickly. New patterns in cultural and social structures can emerge that may weaken interest in maritime cultural traditions. Changes may occur to coastal management patterns, such as traditional harvesting of shellfish or seaweeds, or traditional ways of fishing. With new employment opportunities, young people may no longer want or need to learn traditional skills. On the other hand, tourists' interest in local art, music and language may foster the retention of traditional skills. Annex 6 highlights cultural heritage of humanity related to Maritime Silk Road destinations.

5.3.4 Environmental impacts

Mega-infrastructure projects inevitably bring social and economic development on a significant scale. However, the environmental impacts of projects also need to be considered.¹² Annex 3 outlines some of the significant 21st Century Maritime Silk Road development projects currently underway.

China, as the driving force behind the 21st Century Maritime Silk Road, announced new policies towards an "ecological civilization". Various measures were introduced that aim to transform the Chinese environmental footprint, including:¹³

- Improving environmental regulations;
- Adopting new technologies;
- Transforming or phasing out polluting industries;
- Reducing emission levels per GDP; and
- Restoring degraded ecosystems.

11 Pedersen, A. (2002), *Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers*, UNESCO World Heritage Centre, Paris.

12 Tracy, E.; Shvarts, E.; Simonov, E. and Babenko, M. (2017), 'China's new Eurasian ambitions: the environmental risks of the Silk Road Economic Belt', *Eurasian Geography and Economics* (online), available at: www.tandfonline.com (14-01-18).

13 Xinhua News Agency (2015), 'Integrated Reform Plan for Promoting Ecological Progress', *Xinhua News* (online), available at: www.xinhuanet.com (14-01-2018).

Stanway, D. (2018), 'China to create new forests covering area size of Ireland', *Reuters* (online), available at: www.reuters.com (14-01-2018).

In line with this strategy, China reformed and updated its Environmental Protection Act and introduced logging bans in north-eastern provinces.¹⁴ A commitment to reducing the impacts of climate change was stressed by the Chinese President in late 2017, promising that China would take a “driving seat in international cooperation to respond to climate change.”¹⁵ Indeed, China has become the largest investor in renewable energy globally, spending about a billion USD a year on clean energy.¹⁶

Various environmental risks are associated with linear infrastructure projects.¹⁷ Some of the planned Belt and Road Initiative land corridors, which connect with 21st Century Maritime Silk Road ports, will involve the construction of railways, roads, power lines and pipelines across ecologically sensitive areas. Port expansion can also involve the destruction of fragile coral areas, already threatened by climate change. In order to guarantee that such projects do not lead to environmental degradation, it is important to ensure that environmental impact assessments (EIAs) are carried out in the early planning stages of infrastructural development.¹⁸ Many countries along the Maritime Silk Road do not have strong capacity in this area.

Cruise tourism can also have significant negative environmental impacts if not managed responsibly.¹⁹ UNWTO’s study on cruise tourism in Asia, *Sustainable Cruise Tourism Development Strategies – Tackling the Challenges in Itinerary Design in South-East Asia*,²⁰ suggests ways to mitigate negative impacts from cruise tourism. Amongst its many recommendations it advocates the following:

- Destination carrying capacity assessments;
- Staff training on environmental and cultural issues, including operational procedures and requirements to minimize environmental impact as well as workshops and training on story-telling and cultural references to engage and attract the tourists;
- Capacity building, training and facilitation of market access for local businesses.
- Measuring and tracking related indicators and setting related process- and outcome-based goals;
- Routine performance measurement, increasing transparency and leveraging the information to initiate dialogue with internal and external stakeholder groups;
- Benchmarking and sharing best practices, as sustainable tourism development deals largely with overcoming challenges, finding opportunities for improvement and changing behaviour through best practices and innovation;

14 Tracy, E.; Shvarts, E.; Simonov, E. and Babenko, M. (2017).

15 Friedman, L. (2017), ‘As U.S. Sheds Role as Climate Change Leader, Who Will Fill the Void?’, *New York Times*, 12-11-2017 (online), available at: www.nytimes.com (14-01-2018).

16 Beeler, C. (2017), ‘Is China really stepping up as the world’s new climate leader?’, *USA Today*, 09-11-2017 (online), available at: www.eu.usatoday.com (14-01-2018).

17 Laurance, S.; Stouffer, P. and Laurance, W. (2004), ‘Effects of Road Clearings on Movement Patterns of Understory Rainforest Birds in Central Amazonia’, *Conservation Biology* 18, No.4: 1,099–1,109, Wiley-Blackwell, Hoboken.

van der Ree, R.; Smith, D. and Grilo, C. (2015), *Handbook of Road Ecology*, WileyBlackwell, Oxon.

18 Tracy, E.; Shvarts, E.; Simonov, E. and Babenko, M. (2017).

19 Klein, R. (2009), ‘Getting a grip on cruise ship pollution’, *Friends of the Earth* (online), available at: www.cruisejunkie.com (01-11-2017).

20 World Tourism Organization (2016b).

- Knowledge sharing, collaboration and ongoing interaction with peers help brainstorming ideas, transferring knowledge and tools and learning about actions that worked (or did not work) in similar situations; and
- Green teams or sustainability working groups.²¹

In light of the governance challenges, the China Trust Fund, established in 2012, aims to support developing countries in addressing environmental issues and developing their economies in a sustainable manner.²² To date, 18 projects were successfully implemented with the United Nations Environment Programme (UN Environment). In December 2017, China signed a strategic cooperation agreement committing a further USD 6 million for Phase II (2016–2018). 81 countries are supported through this fund and projects are primarily focused on South-South cooperation among Asian and African countries. Projects include ecosystems and biodiversity, pollution, chemicals-related multilateral environmental agreements and the China-Africa Environmental Cooperation Centre.²³

Moreover, China launched the Belt and Road Green Development Partnership in September 2016 to reaffirm its intention to work with the international community to strive towards a “green, healthy, intelligent and peaceful” Belt and Road.²⁴

In 2017, the Partnership held a series of side-events at COP23²⁵ to discuss how to promote sustainable development under the Belt and Road Initiative, and how the Belt and Road could bring multilateral cooperation to achieve climate targets and the 2030 United Nations Sustainable Development Goals.²⁶

In September 2017, the Conference *BRIDGE for Cities* – the Belt and Road Initiative Developing Green Economies – was organized jointly by the United Nations Industrial Development Organization (UNIDO) and the Finance Centre for South-South Cooperation in Vienna, Austria. This was the second BRIDGE event to examine the challenges and opportunities of urban planning in the 21st century.

In conclusion, it is recognised that the 21st Century Maritime Silk Road will potentially have some negative environmental impacts that will need to be mitigated and managed. Tourism needs to be a force helping to ensure that environmental impacts (including the impacts of the tourism industry itself) are positively managed.

21 Ibid.

22 United Nations Environment Programme (n.d.), *China Trust Fund*, UNEP (online), available at: www.unenvironment.org (14-01-2018).

23 United Nations Environment Programme (2017), *China and UN Environment Strengthen Cooperation*, UNEP (online), available at: www.unenvironment.org (14-01-2017).

24 Xiulan, L. (2017), ‘Green Development under Belt and Road Initiative: Pushing Forward the Global Implementation of the Paris Agreement’, *Global Green Leadership Research Center* (online), available at: www.cop23.unfccc.int (14-01-2018).

25 COP23 is the informal name for the 23rd Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC). The UNFCCC was adopted in 1992 at the Rio Earth Summit, which marked the beginning of the international community’s first concerted effort to confront the problem of climate change.

26 China Global Green Leadership (2017), *Green Development under Belt and Road Initiative: Pushing Forward the Global Implementation of the Paris Agreement* (online), available at: www.chinagoinggreen.org (14-01-2018).

5.4 UNWTO's Silk Road Initiative

UNWTO's Silk Road Initiative is a collaborative platform of 34 Member States that develops sustainable and internationally competitive tourism along the ancient routes. It assists in the development of Maritime Silk Road tourism by working within following key areas:

- Research and tourism intelligence: researching the tourism potential, historical and contemporary links of Maritime Silk Road destinations;
- Destination management and capacity building: sharing best practices in maritime tourism, heritage tourism, cultural events, etc.; and
- Marketing: facilitating Member States to cooperate in joint marketing initiatives.

UNWTO should work with Member States to identify opportunities for Maritime Silk Road cooperation. This could be done through evaluating and exploring the results contained in this report.

Partnerships

A responsible approach to tourism development requires all parties to be aware of the concept of ownership. Input, contributions and engagement will be required from UNWTO and other UN agencies, participating Member States, Destination Management Organizations, NGOs, academic institutions and the business sector if the 21st Century Maritime Silk Road is to be successful in the future.

5.5 Conclusions

The integrated approach to development of the Belt and Road Initiative will facilitate tourism growth. Deepwater berth facilities will be available for increased cruise tourism. Business tourism will prosper based on increased trade. The rich maritime heritage of ancient harbours and trade routes could find a new purpose. New facilities will see growth in the MICE tourism sector, and sports tourism could become a new tourism theme in the region. While development zones will attract high investments, economic, social and environmental criteria will have to be respected and enforced in order to ensure tourism sustainability.





Annex 1

China's vision for maritime cooperation under the Belt and Road Initiative

On 20 June 2017, China released a document titled *Vision for Maritime Cooperation under the Belt and Road Initiative*, to synchronize development plans and promote joint actions among 21st Century Maritime Silk Road countries. The text below is the full text of the document.¹

In 2013, President Xi Jinping raised the initiative of jointly building the Silk Road Economic Belt and the 21st Century Maritime Silk Road (hereinafter referred to as the Belt and Road Initiative). In 2015, China issued The Vision and Actions on Jointly Building the Silk Road Economic Belt and the 21st Century Maritime Silk Road, which suggests promoting policy coordination, connectivity of infrastructure and facilities, unimpeded trade, financial integration and people-to-people bonds, adhering to the principle of achieving shared growth through discussion and collaboration in propelling the Belt and Road construction. This proposal has garnered widespread attention and support from the international community.

With a view to synchronizing development plans and promoting joint actions amongst countries along the Maritime Silk Road, setting up the all-dimensional, multi-tiered and broad-scoped Blue Partnership, jointly protecting and sustainably utilizing marine resources to achieve harmony between man and the ocean for common development and enhancement of marine welfare, the National Development and Reform Commission (NDRC) and the State Oceanic Administration (SOA) hereby issue The Vision for Maritime Cooperation under the Belt and Road Initiative (hereinafter referred to as the Vision) to build a peaceful and prosperous 21st Century Maritime Silk Road.

A1.1 Background

The oceans comprise the largest ecosystem on earth, contributing valuable assets for human survival and a common arena for sustainable development. As globalization and regional economic integration progress, oceans have become a foundation and bridge for market and technological cooperation and for information sharing. Developing the blue economy has become an international consensus, ushering in a new era of increased focus and dependence upon maritime cooperation and development. As the saying goes, "alone, we go faster; together, we go further". Conforming to the prevailing trend of development, openness and cooperation, strengthening maritime cooperation contributes to closer links between world economies, deeper mutually beneficial cooperation, and broader space for development. Enhancing maritime cooperation also enables various countries to jointly tackle challenges and crises, thus promoting regional peace and stability.

1 Xinhua (2017).

China advocates the Silk Road Spirit – “peace and cooperation, openness and inclusiveness, mutual learning and mutual benefit” – and exerts efforts to implement the United Nations 2030 Agenda for Sustainable Development in the field of coasts and oceans. China is willing to work closely with countries along the Road, engage in all-dimensional and broad-scoped maritime cooperation and build open and inclusive cooperation platforms, and establish a constructive and pragmatic Blue Partnership to forge a “blue engine” for sustainable development.

A1.2 Principles

Shelving differences and building consensus. We call for efforts to uphold the existing international ocean order, and to respect diversified concepts of ocean development in the countries along the Road. Concerns of all parties involved will be accommodated, differences bridged, common ground sought and consensus achieved.

Openness, cooperation and inclusive development: We advocate further opening up the market, improving the investment environment, eliminating trade barriers and facilitating trade and investment. Mutual political trust will be sought, inter-civilizational dialogue strengthened, and inclusive development and harmonious coexistence promoted.

Market-based operation and multi-stakeholder participation: We abide by market rules and international norms, giving play to the primary role of enterprises. We encourage the creation of stakeholder partnerships and promote the broad participation of governments, international organizations, civil society, and industrial and commercial sectors in ocean cooperation.

