



CAREC REGIONAL WORKSHOP PROMOTING REGIONAL TOURISM COOPERATION UNDER CAREC 2030

Tashkent, Uzbekistan
23-24 October 2018

SUMMARY OF DISCUSSIONS

I. Introduction

1. A Central Asia Regional Economic Cooperation (CAREC) Tourism Consultation Workshop, co-organized by ADB and the CAREC Institute, was held in Tashkent, Uzbekistan on 23-24 October 2018. Tourism officials from the eleven CAREC countries¹ as well as representatives from UNESCO, the Mekong Tourism Coordinating Office, private sector, and tour operators attended the workshop.

2. Mr. Shukhrat Vafaev, Executive Director of the Fund for Reconstruction and Development, Deputy Chairman of the State Committee for Investments and CAREC National Focal Point for Uzbekistan welcomed the participants, and Cindy Malvicini, Officer-In-Charge, Uzbekistan Resident Mission, provided opening remarks. Mr. Ulugbek Kasimkhodjaev, Acting First Deputy Chairman of Uzbekistan's State Committee for Tourism Development co-chaired the workshop, together with Mr. Safdar Parvez, Director, Regional Cooperation and Operations Coordination Division, and Mr. Yong Ye, Director, Urban Development and Water Division, Central and West Asia Department, ADB. The agenda and list of participants are in Appendix 1 and 2.

II. Rationale

3. The CAREC 2030 strategy was endorsed at the 16th Ministerial Conference on 27 October 2017 in Dushanbe, Tajikistan. CAREC 2030 seeks to expand the horizons of economic cooperation in the region by connecting people, projects and policies for shared and sustainable development. The essence of tourism is to create and deepen socio-economic and cultural ties across countries, improve connectivity, and foster better dialogue by bringing people and nations together. Thus, promoting tourism cooperation is one of the operational priorities under CAREC 2030.

4. To initiate activities in this new operational area, a scoping study on "*Promoting Regional Tourism Cooperation under CAREC 2030*" is being formulated. The scoping study seeks to identify opportunities for enhancing and expanding cooperation among CAREC countries in the tourism sector to maximize economic opportunities while managing possible negative socio-cultural and environmental impacts. The objectives of the regional tourism workshop were to (i) present the initial findings of the draft scoping study and solicit inputs from key stakeholders to help finalize the study; (ii) deliberate on key challenges and opportunities for regional initiatives

¹ CAREC countries include Afghanistan, Azerbaijan, People's Republic of China, Georgia, Kazakhstan, Kyrgyz Republic, Mongolia, Pakistan, Tajikistan, Turkmenistan, and Uzbekistan.

and collaborative actions in the tourism sector going forward; and (iii) agree on a way forward on strengthening regional cooperation in the tourism sector in the CAREC region.

III. Highlights of the Workshop

5. Participants expressed their gratitude to the CAREC Secretariat for the conduct of the first tourism workshop under CAREC and welcomed the preparation of the tourism scoping study. Participants highlighted that tourism development is high in their countries' national agendas as a sector capable of helping achieve the sustainable development goals and fostering inclusive economic growth and job creation.

6. ADB made a presentation on the linkages between inclusive urban development, tourism development and inclusive economic growth. ADB noted that maintaining vital economic growth while creating sustainable and livable cities for all is a big urban challenge facing the region. Good quality inter-city and public transport, and accessible public spaces are paramount in a well-functioning tourist destination. Urban services are also critical as tourists expect good quality water supply and sanitation, waste management, heating/cooling, etc. ADB presented the "*Livable Cities*" approach, which focuses on the 3Es: economic competitiveness, environmental sustainability, and social equity. In this regard, ADB is currently implementing a pilot "livable cities" project in Georgia to support the development of regional tourism clusters through integrated urban development.

7. ADB also presented the joint tourism proposal under the framework of the Almaty–Bishkek Economic Corridor (ABEC). In June 2018, the governments of Kazakhstan and the Kyrgyz Republic requested assistance from ADB for drafting a tourism cluster master plan for the central Tian Shan mountain region, which connects the two countries. The proposed master plan will help structure the development of an internationally competitive tourist destination all-year round; strengthen relevant public tourism institutions in both countries; and facilitate private investments. Project consultants are expected to be mobilized by end of 2018.