Joint development and benefits sharing: We respect the will of the countries along the Road, take into account the interests of all parties and give play to the comparative strengths of each. We will plan together, develop together and share the fruits of cooperation. Together, we will help developing countries eradicate poverty and foster a community of shared interests.

A1.3 Framework

Leveraging the ocean as the basis for enhancing common welfare, with the theme of sharing a blue space and developing the blue economy, China encourages countries along the Road to align their strategies, further all-around and pragmatic cooperation, and to jointly build unobstructed, safe and efficient maritime transport channels. Together we will build platforms for maritime cooperation and develop the Blue Partnership, pursuing a path of harmony between man and the ocean, characterized by green development, ocean-based prosperity, maritime security, innovative growth and collaborative governance.

In line with the priorities of the 21st Century Maritime Silk Road, China will deepen ocean cooperation by fostering closer ties with countries along the Road, supported by the coastal economic belt in China. Ocean cooperation will focus on building the China-Indian Ocean-Africa-Mediterranean Sea Blue Economic Passage, by linking the China-Indochina Peninsula Economic Corridor, running westward from the South China Sea to the Indian Ocean, and connecting the China-Pakistan Economic Corridor (CPEC) and the Bangladesh-China-India-Myanmar Economic Corridor (BCIM-EC). Efforts will also be made to jointly build the blue economic passage of China

– Oceania – South Pacific, travelling southward from the South China Sea into the Pacific Ocean. Another blue economic passage is also envisioned leading up to Europe via the Arctic Ocean.

A1.4 Cooperation priorities

Based on priorities to build a mutually-beneficial Blue Partnership, efforts will be made to innovate our approaches for cooperation, set up new cooperative platforms, jointly develop action plans, and implement demonstrative and inspiring cooperative projects. Together, we will embark on a path of green development, ocean-based prosperity, maritime security, innovative growth and collaborative governance.

A1.4.1 Green development

Ensuring the health of the ocean contributes to improving human well-being for present and future generations. China proposes that countries along the Road jointly undertake marine ecological conservation and provide high quality marine ecological services, thus safeguarding global marine ecological security.

Safeguarding marine ecosystem health and biodiversity: Pragmatic cooperation will be strengthened to protect and restore the marine ecosystems and to conserve rare and endangered species. Mechanisms for long-term cooperation will be promoted and cross-border marine ecological corridors built. Efforts will be undertaken to jointly monitor, evaluate, preserve and restore the health of mangroves, sea-grass beds, coral reefs, island ecosystems and coastal wetlands. International forums on coastal wetlands will also be held.

Promoting the protection of regional marine environment: Cooperation will be enhanced in addressing marine pollution, marine litter and ocean acidification, and in red tide monitoring and pollution emergency responses: Mechanisms will be set up for cooperation in relevant areas, collaborative assessments of the marine environment carried out, and status reports of the marine environment jointly issued. A China-ASEAN cooperation mechanism for marine environmental protection will be established, and cooperation implemented under the framework of the China-ASEAN Environment Cooperation Strategy and Action Plan. Countries along the Road are encouraged to jointly launch and implement the Plan of Green Silk Road Envoys.

Strengthening cooperation in addressing climate change: Demonstration projects for recycling and low carbon development in maritime sectors will be encouraged. China is willing to support small island states in adapting to climate change, and to provide technical assistance in response to marine disasters, sea level rise, coastal erosion and marine ecosystem deterioration. Support will also be provided to the countries along the Road in conducting island and coastal surveys and assessments.

Strengthening international blue carbon cooperation: China proposes the 21st Century Maritime Silk Road Blue Carbon Program to monitor coastal and ocean blue carbon ecosystems, develop technical standards and promote research on carbon sinks, launch the 21st Century Maritime Silk Road Blue Carbon Report, and to establish an international Blue Carbon forum and cooperation mechanism.

A1.4.2 Ocean-based prosperity

Promoting development and eradicating poverty are the common aspirations of the people along the Road. Countries along the Road are encouraged to give full play to their comparative advantages in sustainably utilizing marine resources, enhancing interconnectivity and promoting the blue economy for a shared future.

Enhancing cooperation on marine resource utilization: China is willing to work with countries along the Road to jointly survey and develop inventories and banks for marine resources. China is prepared to provide technical assistance to countries along the Road in drafting plans for sustainably utilizing marine resources. Enterprises are encouraged to participate in marine resource utilization in a responsible way. Participation is also encouraged in the surveys and assessments of marine resources organized by the international organizations.

Upgrading marine industry cooperation: China will join in efforts by countries along the Road in establishing industrial parks for maritime sectors and economic and trade cooperation zones, and promote the participation of Chinese enterprises in such endeavours. Demonstration projects for developing the blue economy will be implemented, and developing countries along the Road will be supported in mariculture to improve livelihoods and alleviate poverty. China will also work with countries along the Road in developing marine tourism routes and high-quality tourism products, and in setting up mechanisms for tourism information sharing.

Promoting maritime connectivity: efforts are needed to strengthen international maritime cooperation, improve shipping service networks among countries along the Road, and to jointly establish international and regional shipping centres. Countries along the Road are encouraged to enhance cooperation through pairing sister ports and forging port alliances. Chinese enterprises will be guided to participate in the construction and operation of ports. Projects for the planning and construction of submarine cables will be jointly advanced to improve connectivity in international communications.

Facilitating maritime transport: exchanges and coordination with relevant countries are encouraged in this area. Closer cooperation will be carried out to improve the market environment for international transportation and to facilitate maritime transportation. China is willing to enhance customs cooperation with countries along the Road, and to promote information exchange, mutual recognition of customs regulations, and mutual assistance in law enforcement.

Strengthening the connectivity of information infrastructure and networks: information networks will be improved in countries along the Road. This will be done by jointly building a system with a broad coverage for information transmission, processing, management and application, a system for information standards and specifications, and a network security system, thus providing public platforms for information sharing.

Participating in Arctic affairs: China is willing to work with all parties in conducting scientific surveys of navigational routes, setting up land-based monitoring stations, carrying out research on climatic and environmental changes in the Arctic, and providing navigational forecasting services. China supports efforts by countries bordering the Arctic in improving marine transportation conditions, and encourages Chinese enterprises to take part in the commercial use of the Arctic route. China is willing to carry out surveys on potential resources in the Arctic region in collaboration with relevant

countries, and to strengthen cooperation in clean energy with Arctic countries. Chinese enterprises are encouraged to join in sustainable exploration of Arctic resources in a responsible way. China will actively participate in the events organized by Arctic-related international organizations.

A1.4.3 Maritime security

Maritime security is a key assurance for developing the blue economy. Efforts will be made to promote the concept of common maritime security for mutual benefits. Cooperation in maritime public services, marine management, maritime search and rescue, marine disaster prevention and mitigation and maritime law enforcement will be strengthened in order to enhance capacities for minimizing risks and safeguarding maritime security.

Strengthening cooperation in maritime public services: China proposes an initiative for jointly developing and sharing maritime public services along the Road, encouraging countries to jointly build ocean observation and monitoring networks, sharing the results of marine environmental surveys, and providing assistance to developing countries in this area. China is willing to strengthen cooperation in the application of the BeiDou Navigation Satellite System and remote sensing satellite system to provide satellite positioning and information services.

Cooperation on maritime navigation security: China will shoulder its due international obligations, participate in bilateral and multilateral maritime navigation security and crisis-control mechanisms, and work with all parties to combat non-traditional security issues such as crimes on the sea.

Conducting joint maritime search and rescue missions: Under the framework of international conventions, China will honour international obligations, and strengthen information exchange and collaboration in search and rescue missions with countries along the Road. Countries are encouraged to expand cooperation in exchange visits, information sharing, personnel training and joint drills in order to enhance capacities in dealing with emergencies at sea including major disasters and security threats to tourists.

Jointly enhancing capabilities to prevent and mitigate marine disasters: We propose jointly setting up marine disaster warning systems in the South China Sea, the Bengal Sea, the Red Sea and the Gulf of Aden, and suggest jointly developing marine disaster warning products for transportation, escort, disaster prevention and mitigation. The Intergovernmental Oceanographic Commission (IOC) South China Sea Tsunami Advisory Center (SCSTAC) will play an active role in providing services to neighbouring countries. Efforts will be made to work with countries along the Road to build cooperative mechanisms, set up training centres, conduct joint research and applications in marine disaster prevention and catastrophe response, and to provide technical assistance for countries along the Road.

Strengthening cooperation in maritime law enforcement: Dialogue with countries along the Road will be intensified and differences managed. Maritime law enforcement will be boosted under bilateral and multilateral frameworks. Cooperative mechanisms for joint maritime law enforcement, fishery law enforcement, and anti-terrorism and anti-violence on the sea will be developed and improved. Liaison networks for maritime law enforcement will be established and emergency plans developed through collective efforts. Exchanges and cooperation among the maritime law enforcement agencies of countries along the Road will be promoted, and necessary assistance provided for training.

A1.4.4 Innovative growth

Innovation is one of the main drivers for the sustainable development of ocean-based economies. Efforts will be undertaken to improve cooperation in the fields of marine scientific research, education and training, and cultural communications, in order to enhance understanding of the ocean, facilitate the application of scientific and technological innovations, and to garner public support for intensifying ocean cooperation.

Furthering cooperation in marine scientific research and technological development: Together with countries along the Road, China will launch a Marine Science and Technology Cooperation Partnership Initiative, jointly survey and research the key waters and passages along the Road, forecast anomalies and assess impacts by researching the interactions between monsoons and the ocean, and by conducting geoscience surveys of the continental margin of the Indian Ocean. Further efforts will be undertaken to intensify cooperation in the fields of marine survey, observation technologies, renewable energy, seawater desalination, marine bio-pharmacy, seafood technology, drones and unmanned vessels. Cooperation in mutual recognition of marine technological standards and technology transfer will also be boosted. Scientific research institutions are encouraged to develop partnerships with enterprises in establishing oversea bases for the demonstration and promotion of marine technology.

Building platforms for marine technology cooperation: Together with countries along the Road, China will build platforms for the sharing of marine research infrastructure, data and technical resources, and marine technological cooperation parks. Efforts will be undertaken to facilitate the development of the Asia-Pacific Economic Cooperation (APEC) Marine Sustainable Development Center, the East Asia Marine Cooperation Platform, the China-ASEAN Marine Cooperation Center, the China-ASEAN College of Marine Sciences, the China- Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) Sustainable Coastal Management Cooperation Center, the China-Malaysia Joint Marine Research Center, the China-Indonesia Center for Ocean and Climate, the China-Thailand Joint Laboratory for Climate and Marine Ecosystem, the China-Pakistan Joint Marine Scientific Research Center, and the China-Israel Seawater Desalination Joint Research Center, so as to improve our capacity to achieve innovation in marine technology.

Jointly building smart ocean application platforms: Marine data and information sharing among different countries will be heightened and cooperative mechanisms and networks set up among marine databases. Countries are encouraged to work together on marine data re-analysis and application, to build the Center for Marine Meteorological and Oceanographic Climate Data, and jointly develop marine big data and cloud platform technologies so as to launch public information sharing platforms serving socio-economic development.

Conducting marine education and cultural exchange: The Marine Scholarship Program will enjoy continued funding from China, and more individuals from the countries along the Road will come to China for research and training. Efforts will be undertaken to implement marine knowledge and cultural exchange and integration programs. Coastal cities in China are encouraged to launch sister city partnerships with counterparts in the countries along the Road. Efforts will be undertaken to enhance exchange and cooperation with non-profit marine organizations and science education organizations. The Matsu folk culture will be promoted and the world Matsu marine culture center set up. Cooperation in marine cultural heritage protection and underwater archaeology and excavation will be promoted. The Ocean Culture Year and the Ocean Arts Festival will be held

in countries along the Road to celebrate the Maritime Silk Road's spirit of friendly cooperation throughout the ages.

Joint promotion of ocean related culture. Media cooperation will be enhanced via cross border interviews and other efforts, in order to develop a media "circle of friends". We will collaborate on maritime art creation to present the local customs and lifestyles of countries along the Road, thus laying a solid foundation of public support.

A1.4.5 Collaborative governance

The Blue Partnership is an effective way for promoting ocean cooperation. Efforts will be undertaken to promote policy coordination, deepen common understanding, enhance mutual political trust, build bilateral and multilateral cooperative mechanisms and to jointly participate in ocean governance, in order to provide the institutional framework for ocean cooperation.

Developing high-level dialogue mechanisms for marine affairs: China will work with countries along the Road to set up coordination and dialogue mechanisms at different levels and through multiple channels to formulate instruments for inter-governmental and inter-departmental cooperative, including action plans and roadmaps, and to promote major cooperative programs. Joint efforts will be undertaken towards developing high-level dialogue mechanisms among countries along the Road with the mission of implementing action plans and addressing major issues. The China-Small Island States Ocean-related Ministerial Round Table Meeting and the China-South Europe Marine Cooperation Forum will be held as planned.

Developing mechanisms for cooperation in blue economy: The Global Blue Economy Partnership Forum will be launched to promote new concepts and best practices of the blue economy, and to boost marine industrial integration and capacity cooperation. Efforts will also be undertaken to jointly develop international blue economy classification standards, and to release reports on blue economy development. Ocean-related public finance products will be explored to support the development of the blue economy.

Jointly conducting marine spatial planning and application: Cross-border marine spatial planning for blue growth will be promoted; common principles and technical standards implemented, and best practices and evaluation methods shared. China is willing to provide technical assistance in marine spatial planning for countries along the Road, and to jointly build an international forum on marine spatial planning.

Strengthening cooperation through multilateral mechanisms: The Chinese government supports the development of mechanisms for ocean cooperation and the formulation of policies and rules under APEC, the East Asia Leaders' Meetings, the China-Africa Cooperation Forum and the China-Pacific Island Countries Economic Development and Cooperation Forum. China will boost cooperation with multilateral cooperative organizations and support the IOC of UNESCO (IOC/UNESCO), PEMSEA, the Indian Ocean Rim Association, and the International Ocean Institute in jointly organizing and promoting major programs and projects.

Enhancing cooperation among think tanks: Dialogue and exchange among the think-tanks of the countries along the Road will be encouraged, joint research on the alignment of strategies and

policies undertaken and major initiatives launched, in order to provide intellectual support for the 21st Century Maritime Silk Road. China supports domestic think-tanks in developing strategic partnerships with counterparts along the Road and relevant international organizations in efforts to set up a 21st Century Maritime Silk Road think-tank alliance.

Strengthening cooperation among non-governmental organizations: Ocean-related public services, academic workshops, cultural exchanges, technological cooperation and knowledge dissemination are encouraged among NGOs along the Road as a complement to intergovernmental efforts, in order to enhance global ocean governance.

A1.5 China in action

Since the implementation of the Belt and Road Initiative three years ago, the Chinese government actively sought ocean cooperation with countries along the Road and has achieved steady progress.

High-level guidance and facilitation: With the leaders of relevant states bearing witness, China has signed intergovernmental agreements, memorandums of understanding and joint statements for ocean cooperation with countries such as Thailand, Malaysia, Cambodia, India, Pakistan, the Maldives and South Africa. We have made efforts in synching strategies and building extensive partnerships with countries along the Road.

Boosting the role of cooperation platforms: Under mechanisms such as APEC, the East Asian Leaders' Meetings, and the China-ASEAN Cooperation Framework, we have launched consultations on maritime affairs and established dialogue and cooperation platforms including the Blue Economy Forum, the Seminar on Marine Environmental Protection, the Ocean Cooperation Forum, the China-ASEAN Marine Cooperation Center, and the East Asian Ocean Cooperation Platform. A series of Maritime Silk Road related activities, including the 21st Century Maritime Silk Road Expo, the Maritime Silk Road International Art Festival and the Global Matsu Maritime Culture Forum, were held in succession, thereby promoting understanding, building consensus and enhancing ocean cooperation.

Increasing financial investment: The Chinese government has mobilized domestic resources and set up the China-ASEAN Maritime Cooperation Fund and the China-Indonesia Maritime Cooperation Fund. We have also implemented The Framework Plan for International Cooperation for the South China Sea and its Adjacent Oceans. Meanwhile, the Asian Infrastructure Investment Bank and the Silk Road Fund have provided capital support for major ocean cooperation programs.

China's regions are promoting opening-up. In the spirit of enhancing pragmatic cooperation with countries along the Road, the Chinese government has encouraged economic zones such as the Bohai Rim, the Yangtze River Delta, the west coast of the Taiwan Straits, the Pearl River Delta and coastal port cities, to leverage local advantages and further open up. The Chinese government has supported the Fujian province in becoming a core area of the 21st Century Maritime Silk Road, and promoted the development of the Zhejiang Marine Economy Development Demonstration Zone, the Fujian Marine Economic Pilot Zone and the Zhoushan Archipelago New Area. Efforts were also made to promote Hainan province as an international tourism island, and to establish

demonstration zones for marine economic development and demonstration cities for ocean-based innovative growth.

Progress was achieved in implementing a series of programs and projects, including the Malaysia Malacca Seaside Industrial Park, the Pakistan Gwadar Port, the port+industrial park+city mode of integrated development of the Kyaukpyu port in Myanmar, the Colombo Port City and the Phase II Hambantota Port Project in Sri Lanka, the railway linking Ethiopia and Djibouti, the railway between Mombasa and Nairobi in Kenya, and the Piraeus port in Greece. China is collaborating with the Netherlands in developing offshore wind power generation and with Indonesia, Kazakhstan and Iran in implementing seawater desalination projects. The connectivity of submarine communication was remarkably enhanced and the Asia-Pacific Gateway (APG) submarine optical fiber cable is officially up and running. The industrial parks in China's Qinzhou and Malaysia's Kuantan, the Sihanoukville Special Economic Zone in Cambodia and the Suez Economic and Trade Cooperative Zone in Egypt, are currently under construction, and have achieved remarkable progress.

Looking ahead, the Chinese government will work in good faith and with the utmost sincerity to promote ocean cooperation with countries along the Road. We look forward to creating opportunities, meeting challenges, and seeking common development. Let us cherish our ocean, work together to protect our blue home, and collectively draw up the blueprint for the 21st Century Maritime Silk Road.



Annex 2

Belt and Road Sports Tourism Development Action Plan

In June 2017, China published the *Belt and Road Sports Tourism Development Action Plan 2017–2020*.¹ This implementation document aims to accelerate the development of sports and tourism in Belt and Road countries:

“[...] aims to foster the sports tourism market, while building tourism brands in three years through the development of a number of premium sports tourism events, sports and leisure projects with particular characteristics, sports tourism enterprises with a competitive edge famous sports tourism destinations”.²

An overview of the objectives is provided below in summarised form.³

Action 1: Increase publicity for sports tourism:

- Design of overall Belt and Road Initiative sports tourism branding and promotional material;
- Carry out classic and digital public relations;
- Develop sports tourism products and a Belt and Road Initiative sports tourism map; and
- Attend and host various international sports and tourism exhibitions to increase awareness of Belt and Road Initiative sports tourism.

Action 2: Foster key sports tourism projects:

- Nurture national and regional sports (including snow sports, motorsports, marathons, cycling, water sports, outdoor challenges, air sports, off-road and rock climbing) and encourage innovative sports events – annual events, monthly highlights, etc.;
- Promote unique national sports tourism activities such as tai chi, martial arts, dragon dance, lion dance, dragon boat, archery, wrestling, equestrian, etc.; and
- Develop the capacity of various national sports industry members and the private sector to enhance efforts to develop sports tourism.

Action 3: The Construction of sports tourism facilities:

- Invest in major tourism projects in the sports and tourism sectors and provide policy support for key projects;
- Encourage and support regional sports tourism investment and financing;
- Establish a sports tourism industry fund; and

1 General Administration of Sport of China (2017), *Notice of the National Tourism Administration of the State Sports General Administration on Printing and Distributing the “Action Plan for the Development of Sports Tourism”* (online), available at: www.sport.gov.cn (21-10- 2017).

2 Hong Kong Trade Development Council (2017), ‘Summary’, *Belt and Road Sports Tourism Development Action Plan 2017-2020*, HKTDC (online), available at: www.beltandroad.hktdc.com (21-10-17).

3 General Administration of Sport of China (2017).

- Carry out unified planning of Belt and Road Initiative tourism and support the construction of associated tourism facilities; including tourist information centres, tourist toilets, car parks and other tourist public service facilities. Promote standards of climbing trails, leisure greenways, cycle track, water sports boat terminals, gaming venues, motorsports camps, aviation flight camps, outdoor sports parks and other sports tourism facilities.

Action 4: Promote the manufacture of sports tourism equipment:

- Creation of a sports tourism equipment development directory, in order to cultivate a number of sports tourism equipment manufacturing bases;
- Support qualified enterprises through the development of industrial parks;
- Strengthen product innovation, research and development;
- Encourage the organization of regional sports tourism equipment trade exhibitions and improve the influence of China at International Sporting Goods Fairs; and
- Establish a sports tourism equipment area in the International Tourism Commodities Fair.

Action 5: Promote best practices in sports tourism:

- Establish standardisation in sports tourism construction and best practice examples in the implementation of sports tourism standards; and
- Give formal recognition to a number of high quality sports travel agencies, sports clubs and other organizations, entrepreneurs, managers, attendants, coaches, researchers and sports tourism workers.

Action 6: Development of sports tourism destinations:

- Focus on the development of sports tourism cities and hubs, through policy support, event support, publicity; etc.; and
- Pilot provincial tourism resorts, to develop special policies to promote sports tourism development in similar areas.

Action 7: Establishment of sports tourism cooperation platforms:

- Establish leading institutions to strengthen management coordination, public opinion and policy development of Belt and Road Initiative sports tourism;
- Establish various mechanisms of cooperation between various national tourism authorities and between various cities; and
- Establish community organizations such as travel agencies, sports clubs, sports venues, etc. throughout Belt and Road countries to promote the initiative.

Action 8: Strengthen intellectual support for sports tourism:

- Encourage sports colleges, universities and sports institutions to develop sports tourism professionals; sports tourism research hubs; support the formation of an interdisciplinary, professional national sports tourism think tank, encourage an international pool of Belt and Road Initiative sports tourism experts; all levels of sports and tourism departments will carry out strategic and basic research, sports tourism business training; and
- Development of sports tourism statistics system, in order to establish the size of sports tourism market; relevant research areas, data research; and to publish annual sports tourism development reports.⁴

4 General Administration of Sport of China (2017).

Annex 3

Indicative 21st Century Maritime Silk Road: projects by country

A3.1 Bangladesh

In October 2016, China and Bangladesh signed a number of cooperation agreements across a broad range of themes, including production capacity cooperation, information and telecommunication, energy and power, maritime affairs, disaster prevention and alleviation, and climate change.¹ Bangladesh features in one of the Belt and Road Initiative's overland corridors (the Bangladesh-China-India-Myanmar Economic Corridor), which links Kolkata (India) with Kunming (China) via Mandalay (Myanmar) and Dhaka (Bangladesh). As part of this corridor, China pledged to finance multi-billion infrastructure projects within the country.²

In terms of ports, the Chinese state-owned enterprise CHEC now holds majority stakes at Payra Port³, and is constructing a container terminal at New Mooring in Chittagong. It was also awarded a contract to build a deep-sea port at Sonadia Island.⁴

A3.2 Brunei

In 2017, China and Brunei agreed to boost closer cooperation in areas including infrastructure, energy, agriculture, fishery, and the digital economy.⁵ Earlier, in 2014, the two countries signed an agreement to establish the Brunei-Guangxi Economic Corridor that aims to further stimulate bilateral trade. The project includes the Nanning-Brunei agricultural park, the Yulin-Brunei Chinese medicine park, rice farming, aquaculture and the management of the Muara Port development.⁶ China's largest private chemical fibre supplier also recently announced a joint venture to build an integrated oil refinery in Brunei, with the total investment ascending to USD 3.4 billion.⁷

1 Ministry of Foreign Affairs of the People's Republic of China (2016), *Xi Jinping Holds Talks with Prime Minister Sheikh Hasina of Bangladesh Both Sides Agree to Upgrade China-Bangladesh Relations to Strategic Partnership of Cooperation and Continuously Move Forward Bilateral Relationship at Higher Levels* (online), available at: <http://www.fmprc.gov.cn> (02-09-2017).

2 Hong Kong Trade Development Council Research (2017b), *Market Profile: Bangladesh*, HKTDC (online), available at: www.china-trade-research.hktdc.com (02-10-2017).