8. Participants from member countries presented their current situation and future plans in several areas related to tourism development and cooperation, including (i) visa regime and connectivity; (ii) preservation of tourism assets and measures to protect heritage and environmental features; (iii) tourism marketing and promotion strategies; (iv) key challenges for advancing tourism cooperation; and (v) potential areas for collaboration and the role of CAREC in promoting tourism development and cooperation.

9. **Visa regime and connectivity.** Some CAREC countries have made significant progress over the past years in liberalizing visa regimes and reducing entry requirements of visitors from CAREC countries and international markets. For example, Georgia has visa-free entry for 94 countries; Kazakhstan has visa-free entry for 63 countries, and visa-free transit regime for PRC and India; Kyrgyz Republic has visa-free entry for 45 countries and plans to add 18 countries to the list; Uzbekistan has visa-free regime for 18 countries; and Tajikistan has visa-free entry for 10 countries and a simplified visa regime for 112 countries. E-visa systems have been introduced in Kazakhstan, Kyrgyz Republic, Azerbaijan, Georgia, Tajikistan, and Uzbekistan. An important current initiative is the proposal to establish a "*Silk Road visa*" based on the European Union's

Schengen scheme. A draft agreement between Kazakhstan and Uzbekistan has already been developed for this purpose.

10. Member countries also noted recent positive developments in cross-border connectivity, including the opening of several border crossing points between Uzbekistan and Tajikistan in the first half of 2018, and the ongoing development of the Trans-Caspian International Transport Route, which runs through Kazakhstan, Azerbaijan and Georgia. Air connectivity, however, remains limited in the region. Thus, adoption of an open skies policy and modernization of regional airports were highlighted by some CAREC countries² as important priorities going forward.

11. **Preservation of tourism assets.** Representatives from UNESCO underlined the importance of promoting tourism development while at the same time preserving the value of cultural and natural heritage assets. Heritage sites need to be developed with an environmentally conscious design to ensure that they do not suffer from deterioration due to influx of tourists. Limiting the open areas in historical and other heritage sites, building capacity of heritage site managers, and actively engaging with the local communities can help manage the adverse impacts and ensure preservation of tourism sites. For instance, in Mongolia, there are 33 protected areas in which tourism activities are only allowed provided that they are in full compliance with a set of rules and regulations. Participants were apprised of the recently launched UNESCO / EU project on Silk Roads Heritage Corridors in Afghanistan, Central Asia, and Iran. UNESCO also expressed its readiness to strengthen collaboration with CAREC going forward, particularly in capacity building, research, and awareness-raising activities to promote sustainable tourism development.

- **Tourism marketing and promotion strategies.** Participants recommended that branding and promotion of the CAREC region as an international tourist destination should be done under the “Silk Road” marketing umbrella, given that it is already a well-known global brand. According to the TripAdvisor report on Travel Trends for the Silk Road prepared with UNWTO, eight CAREC countries are featured in the top 10 countries most associated with the Silk Road.³ It was also noted that CAREC countries can learn from the experiences and best practices of other regional programs, such as the Greater Mekong Subregion (GMS), which has over a decade’s experience in developing and promoting the Mekong subregion as a single destination for tourists.

12. Participants were also apprised of the tourism marketing initiatives being undertaken in some CAREC countries. In particular, Georgia has a well-diversified portfolio of tourism marketing tools, including online marketing activities and social media, seasonal promotional campaigns in target markets, and active participation of the private sector in international fairs and exhibitions. Pakistan is also making progress in this area and a fund for tourism marketing and promotion is going to be established. On the other hand, international tour operators noted that participation of CAREC countries in international tourism fairs, exhibitions and trade shows is still very low. It was suggested that CAREC countries participate with a joint presence to increase attractiveness of the region as a tourism destination.

² Kazakhstan, Kyrgyz Republic and Mongolia.

³ Mongolia, Kazakhstan, Uzbekistan, Azerbaijan, Tajikistan, Turkmenistan, PRC and the Kyrgyz Republic.



13. **Key challenges for advancing tourism cooperation.** Participants identified several challenges that currently hinder tourism development and cooperation in the region. These include: (i) insufficient air connectivity among CAREC countries and with international markets; (ii) inadequate transport infrastructure, particularly in remote areas; (iii) the still complex visa regimes in many countries and cumbersome border crossing procedures; (iv) lack of reliable tourism data and statistics; (v) shortage of skilled workers and language barriers; (vi) lack of dialogue between tourism-related agencies and the private sector at national and regional levels; (vii) limited presence of CAREC countries in international tourism fairs; and (viii) challenging security conditions in certain areas.

14. **Potential areas for collaboration.** Participants expressed their broad support to the initial areas for collaboration identified in the tourism scoping study, including: (i) improvement of border crossing arrangements and simplification of visa procedures; (ii) infrastructure development and increased air connectivity; (iii) tourism skills and training; (iv) standardization of tourism services; (v) tourism data collection and information-sharing; and (vi) promotion of regulatory reforms and creation of an enabling environment for tourism investments. Participants also emphasized the need to raise public awareness and involve local communities when implementing tourism projects and activities to ensure preservation of the region's tourism assets.

15. In addition, a questionnaire was distributed during the workshop to help identify and prioritize activities that could be supported through a technical assistance grant going forward. The top-ranked activities were: (i) preparing a pipeline of investment projects (both hard and soft infrastructure interventions) for promoting sustainable tourism development in the region; (ii) developing standardized skills and training levels to ensure consistent tourism service provision across the region; and (iii) standardizing tourism statistics (see Appendix 3 for survey results). Other potential activities include developing a CAREC tourism virtual portal for consolidating and disseminating information; and organizing conferences and investment forums to enhance public-private coordination and collaboration.

16. Participants agreed that tourism work under CAREC should be continued through regular meetings of senior officials in charge of tourism development and representatives from the private sector. Participants also noted that a more detailed tourism action plan and strategy could be developed to identify concrete tourism initiatives to be implemented under CAREC, and to set out a vision and a roadmap towards 2030.

IV. Next Steps

17. Going forward, the CAREC Secretariat will (i) complete the tourism scoping study based on the comments and observations received from member countries, development partners, and private sector representatives; (ii) develop an action plan to identify concrete tourism initiatives and projects to be implemented under CAREC over the next 2-3 years in the potential areas for cooperation identified in the scoping study; and (iii) process a technical assistance grant for advancing cooperation and supporting regional initiatives in the tourism sector in CAREC member countries.



**CAREC Regional Workshop
Promoting Regional Tourism Cooperation under CAREC 2030**

23–24 October 2018
Wyndham Hotel
Tashkent, Uzbekistan

AGENDA

Day 1: Tuesday, 23 October 2018

08:30–08:55 Registration

08:55–09:10 **Welcome Remarks**

Mr. Shukhrat Vafaev

Executive Director of the Fund for Reconstruction and Development, Deputy Chairman, State Committee for Investments/ CAREC National Focal Point, Uzbekistan

Mr. Ulugbek Kasimkhodjaev

Acting First Deputy of Chairman

State Committee for Tourism Development, Uzbekistan

09:10–09:20 **Opening Remarks**

Ms. Cindy Malvicini

Officer-in-charge, Uzbekistan Resident Mission, ADB

09:20–09:30 **Introduction to the Agenda**

Mr. Safdar Parvez

Director, Regional Cooperation and Operations Coordination Division, Central and West Asia Department (CWRC), ADB

09:30–10:45 **Session 1: A Regional Approach to Sustainable Tourism Development for CAREC**

Moderator: Mr. Safdar Parvez, Director CWRC, ADB

- *“Draft Scoping Study on Promoting Regional Tourism Cooperation under CAREC 2030”* – Presentation by Mr. Robert Travers, Tourism Specialist, ADB Consultant (15 min.)
- *“Linkages between Tourism Cluster Development, Integrated Urban Development and Inclusive Economic Growth”* – Presentation by Mr. Yong Ye, Director, Urban and Water Division, Central and West Asia Department (CWUW), ADB (15 min.)