3 Singh, A. (2017), 'China Challenges India's Leadership in Indian Ocean', *The Maritime Executive* (online), available at: www.maritime-executive.com (12-10-2017).

4 van der Putten, F.P. and Meijnders, M. (2015).

5 Xinhua News Agency (2017b), 'China, Brunei to boost ties', *Xinhua News* (online), available at: www.news.xinhuanet.com (10-10-2017).

6 Kasim, L. (2016), 'Brunei-Guangxi Economic Corridor supports Vision 2035', *The Jakarta Post* (online), available at: www.thejakartapost.com (10-10-2017).

7 Xinhua Finance Agency (2017), 'Chinese petrochemical company announces investment to Brunei' (online), available at: www.en.xfafinance.com (10-10-2017).

A3.3 Cambodia

There are significant Chinese investments happening in Cambodia, especially within Sihanoukville's Special Economic Zone.⁸ China became Cambodia's largest source of Foreign Direct Investment, and in 2014 pledged USD 500–700 million per year in official development assistance.⁹ China currently supports the country with basic and urgently needed infrastructure like roads and bridges.¹⁰

A3.4 China

The main ports of the 21st Century Maritime Silk Road include Shanghai, Tianjin, Ningbo, Zhoushan, Guangzhou, Shenzhen, Xiamen, Quanzhou, Haikou and Sanya.¹¹ With China as the focal point of the Belt and Road Initiative, many activities are ongoing and further developments are likely to be announced. By 2020, China's highway network will increase from 74,000 km to 139,000 km, the railway network from 91,000 km to 120,000 km, and the number of airports from 175 to 240.¹²

Port facilities in China are grouped into five regions based on their geographical location:

- Bohai Rim Region (main ports: Dalian Tianjin and Qingdao);
- Yangtze River Delta Group (main ports: Shanghai and Ningbo);
- South-East Region, Pearl River Delta Group (main ports: Shenzhen, Guangzhou and Xiamen); and
- South West Region.

As to specific provinces, Fujian and Guangdong Provinces are core areas of the 21st Century Maritime Silk Road.¹³ The Chinese Government has launched various programmes to support the growth in these and other coastal provinces. There is a commitment towards cooperation in the areas of maritime infrastructure, aviation and airport construction, and the active expansion of tourism routes across the region.¹⁴

The Zhejiang Marine Economy Development Demonstration Zone, the Fujian Marine Economic Pilot Zone and the Zhoushan Archipelago New Area are development highlights.¹⁵ Marine economic development and cities for ocean-based innovative growth are also promoted by the Government.¹⁶ Hainan province has also been named as an international tourism island that is to prosper due to its connection to Maritime Silk Road projects.

8 Lim, A.H-C. (2015).

9 Ibid.

10 Ibid.

11 National Development and Reform Commission (2015).

12 Cram, C. (2017), 'The UK ignores China's trillion-dollar Belt and Road plan at its peril', *The Guardian* (online), available at: www.theguardian.com (13-10-2017).

13 Xinhua (2017).

14 Su, Q (2017), *Fujian Provincial Commission for Tourism Development*, interview with the author (25-08-2017).

15 Xinhua (2017).

16 Ibid.

A3.5 India

China is India's largest trading partner, with over USD 70 billion worth of goods passing between the two countries every year.¹⁷ Chinese state-owned firms have expressed interest in investing in Indian ports (e.g., CHEC's tender bid for the dredging of Ennore port near Chennai on the eastern coast).¹⁸ However, no significant Chinese engagement has resulted to date.

India's vision is primarily focussed on increasing connectivity within the country. As to external investments, it is engaged in the development of the Chabahar Port in Iran. The Indian Prime Minister's current "Act East" policy aims to strengthen links between India and ASEAN nations, giving India's landlocked north-eastern region better access to the sub-continent's southern ports, while establishing new land corridors capable of connecting India to Thailand through Myanmar.¹⁹

In addition, the Bangladesh-China-India-Myanmar Economic Corridor, which was jointly proposed by China and India in 2013, is expected to enhance the trade and investment rates of all countries involved, in particular the north-eastern Indian provinces.²⁰

A3.6 Indonesia

Under the framework of the Belt and Road Initiative, Chinese enterprises participate in various Indonesian infrastructural projects. Work is underway on the first phase of the Jakarta-Bandung High-Speed Railway Link. This Sino-Indonesian joint venture will develop a 142 km high-speed railway between the two cities.²¹ Indonesia is seen as a strategic partner along the 21st Century Maritime Silk Road. China CAMC Engineering Company is investing in the redevelopment of Batam Island, an Indonesian free trade zone.²² Indonesia also seeks Chinese investment in their maritime and air transportation network, including 24 ports and 15 airports, as well as assistance in the development of 18 special economic zones.²³ Progress to date, however, has been slow.²⁴

17 Shepard, W. (2017b), 'How India Got Wrapped Up In China's Belt And Road Initiative, Despite Opposing It', *Forbes* (online), available at: www.forbes.com (13-10-2017).

18 Manoj, P. (2016), 'China tests Indian waters to take up maritime contracts', *Live Mint* (online), available at: www.livemint.com (14-10-2017).

19 Center for Strategic and International Studies (2017b).

20 Hong Kong Trade Development Council Research (2017e), *Market Profile: India*, HKTDC (online), available at: www.emerging-markets-research.hktdc.com (02-10-2017).

21 Balcita, M. (2017), 'Has BRI-backed Rapid Rail-Link Broken Indonesia's Investment Logjam?', *HKTDC Research* (online), available at: www.economists-pick-research.hktdc.com (10-10-2017).

22 Hong Kong Trade Development Council Research (2017f), *Market Profile: Indonesia*, HKTDC (online), available at: www.emerging-markets-research.hktdc.com (10-10-2017).

23 Lim, A.H-C. (2015).

24 Bland, B. (2017), 'Chinese investors hesitate over Indonesia investment', *Financial Times*, 15-06-2017 (online), available at: www.ft.com (10-10-2017).

A3.7 Iran

Under the Belt and Road Initiative, Iran is part of the China-Central Asia-West Asia Economic Corridor, which is expected to greatly enhance Iran's trade with the East. Following a Chinese state visit to Iran in January 2016, the two countries agreed to increase bilateral trade to USD 600 billion, which would constitute a ten-fold increase over the next ten years.²⁵ The countries agreed to expand cooperation in a number of sectors, including communication, transportation, railways, ports, energy, trade and services. The countries also agreed to deepen co-operation in economic areas, such as banking, finance, mining, communications, aerospace, manufacturing, express railway systems, agriculture, water conservation, food security, sea water desalination, and the peaceful use of nuclear and renewable energy.²⁶ In February 2016, the first cargo train directly linking Shanghai with Tehran arrived after completing a journey of 14 days (as opposed to 45 days travel by sea).²⁷ The Iranian port of Chabahar has also received significant investments from Japan and India.²⁸

A3.8 Japan

Aside from the Belt and Road initiative, Japan also actively invests in infrastructure projects across the region. Examples include natural gas purification and chemical plants in Turkmenistan, a fertilizer factory in Uzbekistan, railway projects in the Philippines, India and Kazakhstan, a deep sea port in Bangladesh, and various special economic zones in Cambodia.²⁹ Through its Partnership for Quality Infrastructure (2015) and the Expanded Partnership for Quality Infrastructure (2016), Japan has boosted its external investment activities. Consistent with ASEAN's Master Plan on ASEAN Connectivity 2025, Japan is backing a number of new land and maritime corridors aimed at increasing connectivity between the Bay of Bengal and the Sea of Japan.³⁰

In advance of the 2020 Olympic Games to be held in Japan, the Japanese Government has allocated additional state budget funds to expand and improve the ports of Yokohama, Yashiro, Okinawa, Shimizu, located on the main island of Honshu, and Sasebo, on the island of Kyushu.

Additional to improved passenger terminals and infrastructure, major shopping malls, specifically tailored to the Chinese market, are being developed. As an indication of the scale of Chinese demand for cruise travel to Japan, 17,000 Chinese tourists travelling on five cruise liners arrived

25 Hong Kong Trade Development Council Research (2017g), *Market Profile: Iran*, HKTDC (online), available at: www.china-trade-research.hktdc.com (02-10-2017).

26 Hong Kong Trade Development Council Research (2017a), *Joint Statement on the Establishment of a Comprehensive Strategic Partnership Between China and Iran*, HKTDC (online), available at: www.china-trade-research.hktdc.com (02-10-2017).

27 Ward, N.; Davies, D. and Ivory, I. (2016), 'Updates from the New Silk Road', *BLP Law* (online), available at: www.blplaw.com (02-10-2017).

28 Trickett, N. and Thomas, O. (2017), 'China, Russia, Iran: Ports and Power along the Belt and Road', *The Diplomat* (online), available at: www.thediplomat.com (02-10-2017).

29 Shepard, W. (2017c).

30 Center for Strategic and International Studies (2017b).

at Japanese ports in one single day.³¹ Overall, and despite possible frictions, Japan and China's infrastructure development endeavours will inevitably complement one another and achieve a more integrated Eurasia with multiple route options.³²

A3.9 Malaysia

Chinese firms are well established in Malaysia. In addition to the development of various economic zones and industrial parks, a Chinese firm supplied the Malaysian Railway with 38 trains in 2010. China's Guangxi Beibu Gulf International Port Group has a 40% stake in the Kuantan port, which is currently being expanded and upgraded.³³ The two governments also announced various memorandums and activities concerning the Belt and Road Initiative, the most prominent of which is the 700 km East Coast Rail Line (ECRL). This USD 13 billion railway project will link Malaysia's east and west coast,³⁴ from the Klang Valley to the east coast states of Pahang, Terengganu and Kelantan.

A3.10 Maldives

With the aim of deepening bilateral trade, investment and tourism cooperation, the China-Maldives Joint Committee on Trade and Economic Cooperation held its first meeting in 2014. Following negotiations on a free trade agreement in 2017, Chinese airlines were invited to operate in the Maldives. The Government expanded the Velana International Airport with Chinese loans and infrastructural assistance. The Maldives is hopeful that at least one million Chinese tourists will visit the Maldives within the next five years.³⁵ China has also expressed interest in investing in the port at Gaadhoo Island.³⁶

³¹ Ibid.

³² Shepard, W. (2017a).

³³ Lim, A. H-C. (2015), 'China's Belt and Road and South East Asia: Challenges and Prospects', *Jati Journal of Southeast Asian Studies*, vol. 20, available at: www.ejournal.um.edu.my (02-10-2017).

³⁴ Hong Kong Trade Development Council Research (2017c), *Market Profile: Malaysia*, HKTDC (online), available at: www.emerging-markets-research.hktdc.com (02-10-2017).

³⁵ Hong Kong Trade Development Council Research (2017d), *Market Profile: Maldives*, HKTDC (online), available at: www.china-trade-research.hktdc.com (13-10-2017).

³⁶ Parashar, S. (2016), 'China may build port in southern Maldives', *Times of India* (online), available at: www.timesofindia.indiatimes.com (14-10-2017).

A3.11 Myanmar

Myanmar, which links southern China with the Indian Ocean, is favourable located to benefit from Belt and Road activities. To exemplify, the oil and gas pipelines running from Myanmar's Kyaukphu port to the southern province of Yunnan constitute an alternative to the highly traversed Malacca Straits.³⁷ A number of Memorandums of Understanding between the two countries were signed at the Belt and Road Forum in 2017.³⁸ Myanmar is the only country included in two economic Belt and Road Initiative corridors, namely the Bangladesh-China-India-Myanmar Economic Corridor, and the China-Indochina Peninsula Economic Corridor.³⁹

A3.12 Pakistan

Regarding Pakistan, China has pledged an estimated USD 45 billion investment package over the next 15 years. The package is to include investment in roads, rails and power plants along the China-Pakistan Economic Corridor. Construction has already begun on the Multan-Sukkur section of the Lahore-Karachi motorway, and the Gwadar Port, operated by China Overseas Port Holding Co., is already functional.⁴⁰ The port, providing direct access to the Straits of Hormuz, is described as a fundamental element of the China-Pakistan Economic Corridor.⁴¹

A3.13 Philippines

Infrastructure development became a top priority on the socio-economic agenda of the Philippines. Under the Philippines President's "Build Build Build" initiative, infrastructure spending rose from less than 2% of GDP in 2016 to 5% 2017, with a further expansion to 7% planned for 2019. Public infrastructure spending is targeted to reach USD 180 billion during the period of 2017–2022.