Open discussion (45 min.)

10:45–11:10 Coffee/Tea break and group photo

11:10–12:00 **Session 1 (continued)**

- “*Comparative Analysis of Tourism Indicators in the CAREC Region*” – Presentation by Mr. Yergali Dosmamgambet, Deputy Director II, CAREC Institute (10 min.)
- “*Joint Tourism Proposal under Almaty–Bishkek Economic Corridor (ABEC)*” – Presentation by Mr. Kristian Rosbach, Economist (Regional Cooperation), ADB and Mr. Carlos Faria, ADB Consultant (15 min.)

Open discussion (25 min.)

12:00–13:30 Lunch

13:30–15:10 **Session 2: Facilitating cross-border routes and inter-country tourism products**

Moderator: Mr. Robert Travers, Tourism Specialist, ADB Consultant

- “*Lessons Learnt in Promoting Regional Tourism Cooperation in Southeast Asia*” – Presentation by Mr. Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office (15 min.)
- Presentation by Miras Tulebayev, Head of International Cooperation and the Investment Promotion of the Committee of the Tourism Industry, Ministry of Culture and Sport, Kazakhstan (10 min.)
- Presentation by Mr. Chubak Omorov, Deputy Director, Department of Tourism, Ministry of Culture, Information and Tourism, Kyrgyz Republic (10 min.)

Open discussion (25 min.)

- Presentation by Ms. Konul Nuriyeva, Advisor of Regional Development and Planning Department, State Tourism Agency, Azerbaijan (10 min.)
- Presentation by Ms. Aziza Ibragimova, Leading Specialist, International Relations Unit, Committee for Tourism Development, Tajikistan (10 min.)

Open discussion (20 min.)

15:10–15:30 Coffee/Tea break

15:30–17:00 **Session 3: Managing tourism impacts on culture, heritage and the environment**

Moderator: Mr. Yong Ye, Director CWUW, ADB

- Presentation by Ms. Kristine Tovmasyan, Natural Sciences Specialist and Ms. Muhayyo Makhmudova, Culture Programme Officer, UNESCO (15 min.)
- Presentation by Mr. Ulugbek Kasimkhodjaev, Acting First Deputy of Chairman and Mr. Sadiq Badak, Adviser to the Chairman, State Committee for Tourism Development, Uzbekistan (10 min.)

Open discussion (25 min.)

Session 3 (continued)

- Presentation by Ms. Zhang Yang, Associate Research Fellow, China Tourism Academy, People's Republic of China (10 min.)
- Presentation by Ms. Saranjav Bayasgalan, Director General, Tourism Policy Coordination Department, Ministry of Environment and Tourism, Mongolia (10 min.)

Open discussion (20 min.)

Day 2: Wednesday, 24 October 2018

09:00–10:25 Session 4: Addressing the Tourism Marketing Challenge

Moderator: Ms. Ramola Naik Singru, Senior Urban Development Specialist, CWUW, ADB

- Presentation by Mr. Babar Khan, Additional Secretary Tourism, Sports, Tourism, Archaeology, Museums and Youth Affairs Department, Government of KP, Peshawar, and Mr. Aftab ur Rehman Rana, President, Sustainable Tourism Foundation Pakistan (10 min.)
- Presentation by Mr. Giorgi Bregadze, Head of Research and Planning Department of Georgian National Tourism Administration, MOESD, Georgia (10 min.)

Open discussion (25 min.)

- Presentation by Mr. Murtaza Azizi, Head of Communication and Tourism Activities, Tourism Department, Ministry of Information and Culture, Afghanistan (10 min.)
- Presentation by Mr. Ruslan Hydyrov, Specialist, company "Guneshli syyahat" of the Union of Industrialists and Entrepreneurs, Turkmenistan (10 min.)

Open discussion (20 min.)