Both China and Japan are seen as key partners in many of the planned mega-infrastructure projects. The Philippines entered into 13 bilateral cooperation agreements with China, worth a total of USD 24 billion⁴², and discussions have been held in relation to the construction of an 830 km railway on the infrastructure-poor southern island of Mindanao. Moreover, China committed USD 3.7 billion for 30 projects in the Philippines in January 2017.⁴³

37 Lim, A. H-C. (2015).

38 Hong Kong Trade Development Council Research (2017).

39 Hong Kong Trade Development Council Research (2017h), *Market Profile: Myanmar*, HKTDC (online), available at: www.emerging-markets-research.hktdc.com (02-10-2017).

40 Hong Kong Trade Development Council Research (2017i), *Market Profile: Pakistan*, HKTDC (online), available at: www.china-trade-research.hktdc.com (02-10-2017).

41 Kynge, J.; Campbell, C.; Kazmin, A. and Bokhari, F. (2017), 'How China Rules the Waves', *Financial Times* (online), available at: www.ft.com (02-10-2017).

42 Hong Kong Trade Development Council Research (2017m), *The Philippines: Market Profile*, HKTDC (online), available at: www.emerging-markets-research.hktdc.com (02-10-2017).

43 Jennings, R. (2017), 'China and Japan will Pay Billions to Improve Shoddy Philippine Infrastructure', *Forbes* (online), available at: www.forbes.com (12-10-2017).

A3.14 Republic of Korea

In 2013, the Republic of Korea launched the Eurasia Initiative (EAI), which also aims to boost regional integration.⁴⁴ The project's vision is to support the development of energy and transportation linkages between Europe and Asia, which is to be followed by the gradual elimination of trade barriers and the establishment of a vast free trade zone covering all participating countries.⁴⁵

A3.15 Singapore

As a well-developed high-income country with excellent port infrastructure, Singapore will be impacted by the 21st Century Maritime Silk Road in various ways. Belt and Road activities in the region are likely to increase maritime activity on the whole, and this may benefit Singapore as one of the most prominent maritime centres.⁴⁶ Singapore was an early proponent of the Belt and Road Initiative and one of the initial supporters of the Asian Infrastructure Investment Bank (AIIB). Furthermore, Singapore and China have a strong cooperative relationship. Among Belt and Road countries, Singapore was the leading destination for Chinese direct foreign investment in 2016.⁴⁷ To exemplify, COSCO Pacific owns 49% of the COSCO PSA Terminal in Singapore.⁴⁸ Under the Belt and Road Initiative, Singapore is likely to remain a key international port and a leading tourism destination for Chinese and other Asian travellers.⁴⁹

A3.16 Sri Lanka

Sri Lanka has made significant efforts to improve its infrastructure since the end of its civil war in 2009. China is supporting such efforts by constructing the Port of Hambantota and the Colombo International Container Terminals. In 2017, Sri Lanka signed an agreement allowing the Chinese state-owned enterprise, China Merchants Port Holdings, to handle the commercial operations of the Hambantota Port on a 99 year lease, an investment worth USD 1.12 billion. The port is expected to play a strategic role in the 21st Century Maritime Silk Road.⁵⁰ Located only 10 to 12 nautical miles from the main Indian Ocean sea lane that links the Suez Canal and the Malacca Straits, China Merchants Group is expected to transform this loss-making deep-water container port into a key terminal for ships travelling the Indian Ocean.⁵¹ The Sri Lankan Government also agreed to the building the flagship Colombo Port City by China.

44 Hwang, B.Y. (2016), 'A Fork in the Road? Korea and China's One Belt, One Road Initiative', *Academic Paper Series Korea Economic Institute of America* (online), available at: www.keia.org (10-10-2017).

45 Yong, K. (2014), 'South Korea's Eurasia Ambitions', *The Diplomat* (online), available at: www.thediplomat.com (21-12-2017).

46 Chin E. and Chan B. (2017), 'Singapore's role in China's Belt and Road Initiative', *Ince and Co Knowledge Bank Sector Insights*, 11-07-2017 (online), available at: www.incelaw.com (13-10-2017).

47 Wildau, G. (2017), 'China new 'Silk Road' investment falls in 2016', *Financial times* (online), available at: www.ft.com (12-10-2017).

48 van der Putten, F.P. and Meijnders, M. (2015).

49 Chin, E. and Chan, B. (2017).

50 Hong Kong Trade Development Council Research (2017f).

51 Fuhrman, P. (2017), 'China-owned port in Sri Lanka could alter trade routes', *Financial Times* (online), available at: www.ft.com (02-10-2017).

A3.17 Thailand

The EEC rail corridor is one of the most important infrastructure projects happening within the country.⁵² The 870 km high-speed rail will link Bangkok to the Lao People's Democratic Republic and China railway,⁵³ a project worth USD 5.5 billion.⁵⁴ Apart from increased trade connectivity, this new route will enhance visitation from China.

Activities of the EEC are focussed on three eastern Thai provinces – Chonburi, Rayong, and Chachoengsao. A large programme of work is expected, including the upgrade of the U-Tapao airport, the development of the Sattaship commercial sea port, the further development of the Laem Chabang port, and the Map Ta Phut port, in addition to the construction of double-track railways through the country's eastern provinces. The new shipping routes of the 21st Century Maritime Silk Road are also expected to have a significant impact on the already high volume of shipping trade at the port of Laem Chabang.

Another potential 21st Century Maritime Silk Road investment in Thailand is the Kra Canal, which would cut through southern Thailand to enable improved transportation between the Indian Ocean and the South China Sea. This planned project could save shipping companies transiting between Asia and Europe up to 48 hours (1,900 km), thus becoming an alternative to the historically vital Malacca Straits.⁵⁵

In 2015, the Thai cabinet approved a proposal to develop ports and facilities for yachts and cruise ships at 33 potential locations on the coasts of the Andaman Sea and the Gulf of Thailand. Phuket will be the testing ground and, by 2022, new ports will be developed in Krabi and Samui. Talks are in progress between Thailand and Myanmar to examine the promotion of maritime tourism in the Andaman Sea i.e., the Thai provinces of Phuket, Phang Nga, Krabi and Trang, and Myanmar's coastal town of Myiek in the Tanintharyi region.⁵⁶

52 Amin, H. and Nguyen, T. (2017), 'Thailand Says \$44 Billion Project Can Link to Belt and Road', *Bloomberg* (online), available at: www.bloomberg.com (11-10-2017).

53 Lim, A.H-C. (2015).

54 Wongcha-um, P. and Hariraksapitak, P. (2017), 'Thailand greenlights first phase of \$5.5-billion railway project with China', *Reuters* (online), available at: www.reuters.com (09-10-2017).

55 World Maritime News (2015b), *Maritime Silk Road to Include Thai Canal?* (online), available at: www.worldmaritimeneews.com (02-10-2017).

56 Chuenniran, A. (2017), 'Thailand, Myanmar moot maritime tourism on Andaman coast', *Bangkok Post*, 22-01-2017 (online), available at: www.bangkokpost.com (02-10-2017).

A3.18 Timor-Leste

As one of the first countries to recognise Timor-Leste's independence in 2002, China has provided significant assistance to country, particularly in the area of infrastructure. Activities include the construction of government buildings, the development of power plants, agriculture projects, student exchange programmes and capacity building training workshops for civil servants.⁵⁷

In June 2017, construction began on a new seaport at Tibar Bay, about 12 km west of the capital, Dili. This project will replace the existing capacity-strained and congested port. The project is a public-private partnership between the Government and France's Bolloré Group, which is expected to cost about USD 490 million.⁵⁸

A3.19 Viet Nam

Viet Nam is one of China's strategic partners on the Belt and Road Initiative, especially in relation to the *Two Corridors and One Circle Plan*.⁵⁹ China is significantly investing in the country's railway infrastructure, and a focus has been placed on a proposed USD 1.2 billion upgrade of the Hai Phong port.⁶⁰ Chinese firms both develop and operate the Saigon International Terminal, south-east of Ho Chi Minh City.⁶¹

57 Macaohub (2014), *The Dragon and the Sleeping Crocodile – China and Timor-Leste* (online), available at: www.macaohub.com (02-10-2017).

58 Mooney, T. (2016), 'Bolloré signs historic deal for Timor-Leste's huge new port', *Fairplay* (online), available at: www.fairplay.ihs.com (14-10-2017).

59 Hong Kong Trade Development Council Research (2017n), *Vietnam: Market Profile*, HKTDC (online), available at: www.emerging-markets-research.hktdc.com (02-10-2017).

60 De Freitas, G. (2017), 'China and Viet Nam's Ambitions Converge in BRI Infrastructure Projects', *Belt and Road News and Insights* (online), available at: www.beltandroad.hktdc.com (10-10-2017).

61 van der Putten, F.P. and Meijnders, M. (2015).

Annex 4

Outbound tourism and cruise trips

This annex assesses the outbound tourism and cruise ship data of the Maritime Silk Road countries contained in this study.

Bangladesh: international outbound trips by Bangladeshi residents were estimated at 1.4 million in 2013. No indicators are available regarding Bangladeshi cruise activity.

Brunei: the vast majority of Bruneians travel to Malaysia, which is close, culturally similar and a gateway to further travel.¹ No indicators are available on the cruise activity of residents of Brunei. In any case, the cruise schedules examined indicate that it is not a significant source market.

Cambodia: in 2017, Cambodian residents made 1.7 million outbound trips (overnight visitors, tourists), a rise of over 17% since 2010. No indicators are available on Cambodian residents' cruise activity. In any case, the cruise schedules examined indicate that it is not a significant source market.

China: outbound trips (overnight visitors, tourists) by residents of China grew from 57.4 million in 2010 to 135 million in 2016. Of the 3.1 million Asians who took a cruise in 2016, two-thirds were Chinese. Between 2012 and 2016, the Chinese cruise market grew at an average annual rate of 76%. 97% of cruises taken by Chinese were within the Asian region, and the average length of stay was 5 nights.² Japan and the Republic of Korea were the main international destinations.³

Hong Kong (China): between 2010 and 2017, the number of outbound trips (overnight visitors, tourists and same-day visitors, excursionists) from Hong Kong (China) grew from 84.4 million to 91.3 million. Passengers from Hong Kong (China) took 110,000 cruises in 2016, making it the fifth largest Asian cruise market. The majority, 84%, were cruises within Asia, with an average length of stay of 6.3 nights.⁴

India: India registered a total of 21.8 million trips abroad in 2016 (overnight visitors, tourists). More than 120,000 passengers took a cruise in India in 2016, an average growth of 25% since 2012. Over three quarters travelled within the region, with the average length of stay being 4.1 nights, slightly below the overall Asian average of 5.3 nights.⁵

1 Euromonitor International (2016), 'Executive Summary', *Travel in Brunei* (online), available at: www.euromonitor.com (12-11-2017).

2 Cruise Lines International Association (2017).

3 Daye C. (2017), 'Chinese Passenger Numbers forecast to reach 10 million by 2030: EID', *Global Times*, 23-08-2017 (online), available at: www.globaltimes.cn (12-11-2017).

4 Cruise Lines International Association (2017).

5 Cruise Lines International Association (2017).

Indonesia: international outbound trips (overnight visitors, tourists) by residents of Indonesia were estimated at 8.8 million in 2017. An estimated 26,000 Indonesian passengers took a cruise in 2016.⁶ The majority (87%) travelled within Asia. In 2015, the average length of stay was 6.9 nights.

Iran: with a population of 81 million, Iran has a substantial outbound travel demand. In 2017, the level of outbound trips (overnight visitors, tourists and same-day visitors, excursionists) reached a record 10.5 million. Top destinations include Istanbul (Turkey), Dubai (United Arab Emirates), Bangkok (Thailand), Kuala Lumpur (Malaysia) and Singapore. Secondary destinations popular with Iranians travelling out of the country include Pattaya, Phuket, and Koh Samui in Thailand, and Penang and Langkawi in Malaysia.

Although no data is currently available, the launch of cruise programmes catering for the domestic market indicates a growing interest in cruise tourism. With the upsurge in demand for cruises to the Middle East, in particular to Dubai, Abu Dhabi and Oman, international cruise lines will be examining the possibility of including Iranian ports on their future itineraries.

Japan: Japanese residents made 17.9 million trips abroad (overnight visitors, tourists and same-day visitors, excursionists) in 2017, a rise of 4.5% over the previous year. The fastest growing destinations for Japanese outbound are the Republic of Korea, Taiwan Province of China, Australia and New Zealand. Apart from the United States of America islands of Hawaii and Guam, and the European destinations of France, Italy, Spain and Germany, the main destinations for Japanese tourists are located in the Maritime Silk Road region: the Republic of Korea, China, Taiwan Province of China, Hong Kong (China), Thailand, Singapore, Viet Nam and the Philippines.⁷

Japanese cruise demand is divided into two broad categories: cruising to domestic destinations, and cruising to foreign destinations.

In the past, the former has far outweighed the latter, with cruise lines customising on-board services to Japanese tastes and targeting luxury holidays for the elderly, retirees and the affluent. Princess Cruises' 2014 decision to base its *Diamond Princess* in Japan for most of the year, operating almost entirely on Japanese port circuits, boosted the scale of domestic cruising. A further example of a Japanese registered cruise ship catering for the domestic market is the 680 passenger *Pacific Venus* of Japan Cruise Line Inc. It offers short-break cruises to Japanese ports during the summer months, as well as music-themed cruises during the country's summer festivals, and one-night cruise deals.⁸

CLIA reports that 215,000 Japanese embarked on a cruise in 2016, the third highest number within Asia.⁹ Between 2012 and 2016, cruise-taking by the Japanese grew at an average annual rate of 27%. Over half took a cruise on a luxury/expedition/upscale category, as opposed to the premium/contemporary category. Although most Japanese took a cruise within Asia, almost one-

6 Ibid.

7 JTB Tourism Research and Consulting Co. (2017), *Japanese Outbound Tourist Statistics* (online), available at: www.tourism.jp (10-11-2017).

8 CruiseMapper (2017b), *Pacific Venus* (online), available at: www.cruisemapper.com (11-11-2017).

9 Cruise Lines International Association (2017).

fifth, compared to the 16% Asian average, took a fly-cruise outside the region. Cruise duration is relatively short by international standards at 6 nights, but above the Asian average of 5.3 nights.

Malaysia: there is no recent data on outbound trips from Malaysia. An estimated 28,000 Malaysians took a cruise in 2016.¹⁰ The great majority – 84% – took a regional cruise within Asia. In 2015, the average length of stay was 5.4 nights, in line with the Asian average of 5.3 nights.

Maldives: outbound tourism in the Maldives grew from 42,000 in 2000 to 166,000 in 2013, the last year of available data published by the Ministry of Tourism.¹¹ No indicators are available on national cruise activity. Examinations of cruise schedules, however, indicate that it is not a significant source market for cruises.

Myanmar: no official data are available for outbound tourism by Myanmar residents. However, the Union of Myanmar Travel Association, which has an outbound task force, states that 3 million Myanmar citizens go abroad for leisure and business every year.¹² Expectations are that the volume will increase due to the visa free regime applicable to ASEAN countries (except Malaysia), and improved air connectivity. No indicators are available regarding national cruise activity. In any case, the cruise schedules examined indicate that it is not a significant source market for cruises.

Pakistan: Pakistan residents travel extensively for business and family reasons, both within Pakistan and internationally. However, no data are available on the volumes of outbound tourism of Pakistan. Pakistan has no scheduled cruise programmes.

Philippines: no data is available for outbound trips by residents of the Philippines. As per cruise tourism, in 2016, 15,000 Filipinos took a cruise vacation,¹³ broadly divided in the ratio of 2:1 between cruises within Asia and cruises outside the region. 92% were on premium/contemporary cruise liners. The 2016 volume¹⁴ was significantly lower than the recorded in 2015, when the average length of stay was 8.2 nights, well above the Asian average of 5.3 nights.

Republic of Korea: international outbound trips (overnight visitors, tourists and same-day visitors, excursionists) by residents of the Republic of Korea amounted to 26.5 million in 2017, an increase of 18% compared to 2016.

In 2016, 29,000 residents of the Republic of Korea took a cruise vacation,¹⁵ two-thirds within Asia, and one third outside the region. 97% were on premium/contemporary cruise liners. The average length of stay was 8 nights, significantly above the Asian average of 5.3 nights.

¹⁰ Ibid.

¹¹ Government of the Maldives (2014), *Tourism Year Book 2014* (online), available at: www.tourism.gov.mv. (14-11-2017).

¹² Myanmar Eleven Asia News Network Yangon (2017), 'Myanmar to promote outbound tourism', *The Nation*, 02-02-2017 (online), available at: www.nationmultimedia.com (13-11-2017).

¹³ Cruise Lines International Association (2017).

¹⁴ Cruise Lines International Association (2016).

¹⁵ Cruise Lines International Association (2017).

Singapore: international outbound trips (overnight visitors, tourists) by residents of Singapore grew at an average annual rate of 4% between 2010 and 2017, to reach a total of 9.9 million. Singapore is Asia's fourth largest cruise passenger source market – after China, Taiwan Province of China and Japan – with 197,000 passengers in 2016. The great majority, 94%, took regional cruises within Asia.¹⁶ The average length of stay is 3.7 nights.

Sri Lanka: in 2017, international outbound trips (overnight visitors, tourists) reached 1.4 million. No indicators are available on Sri Lankan residents' cruise activity. Examinations of cruise schedules, however, indicate that it is not a significant source market for cruises.

Thailand: international outbound trips (overnight visitors, tourists) by residents of Thailand were estimated at 8.2 million in 2016. In 2015, 25,000 passengers took a cruise vacation in Thailand,¹⁷ the majority taking fly-cruises outside Asia on premium/contemporary cruise liners. The average length of stay was 8.6 nights. The volume of Thai citizens taking a cruise fell in 2016 to less than 10,000.¹⁸

Viet Nam: data on international outbound trips by Vietnamese residents is not available. In 2016, just over 4,000 Vietnamese took a cruise vacation, a sharp fall compared to the 19,000 in 2015.¹⁹ The majority took fly-cruises outside Asia on premium/contemporary cruise liners. The average length of stay was 9.2 nights.

¹⁶ Ibid.

¹⁷ Cruise Lines International Association (2016).

¹⁸ Cruise Lines International Association (2017).

¹⁹ Ibid.

Annex 5

Selected World Heritage and tentative list sites

The sites below have been chosen from the World Heritage List.¹ Selected tentative sites being considered by state parties² are also listed. These have been chosen to reflect various aspects of Maritime Silk Road themes in Asia. They illustrate just some of the cultural and heritage monuments that can be found along the Maritime Silk Road.

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1 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./n), *World Heritage List*, UNESCO WHC (online), available at: www.whc.unesco.org (01-10-2017).

2 United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./n), *World Heritage Tentative List*, UNESCO WHC (online), available at: www.whc.unesco.org (01-10-2017).

Table A5.1 List of World Heritage Sites located in the Maritime Silk Road region

Listed World Heritage Sites or tentative site	Location	UNESCO or state party description	Maritime Silk Road themes
<i>Tentative site:</i> Sea Route of the Silk Road	31 historic sites are listed in this nomination (see chapter 3.3.4)	<p>After the Rebellion of An Shi (755–763 AD), the regime of the later Tang dynasty gradually shrank. The communication between China and Central Asia, Western Asia and the rising Arab Empire, turned to the increasingly growing sea route.</p> <p>The Chinese Section of Sea Route of the Silk Roads can be viewed as a cultural bridge linking different regions and nations with rich historical information. Among the heritage sites along the route, port cities like Quanzhou, Guangzhou, Ningbo and Nanjing stand as the most important junctions. The well preserved monuments and sites in these cities embody cultural communication among different civilizations.</p>	Cultural exchange, architecture, religion
<i>Tentative site:</i> Historic monuments and sites of ancient Quanzhou (Zayton)	Quanzhou, Fujian Province, China	This nomination is representative of monuments and sites in Quanzhou (Zayton) – an important port city of China. A total of 16 monuments and sites are nominated, categorised into “historical sites and relics of navigation and trade”, “historical sites and relics of multiculture” and “historical sites and relics of urban construction and land transport” that represent the prosperity of Quanzhou during the Song (960–1279 AD) and Yuan (1271–1368 AD) dynasties.	Trade, cultural exchange, religion
Kulangsu, an historic international settlement	Xiamen City, China	Kulangsu is a tiny island located on the estuary of the Chiu-lung River, facing the city of Xiamen. With the opening of a commercial port at Amoy (Xiamen) in 1843, and the establishment of the island as an international settlement in 1903, this island suddenly became an important window for Sino-foreign exchanges. Kulangsu is an exceptional example of the cultural fusion that emerged from these exchanges, which remain legible in its urban fabric.	Trade, international settlements, architecture, food fortifications, food
<i>Tentative site:</i> Sanfang Qixiang	Fuzhou City, Fujian Province, China	Sanfang Qixiang, the historic district of the Three Lanes and Seven Alleys, is located in Fuzhou, the capital of Fujian Province in China. It is situated between the Zicheng (a smaller range of city walls) built in the Jin Dynasty (3rd–4th century AD) and the Luo Cheng (a larger range of city walls) built in the Tang Dynasty (7th–10th century AD).	Architecture, trade, food
Fujian Tulou	Yongding County of Longyan City, China	Associated with the tea trade, Fujian Tulou is a property of 46 buildings constructed between the 15th and 20th centuries AD. Set amongst rice, tea and tobacco fields, the Tulou are earthen houses. Several storeys high, they are built along an inward-looking, circular or square floor plan as housing for up to 800 people each.	Tea trade, emigration, architecture
Historic centre of Macao	Macao (China)	Macao, a lucrative port of strategic importance in the development of international trade, was under Portuguese administration from the mid-16th century until 1999, when it came under Chinese sovereignty. With its historic streets, residential, religious and public Portuguese and Chinese buildings, the historic centre of Macao provides a unique testimony of aesthetic, cultural, architectural and technological influences from East and West.	Trade, Portuguese-Chinese heritage, fortifications, food

Listed World Heritage Sites or tentative site	Location	UNESCO or state party description	Maritime Silk Road themes
Kaiping Diaolou and villages	Guangdong Province, China	Kaiping Diaolou and Villages feature the Diaolou, multi-storeyed defensive village houses in Kaiping, which display a complex and flamboyant fusion of Chinese and Western structural and decorative forms. They reflect the significant role of émigré Kaiping people in the development of several countries in South Asia, Australasia and North America, during the late 19th and early 20th centuries AD.	Emigration
<i>Tentative site:</i> Mattanchery Palace	<i>Ernakulam, Kerala, India</i>	Mattanchery Palace was built around 1555 AD by the Portuguese. It is a two tiered quadrangular building consisting of long and spacious halls.	Cultural heritage
Sundarbans National Park	West Bengal, India	The Sundarbans covers 10,000 km ² of land and water (more than half of it in India, the rest in Bangladesh) in the Ganges delta. It contains the world's largest area of mangrove forests. A number of rare or endangered species live in the park, including tigers, aquatic mammals, birds and reptiles. See: Chakrabarti, D. (2001), <i>Archaeological Geography of the Ganga Plain</i> , Permanent Black, New Delhi.	Trade, coastal landscapes, wildlife
Old Town of Galle and its Fortifications	City of Galle, Southern Province, Sri Lanka	Founded in the 16th century AD by the Portuguese, Galle reached the height of its development in the 18th century AD. It is the best example of a fortified city built by Europeans in South and South-East Asia.	Trade, fortifications, cultural exchange
Churches and Convents of Goa	State of Goa, India	The churches and convents of Goa, the former capital of the Portuguese Indies illustrate the evangelization of Asia. These monuments were influential in spreading forms of Manueline, Mannerist and Baroque art in all the countries of Asia where missions were established.	Cultural exchange, religion, architecture, cultural exchange
Ajanta Caves	Maharashtra State, India	The first Buddhist cave monuments at Ajanta date from the 2nd and 1st centuries BCE. During the Gupta period (5th and 6th centuries AD), many more richly decorated caves were added to the original group.	Religion
<i>Tentative site:</i> The monuments and forts of the Deccan Sultanate	<i>Karnataka and Andhra Pradesh, India</i>	Between the 14th and the 17th century AD, the Deccan plateau of south-central India was home to a series of important and highly cultured Muslim courts.	Architecture, archaeology, trade
<i>Tentative site:</i> Archaeological remains of a Harappa Port-Town, Lothal	<i>Gujarat, Dist Ahmedabad, Dholka Taluk, India</i>	The excavated site of Lothal is the only port-town of the Indus Valley Civilisation.	Archaeology, trade
<i>Tentative site:</i> Chettinad, village clusters of the Tamil merchants	<i>Sivagangai and Pudukottai Districts, Tamil Nadu State, India</i>	The Natukottai Chettiars belong to a lineage of wealthy traders and financiers who made their fortunes by extending their business to the whole of South-East Asia, particularly during the second half of 19th and early 20th century when they were at the peak of their economic power.	Trade, architecture