10:25–10:45 Coffee/Tea break

10:45–12:00 Session 5: Insights and Perspectives from the Private Sector

Panel discussion with tour operators specialized in the CAREC region, followed by Q&A

Moderator: Mr. Robert Travers, Tourism Specialist, ADB Consultant

Panelists: Ms. Feruza Nazarova, Director, Advantour LLC
Mr. Shiraz Poonja, CEO & Managing Director, Sitara Group of Travel
Ms. Zulya Rajabova, President, Silk Road Treasure Tours
Mr. Nikolay Serbin, Executive Director, Central Asia Travel

12:00–12:30 Session 6: Wrap-up and next steps

Mr. Safdar Parvez, Director CWRC, ADB and Mr. Yong Ye, Director CWUW, ADB

12:30–13:30 Lunch

13:30–18:00 Site visit – Snapshot of tourism operations in Uzbekistan



LIST OF PARTICIPANTS

I. PARTICIPATING COUNTRY DELEGATIONS

A. Afghanistan

1. Mr. Sayed Yama Alimi, Head of Planning and Public Awareness for Tourism Directorate, Ministry of Information and Culture
2. Mr. Murtaza Azizi, Head of Communication and Tourism Activities, Tourism Department, Ministry of Information and Culture
3. Mr. Rafiudin Sahim, Executive Officer for Admin, Finance and Tourism, Ministry of Information and Culture

B. Azerbaijan

4. Ms. Konul Nuriyeva, Advisor of Regional Development and Planning Department, State Tourism Agency
5. Mr. Javid Abdullayev, Advisor of International Cooperation and Protocol Department, State Tourism Agency
6. Mr. Azar Orujov, Advisor of Tourism Industry and Preserves Department, State Tourism Agency

C. People's Republic of China

7. Ms. Su Han, Director, Department of International Economic & Financial Cooperation, Ministry of Finance
8. Ms. Mao Mao, Deputy Director, Department of Culture, Ministry of Finance
9. Ms. Zhang Yang, Associate Research Fellow, China Tourism Academy

D. Georgia

10. Mr. Giorgi Bregadze, Head of Research and Planning Department of Georgian National Tourism Administration, MOESD
11. Ms. Khatia Vashakmadze, Chief Specialist, Research and Planning Department of Georgian National Tourism Administration, MOESD
12. Mr. Vakhtang Kurtskhalia, Chief Specialist, International Relations Department of Georgian National Tourism Administration, MOESD

E. Kazakhstan

13. Mr. Miras Tulebayev, Head of International Cooperation and the Investment Promotion of the Committee of the Tourism Industry, Ministry of Culture and Sport of Kazakhstan
14. Ms. Karlygash Altayeva, Director of Tourism Department, National Chamber of Entrepreneurs of the Republic of Kazakhstan
15. Mr. Batyr Konakbayev, Head of Information and Analytics Department, "Kazakh Tourism" National Company

F. The Kyrgyz Republic

16. Mr. Chubak Omorov, Deputy Director, Department of Tourism, Ministry of Culture, Information and Tourism
17. Mr. Myrzabek Ozubekov, Executive Director, Kyrgyz Community Based Tourism Association, "Hospitality Kyrgyzstan"
18. Ms. Kunduz Beisheeva, Manager of the Legal and Organizational Unit, Department of Tourism under the Ministry of Culture, Information and Tourism

G. Mongolia

19. Ms. Saranjav Bayasgalan, Director General, Tourism Policy Coordination Department, Ministry of Environment and Tourism
20. Ms. Nyamjav Erdenechimeg, Officer, Environment and Natural Resource Management Department, Ministry of Environment and Tourism
21. Ms. Dorjpalam Uuriintuya, Deputy Director, Steppenfuchs Reisen LLC

H. Pakistan

22. Mr. Babar Khan, Additional Secretary Tourism, Sports, Tourism, Archaeology, Museums and Youth Affairs Department, Government of KP, Peshawar
23. Mr. Rahman Shah, Section Officer, Economic Affairs Division
24. Mr. Aftab ur Rehman Rana, President, Sustainable Tourism Foundation Pakistan

I. Tajikistan

25. Mr. Farrukhruz Izzatulloev, Head of Department on Tourism Development, Committee for Tourism Development
26. Mr. Emomali Kholov, Chief Specialist, Department on Trade Policy and Service, Ministry of Economic Development and Trade
27. Ms. Aziza Ibragimova, Leading Specialist, International Relations Unit, Committee for Tourism Development

J. Turkmenistan

28. Mr. Penaguli Halnepesov, Chief Specialist, Financing of Science, Education and Culture sectors division, Financing of Social and Cultural Development Department, Ministry of Finance and Economy
29. Mr. Ruslan Hydyrov, Specialist, company "Guneshli syyahat" of the Union of Industrialists and Entrepreneurs

K. Uzbekistan

30. Mr. Shukhrat Vafaev, Executive Director of the Fund for Reconstruction and Development, Deputy Chairman, State Committee for Investments/ CAREC National Focal Point
31. Mr. Ulugbek Kasimkhodjaev, Acting First Deputy of Chairman, State Committee for Tourism Development (SCTD), Workshop`s Co-Chairman
32. Mr. Abdulaziz Akkulov, Deputy Chairman of the State Committee for Tourism
33. Mr. Sadiq Badak, Adviser to the Chairman of the SCTD
34. Ms. Gulbakhor Achilova, Leading Specialist, Cabinet of Ministers
35. Mr. Utkirjon Kholbadalov, Head of Department, SCTD
36. Mr. Ibokim Mirzaakhmedov, Deputy Head of Department, SCTD

- 37. Mr. Mirtolib Mirzakhidov, Director, Unitary enterprise "Ipak Yo'li Ofisi" (Silk Road office)
- 38. Ms. Gulchekhra Israilova, Chairman, Association of Private Tourism Organizations

II. DEVELOPMENT PARTNERS AND INSTITUTIONS

A. Asian Development Bank

- 39. Mr. Safdar Parvez, Director, Regional Cooperation and Operations Coordination Division (CWRC), CWRD
- 40. Mr. Yong Ye, Director, Urban Development and Water Division, (CWUW), CWRD
- 41. Ms. Cynthia Malvicini, Deputy Country Director, Uzbekistan Resident Mission
- 42. Ms. Ramola Naik Singru, Senior Urban Development Specialist, CWRD
- 43. Mr. Kristian Rosbach, Economist, CWRD
- 44. Ms. Carmen Maria Garcia Perez, Regional Cooperation Specialist, CWRD
- 45. Ms. Jennifer Lapis, CAREC Regional Cooperation Coordinator (RCC), ADB Headquarters, Manila

B. CAREC Institute

- 46. Mr Yergali Dosmangambet, Deputy Director II
- 47. Ms Shuai Shao, Training Officer
- 48. Ms Hu Xiahong, Training Officer

C. UNESCO

- 49. Ms. Kristine Tovmasyan, Natural Sciences Specialist, Almaty Office
- 50. Ms. Muhayyo Makhmudova, Culture Programme Officer, Tashkent Office

III. RESOURCE PERSONS

- 51. Mr. Robert Travers, Tourism Specialist / ADB Consultant
- 52. Mr. Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office
- 53. Mr. Carlos Faria, ADB Consultant
- 54. Ms. Feruza Nazarova, Director, Advantour
- 55. Mr. Shiraz Poonja, CEO& Managing Director, Sitara Group of Travel
- 56. Ms. Zulya Rajabova, President, Silk Road Treasure Tours
- 57. Mr. Nikolay Serbin, Director, Central Asia Travel
- 58. Ms. Dilfuza Isomovna , Owner, Uzbekistan Boutique Tours

IV. INTERPRETERS

- 59. Mr. Evgeny Sinelschikov
- 60. Ms. Yelena Avanesova

CAREC REGIONAL WORKSHOP
PROMOTING REGIONAL TOURISM COOPERATION UNDER CAREC 2030
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Survey results