Listed World Heritage Sites or tentative site	Location	UNESCO or state party description	Maritime Silk Road themes
<i>Tentative site:</i> The Victorian and Art Deco ensemble of Mumbai	Mumbai, India	At the heart of the historic centre of Mumbai (formerly Bombay), lies the Fort Heritage Precinct.	Architecture, trade
<i>Tentative site:</i> The Banda Islands (The Spice Islands)	Maluku, Indonesia	The Banda Islands are also known under the name 'Spice Islands', as this island group was the original and sole location of the production of the spices nutmeg and mace during the most prosperous years of Dutch, English and Portuguese colonization. The Banda Islands are situated in the eastern part of the Indo-Malayan archipelago.	Trade, coastal landscapes, spices
<i>Tentative site:</i> The Old Town of Jakarta (Batavia) and four islands	Jakarta, Indonesia	Batavia was established by the Dutch East India Company (<i>Vereenigde Oostindische Compagnie</i> , VOS) in 1619. Its 17th century town plan was completed in 1650. In 17th and 18th century, the Dutch East India Company had largest volume of trade in the world, governed from Batavia. No colonial town built by the Dutch East India Company matched the grandeur and completeness (military, civil engineering, and urban elements) of Batavia.	Trade, architecture, Dutch East India Company
<i>Tentative site:</i> Trowulan – former capital city of Majapahit Kingdom	Mojokerto, East Java, Indonesia	The Trowulan Site was the capital city of the Majapahit Kingdom for more than 200 years between the 13th–15th centuries AD.	Trade, archaeology
Cultural Landscape of Bali Province: the <i>Subak</i> System as a Manifestation of the <i>Tri Hita Karana</i> Philosophy	Bali, Indonesia	The cultural landscape of Bali province consists of five rice terraces and their water temples. The temples are the focus of a cooperative water management system of canals and weirs, known as <i>subak</i> that dates back to the 9th century AD.	Religion, cultural exchange
Prambanan Temple Compounds	Province of Central Java, Indonesia	Built in the 10th century AD, this is the largest temple compound dedicated to Shiva in Indonesia. Rising above the centre of the last of these concentric squares, are three temples decorated with reliefs illustrating the epic of the <i>Ramayana</i> , dedicated to the three great Hindu divinities (Shiva, Vishnu and Brahma).	Religion, cultural exchange, architecture, sculpture
Borobudur Temple Compounds	Province of Central Java, Indonesia	This famous Buddhist temple, dating from the 8th and 9th centuries AD, is located in central Java.	Religion, cultural exchange, architecture, sculpture
<i>Tentative site:</i> Derawan Islands	Kalimantan, Indonesia	Stretching over 160 km along the coast of East Kalimantan, the Derawan island chain is one of the most biologically rich areas in all of Indonesia.	Coastal landscapes

Listed World Heritage Sites or tentative site	Location	UNESCO or state party description	Maritime Silk Road themes
<i>Tentative site:</i> Raja Ampat Islands	Papua, Indonesia	The Raja Ampat Islands, situated near the north-west coast of Papua, consists of about 1,500 islands, including several large, mountainous islands, the largest being Waigeo, Batanta, Salawati and Misool. The land and surrounding sea occupy approximately 46,000 km ² .	Coastal landscapes
<i>Tentative site:</i> Sawahlunto old coal mining town	West Sumatra, Indonesia	Sawahlunto is the oldest coal mining town in South-East Asia. At the end of the 19th century AD, the Dutch East India Company discovered and exploited coal in Sawahlunto. A railway network was used for transporting coal from the Sawahlunto to the west coast of Sumatra. In 1883, the Dutch East India Company built Emmahaven Harbour and it became the shipping harbour for coal exports.	Trade, cultural exchange, industrial heritage
<i>Tentative site:</i> Semarang Old Town	Central Java, Indonesia	Semarang is a colonial city par excellence. Established in 17th century AD, Kota Lama Semarang is a well-preserved colonial city.	Trade, architecture
<i>Tentative site:</i> The Historical Port of Siraf	Province of Bushihr, Iraq	The historical Port of Siraf was the most important port of Iran, ranging from the Sassanid period to the 10th century AD. It proves the Iranians' mastership and genius in seafaring, international relations and interaction with other near and far cultures and civilizations.	Architecture, archaeology, trade, cultural exchange
<i>Tentative site</i> Qeshm Island	Hormozgan province, Iraq	Qeshm is the biggest island in the Persian Gulf near the straits of Hormuz. It has a rich ecology and historical sites include Ghar-e Kharbas and the Portuguese Fort.	Trade, archaeology, coastal landscapes
Shiretoko peninsula	Hokkaido prefecture, Japan	Shiretoko Peninsula is located in the north-east of Hokkaido, the northernmost island of Japan. The site includes the land from the central part of the peninsula to its tip (Shiretoko Cape) and the surrounding marine area. It provides an outstanding example of the interaction of marine and terrestrial ecosystems. It has particular importance for a number of marine and terrestrial species, some of them endangered and endemic, such as Blackiston's fish owl and the Viola kitamiana plant.	Coastline, nature, maritime tourism
Iwami Ginzan Silver Mine and its cultural landscape	Shimane Prefecture, Ohda City District, Japan	The Iwami Ginzan Silver Mine in the south-west of Honshu Island is a cluster of mountains, rising to 600 m and interspersed by deep river valleys featuring the archaeological remains of large-scale mines, smelting and refining sites and mining settlements worked between the 16th and 20th centuries AD.	Trade, industrial heritage
Sites of Japan's Meiji Industrial Revolution: iron and steel, shipbuilding and coal mining	Kyushu-Yamaguchi regions, Japan	The site encompasses a series of twenty-three component parts, mainly located in the south-west of Japan. It bears testimony to the rapid industrialization of the country from the middle of the 19th century to the early 20th century AD.	Trade, shipbuilding, industrial heritage fortifications

Listed World Heritage Sites or tentative site	Location	UNESCO or state party description	Maritime Silk Road themes
<i>Tentative site:</i> Asuka-Fujiwara: archaeological sites of Japan's ancient capitals and related properties	Nara Prefecture, Japan	The site is comprised of a cluster of archaeological sites of ancient capitals in the Asuka region, where the imperial capital was located from the time of Empress Suiko's enthronement in 592 AD to its relocation to Heijōkyō (Nara) in 710 AD.	Archaeology
<i>Tentative site:</i> Churches and Christian sites in Nagasaki	Nagasaki Prefecture, Japan	Christianity was introduced in Japan by Jesuit missionary Francis Xavier in 1549 and spread rapidly in the western part of the nation. The Jesuits established their mission base in Nagasaki, where a port of foreign trade with Portugal was developed. The city of Nagasaki played an important role as a key base for the missionary work in Japan. Churches and Christian culture flourished here, and the Young Delegates of Tenshō set off from Nagasaki in 1582 for Europe, where they had an audience with the Pope. However, with the Tokugawa shogunate's anti-Christian policy, Christianity was severely suppressed, resulting in the revolt against the regime (Shimabara Uprising) in 1637. Christian historic sites that tell of this period of suppression are preserved until today.	Cultural exchange, religion, architecture
<i>Tentative site:</i> The Sado complex of heritage mines, primarily gold mines	Niigata Prefecture, Japan	The Sado complex of heritage mines, primarily gold mines, is located on the island of Sado in the sea between the Japanese archipelago and the Eurasian continent. Over the course of more than four hundred years, gold and silver mining techniques and methods were constantly being introduced here from both home and abroad and then further developed at the Sado Mines. By the mid-17th century AD, the Aikawa mine was s the largest gold and silver mine in Japan.	Trade, industrial heritage
Sacred Island of Okinoshima and associated sites in the Munakata Region	Okinoshima and Munakata Region, Japan	Located 60 km off the western coast of Kyushu island, the island of Okinoshima is an exceptional example of the tradition of worship. The archaeological sites that are preserved on the island are virtually intact, and provide a chronological record of how the rituals performed there evolved throughout the 4th–9th centuries AD.	Trade, religion, cultural exchange
Gusuku sites and related properties of the Kingdom of Ryukyu	Okinawa Prefecture, Japan	Five hundred years of Ryukyuan history (12th–17th century AD) are represented by this group of sites and monuments. The ruins of the castles, on imposing elevated sites, are evidence for the social structure over much of that period, while the sacred sites provide testimony to the rare survival of an ancient form of religion into the modern age.	Trade, fortifications
<i>Tentative site:</i> Coral Stone Mosques of the Maldives	The Maldives	Coral stone mosques have a most outstanding in their design, decoration and grandness. The walls of the mosques are built of finely shaped interlocking coral blocks. The amount of detail and decoration that goes into these buildings simply displays the extent of the skill of the local people.	Architecture, religion, cultural exchange

Listed World Heritage Sites or tentative site	Location	UNESCO or state party description	Maritime Silk Road themes
<i>Tentative site:</i> My auk-U archaeological area and monuments	Sittwe District, Rakhine State, Myanmar	Capital city of the first Arakanese Kingdom, Myauk-u had an important role in the history of trade and warfare in the Bay of Bengal, and was the seat of intense cultural and religious interaction between Buddhism, Islam and Christianity.	Trade, fortifications, religion, cultural exchange, architecture
<i>Tentative site:</i> Myeik Archipelago	Taninthayi Region, Myanmar	The Myeik Archipelago comprises about 800 islands of primarily limestone and granite located along 60 km off Myanmar's southern coast. The archipelago contains one protected area: Lampi Island Marine National Park.	Coastal landscapes
Land of Frankincense	Dhofar Province, Oman	The frankincense trees of Wadi Dawkah and the remains of the caravan oasis of Shisr/Wubar and the affiliated ports of Khor Rori and Al-Baleed vividly illustrate the trade in frankincense that flourished in this region for many centuries, as one of the most important trading activities of the ancient and medieval world.	Trade, coastal landscapes
Historical monuments at Makli, Thatta	Province of Sind, Pakistan	Near the apex of the delta of the Indus River in Pakistan's southern province of Sindh lies an enormous cemetery possessing half a million tombs and graves in an area of about 10 km ² . The necropolis of Makli, which was associated with the nearby city of Thatta, once a capital and centre of Islamic culture, testifies in an outstanding manner to the civilization of the Sindh from the 14th to the 18th centuries AD.	Architecture, religion
<i>Tentative site:</i> Port of Banbhore	Province of Sind, Pakistan	The Site of Banbhore, ranging from the first century BCE to the 13th century AD, is located on the Northern Bank of Gharo Creek, 65 km east of Karachi.	Trade, archaeology
<i>Tentative site</i> Hingol Cultural Landscape	Hingol National Park, Balochistan, Pakistan	Hinglaj Mata Mandar is an ancient but living cultural landscape located in Hingol National Park on the Makran coast of the Arabian Sea, approximately 190 km west of Karachi. A famous Hindu religious place, it is situated in a mountain cave on the bank of the Hingol River.	Coastal landscapes, religion
Historical monuments at Makli, Thatta	Province of Sind, Pakistan	Near the apex of the delta of the Indus River in Pakistan's southern province of Sindh lies an enormous cemetery possessing half a million tombs and graves in an area of about 10 km ² . The necropolis of Makli, which was associated with the nearby city of Thatta, once a capital and centre of Islamic culture, testifies in an outstanding manner to the civilization of the Sindh from the 14th to the 18th centuries AD.	Architecture, religion
Historic City of Vigan	Province of Ilocos Sur, Philippines	Established in the 16th century AD, Vigan is the best-preserved example of a planned Spanish colonial town in Asia. Its architecture reflects the coming together of cultural elements from the Philippines, China and Europe.	Spanish-Philippines colonial architecture, cultural exchange, shopping, food
Baroque churches of the Philippines	Manila, Santa Maria, Paoay and Miag-ao, Philippines	These four churches, the first of which were built by the Spanish in the late 16th century AD, are located in Manila, Santa Maria, Paoay and Miag-ao. Their unique architectural style is a reinterpretation of European Baroque by Chinese and Philippine craftsmen	Spanish, Chinese and Filipino heritage, religion and cultural exchange