Total # of survey forms submitted to the CAREC Secretariat: 33

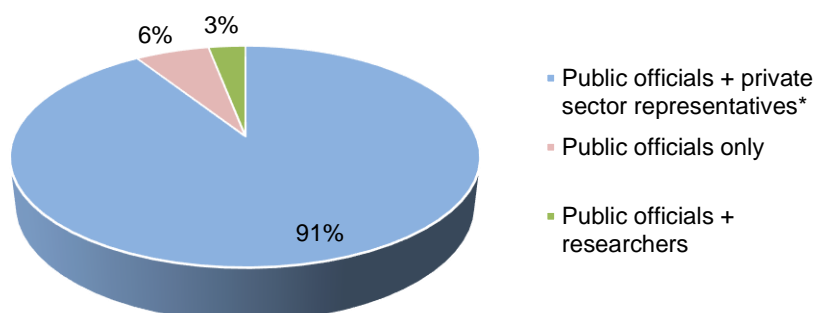
COUNTRY	# OF FORMS SUBMITTED
AFG	1
AZE	3
GEO	3
KAZ	3
KGZ	3
MON	3
PAK	3
PRC	3
TAJ	3
TKM	2
UZB	4
Others ^a	2
TOTAL	33

^a CI and tour operator

I. Question 1: Should a CAREC Tourism Working Group (TWG) be formed?

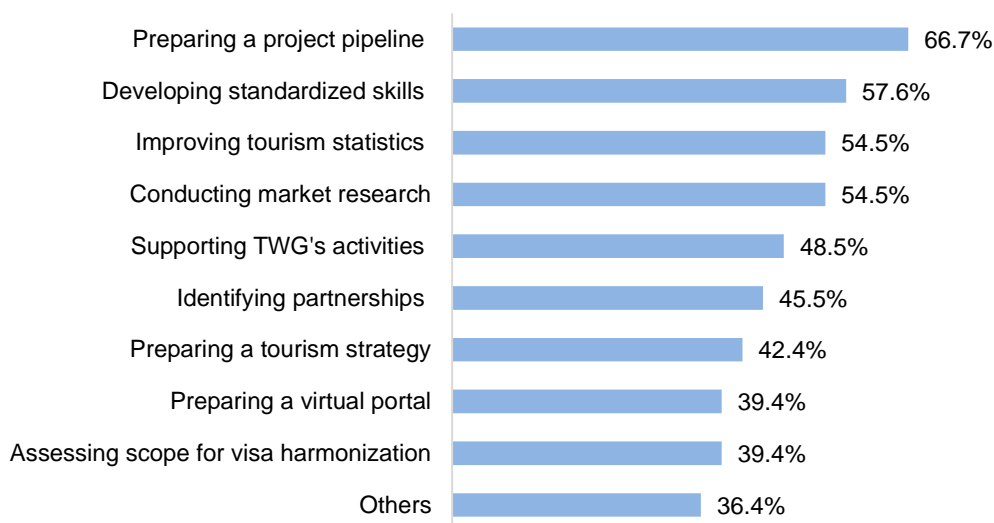


II. Question 2: What should be the composition of the TWG?



*Four countries highlighted other stakeholders in addition to public officials + private sector representatives. These include NGOs, local communities, destination management organizations, airlines, and visa authorities.

- III. Question 3: What of the following activities that could be supported through a technical assistance (TA) grant do you consider relevant and in line with your country's needs and priorities? (several options can be selected)



- IV. Question 4: Are there any other areas that could be supported through a TA grant? ("others" in question 3)

Twelve participants (five CAREC countries, tour operator, and CI) suggested additional areas to be supported under a TA grant. These include:

- (i) providing support to existing inter-country routes (e.g. Modern Silk Road) in coordination with other development partners and regional initiatives;
- (ii) enhancing tourism education, including training for tourist guides to help remove the language barriers;
- (iii) conducting study visits both within and outside the region for in-depth knowledge of best practices;
- (iv) developing tourism infrastructure;
- (v) promoting sustainable and community-based tourism, particularly in remote and rural areas;
- (vi) supporting pilot projects along the Almaty-Bishkek Economic Corridor (ABEC);
- (vii) building the capacity of tourism-related agencies, including at the provincial level (e.g. Turkestan region under the new Shymkent-Tashkent-Khujand economic corridor); , and Khujand);
- (viii) organizing a CAREC Annual Tourism Conference and Expo to promote collaboration among public and private sector stakeholders; and
- (ix) developing knowledge and research products.