Listed World Heritage Sites or tentative site	Location	UNESCO or state party description	Maritime Silk Road themes
<i>Tentative site:</i> El Nido-Taytay Managed Resource Protected Area	Palawan Province, Philippines	The El Nido-Taytay Managed Resource Protected Area is a submerged karst landscape located on the north-western tip of the mainland of Palawan. In 1991, the Government of the Philippines proclaimed Bacuit Bay as a marine reserve. In 1998, the protected area was expanded to include terrestrial ecosystems and portions of the municipality of Taytay.	Coastal landscapes
<i>Tentative site:</i> Turtle Islands wildlife sanctuary	Sulu, Province of Tawi-Tawi, Philippines	Turtle Islands is part of the Sulu Archipelago which is composed of approximately 400 islands of varying shapes and sizes. It is located at the south-western tip of the Philippines, about 1,000 km south-west of Manila. The Protected Area is situated between coordinates 4° 30' and 5° 20' North Latitude and 199° 25' and 121° 52' East Longitude.	Coastal landscapes
Gyeongju historic areas	Gyeongju City, Gyeongsangbuk-do Province, Republic of Korea	The area contains a remarkable concentration of outstanding examples of Korean Buddhist art, in the form of sculptures, reliefs, pagodas, and the remains of temples and palaces from the 7th–10th centuries AD.	Religion and cultural exchange
<i>Tentative site:</i> South-western coast Tidal Flats	Jeollanam-do Province, Republic of Korea	The Tidal Flats on the south-west coast of the Republic of Korea distributed in Gomsu Bay, Yejoa Bay, and Hamhae Bay (seashores), and the Sinan archipelagos, are unique macrotidal flats where typical embayed Tidal Flats turn into open-coast tidal flats during the monsoons.	Coastal landscape
Singapore Botanic Gardens	Singapore	Situated at the heart of the city of Singapore, the site demonstrates the evolution of a British tropical colonial botanic garden that has become a modern world-class scientific institution used for both conservation and education.	Trade, cultural exchange, botanical exchange
The Historic City of Ayutthaya	Ayutthaya Province, Thailand	Ayutthaya, founded in 1350, was the second capital of the Siamese Kingdom. It flourished from the 14th to the 18th centuries AD, during which time it grew to become one of the world's largest and most cosmopolitan urban areas, and a centre of global diplomacy and commerce.	Trade, architecture, religion, festivals
Ha Long Bay	Viet Nam	Ha Long Bay, in the Gulf of Tonkin, includes some 1,600 islands and islets, forming a spectacular seascape of limestone pillars. Because of their precipitous nature, most of the islands are uninhabited and unaffected by a human presence. The coastal site's outstanding scenic beauty is complemented by its great biological interest.	Coastline, nature, maritime tourism
Hội An Ancient Town	Quang Nam Province, Viet Nam	Hội An Ancient Town is an exceptionally well-preserved example of a South-East Asian trading port dating from the 15th to the 19th century AD.	Trade, cultural exchange, shopping, food, festivals
My Son Sanctuary	Quang Nam Province, Viet Nam	Between the 4th and 13th centuries AD, a unique culture which owed its spiritual origins to Indian Hinduism developed on the coast of contemporary Viet Nam. This is graphically illustrated by the remains of a series of impressive tower-temples located in a dramatic site that was the religious and political capital of the Champa Kingdom for most of its existence.	Trade, religion and culture

Sources: United Nations Educational, Scientific and Cultural Organization World Heritage Centre (n.d./n), *World Heritage List*, UNESCO WHC (online), available at: www.whc.unesco.org (01-10-2017).

Tentative Lists from State Party web pages at: www.whc.unesco.org (01-10-2017).

Annex 6

Selected enlisted Intangible Cultural Heritage of Humanity

The sites below, chosen from UNESCO's Intangible Cultural Heritage lists, reflect various aspects of Maritime Silk Road themes. They illustrate just some of the living cultural heritage that can be found along the Maritime Silk Road in Asia.

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The table below has sites listed on:

- The *Representative List of the Intangible Cultural Heritage of Humanity*: those intangible heritage elements that help demonstrate the diversity of this heritage and raise awareness about its importance; and
- The *List of Intangible Cultural Heritage in Need of Urgent Safeguarding*: intangible heritage elements that require urgent measures to ensure further existence.

Table A6.1 List of Intangible Cultural Heritage of Humanity located in the Maritime Silk Road region

Intangible Cultural Heritage of Humanity	Location	UNESCO or state party description	Maritime Silk Road themes
Sericulture and silk craftsmanship in China (Inscribed in 2009 on the Representative List of the Intangible Cultural Heritage of Humanity)	Zhejiang and Jiangsu Provinces, China	Sericulture and silk craftsmanship of China have an ancient history. Traditionally an important role for women in the economy of rural regions, silk-making encompasses planting mulberry, raising silkworms, unreeling silk, making thread, and designing and weaving fabric. It has been handed down within families and through apprenticeship, with techniques often spreading within local groups. The life cycle of the silkworm was seen as representing the life, death and rebirth of human beings.	Silk, trade
Mazu belief and customs (Inscribed in 2009 on the Representative List of the Intangible Cultural Heritage of Humanity)	South-East China	As the most influential goddess of the sea in China, Mazu is at the centre of a host of beliefs and customs, including oral traditions, religious ceremonies and folk practices. Mazu is believed to have lived in the tenth century on Meizhou Island, where she dedicated herself to helping her fellow townspeople, and died attempting to rescue the survivors of a shipwreck. Local residents built a temple in her honour and began to venerate her as a goddess. She is celebrated twice each year in formal temple fairs, when Meizhou residents, farmers and fisherfolk temporarily suspend their work to sacrifice marine animals, venerate statues of Mazu and enjoy a variety of dances and other performances.	Religion, architecture, festivals
Nanyin (Inscribed in 2009 on the Representative List of the Intangible Cultural Heritage of Humanity)	Fujian and south-eastern China	Nanyin is a musical performing art of the people of Minnan in southern Fujian Province, along China's south-eastern coast, and to Minnan populations overseas. Of nanyin's three components, the first is purely instrumental, the second includes voice, and the third consists of ballads sung in Quanzhou dialect. It is the sound of the motherland for Minnan people in China and throughout South-East Asia.	Cultural heritage
Watertight bulkhead technology of Chinese junks (Inscribed in 2010 on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding)	Fujian Province, China	The watertight-bulkhead technology of Chinese junks permits the construction of ocean-going vessels with watertight compartments. If one or two cabins are accidentally damaged in the course of navigation, seawater will not flood the other cabins and the vessel will remain afloat. Local communities participate by holding solemn ceremonies to pray for peace and safety during construction and before the launch of the completed vessel. The experience and working methods of watertight-bulkhead technology are transmitted orally from master to apprentices.	Shipbuilding
Kutiyattam, Sanskrit theatre (Inscribed in 2008 on the Representative List of the Intangible Cultural Heritage of Humanity – originally proclaimed in 2001)	Kerala, India	Kutiyattam, Sanskrit theatre, which is practised in the province of Kerala, is one of India's oldest living theatrical traditions. Originating more than 2,000 years ago, Kutiyattam represents a synthesis of Sanskrit classicism and reflects the local traditions of Kerala.	Religion

Intangible Cultural Heritage of Humanity	Location	UNESCO or state party description	Maritime Silk Road themes
Wayang puppet theatre (Inscribed in 2008 on the <i>Representative List of the Intangible Cultural Heritage of Humanity</i> – originally proclaimed in 2003)	Indonesia	Renowned for its elaborate puppets and complex musical styles, this ancient form of storytelling originated on the Indonesian island of Java. For ten centuries wayang flourished at the royal courts of Java, Bali and rural areas. Wayang has spread to other islands (Lombok, Madura, Sumatra and Borneo) where various local performance styles and musical accompaniments have developed.	Religion, cultural exchange, crafts
Culture of Jeju Haenyeo (Inscribed in 2016 on the <i>Representative List of the Intangible Cultural Heritage of Humanity</i>)	Jeju Island, Republic of Korea	In Jeju Island there is a community of women, some in their 80s, who go diving to gather shellfish without the help of oxygen masks. Before a dive, prayers are said to the Jamsugut, goddess of the sea, to ask for safety and an abundant catch. Knowledge is passed down to younger generations in families, schools, and local fishery cooperatives.	Coastal landscapes, trade
Jeju Chilmeoridang Yeongdeunggut (Inscribed in 2009 on the <i>Representative List of the Intangible Cultural Heritage of Humanity</i>)	Gun-rip and Jeju, Republic of Korea	The Jeju Chilmeoridang Yeongdeunggut is a ritual held in the second lunar month to pray for calm seas, an abundant harvest and a plentiful sea catch. The rites held at Chilmeoridang in the village of Gun-rip are representative of similar ceremonies held throughout the island of Jeju in the Republic of Korea. Village shamans perform a series of rituals to the goddess of the winds (Grandmother Yeondeung), the Dragon King Yongwang and mountain gods.	Religion, coastal landscapes

Source: United Nations Educational, Scientific and Cultural Organization – Intangible Cultural Heritage (n.d.), *Purpose of the Lists of Intangible Cultural Heritage and of the Register of Good Safeguarding Practices*, UNESCO (online), available at: <https://ich.unesco.org/en/purpose-of-the-lists-00807> (09-01-2019).



List of abbreviations

AD	Anno Domini
AIIB	Asian Infrastructure Investment Bank
APEC	Asia-Pacific Economic Cooperation
APG	Asia-Pacific Gateway
ASEAN	Association of Southeast Asian Nations
BMIC-EC	Bangladesh–China–India–Myanmar Economic Corridor
BRIDGE	Belt and Road Initiative Developing Green Economies
CAGR	compound annual growth rate
CIC	China Investment Corporation
CHEC	China Harbour Engineering Company Limited
CLIA	Cruise Lines International Association
CNTA	China National Tourism Administration
COP23	23rd Conference of Parties
COSCO	China Ocean Shipping Company
CPEP	China-Pakistan Economic Corridor
CSSC	China State Shipbuilding Corporation
DMO	Destination Management Organization
EAI	Eurasia Initiative
ECRL	East Coast Rail Line
EEC	Eastern Economic Corridor
EIA	Environmental impact assessment
EPNI	European Neighbourhood and Partnership Instrument
FDI	foreign direct investment
GDP	gross domestic product
HKTDC	Hong Kong Trade Development Council
ICHHTO	Iran Cultural Heritage, Handicrafts and Tourism Organization
IOC	Intergovernmental Oceanographic Commission
MICE	Meetings, incentives, conventions, and exhibitions
MOCA	Museum of Contemporary Art
NDRC	National Development and Reform Commission
NGO	non-governmental organization
PATA	Pacific Asia Travel Association
PEMSEA	Partnerships in Environmental Management for the Seas of East Asia
SOA	State Oceanic Administration
SCSTAC	South China Sea Tsunami Advisory Center

UNESCO	United Nations Educational, Scientific and Cultural Organization
UN Environment	United Nations Environment Programme
UNFCCC	United Nations Framework Convention on Climate Change
UNIDO	United Nations Industrial Development Organization
UNWTO	World Tourism Organization
USAID	United States Agency for International Development
VOC	Vereenigde Oostindische Compagnie (Dutch East India Company)
WTTC	World Travel & Tourism Council

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The 21st Century Maritime Silk Road is a key component of China's Belt and Road Initiative and, as such, can play a crucial role in the development of maritime infrastructure throughout Asia and the Pacific in the coming years. This report, developed with the kind support of Sunny International, looks into the overall impacts of the Maritime Silk Road on tourism and assesses the tourism potential of Maritime Silk Road thematic routes across Asia and beyond. The report shows that cruise tourism, targeted investments in decayed maritime infrastructure and the reutilization of ancient port cities can reinvigorate available heritage, support local communities and help diversify a country's tourism sector.

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