



**Regional Inception Workshop
Sustainable Tourism Development in the Central Asia Regional Economic Cooperation
(CAREC) Region**

3–4 December 2019, Altitude Room, 28th Floor, Ritz-Carlton Hotel
Almaty, Kazakhstan

AGENDA

Day 1: Tuesday, 3 December 2019

08:30–09:00 Registration

09:00–09:05 **Welcome Remarks**

Mr. Miras Tulebayev, Acting Chairman of the Committee of the Tourism Industry,
Ministry of Culture and Sports of Kazakhstan

09:05–09:15 **Introduction to the Agenda**

Mr. Safdar Parvez

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

09:15–10:15 **Session 1: A Regional Approach to Sustainable Tourism Development for
CAREC**

Presentation by Ms. Carmen Garcia Perez, Regional Cooperation Specialist, CWRC
and Mr. Carlos Faria, Team Leader (25 min.) on:

- Context, scope and outputs of the regional technical assistance, namely, (i) regional tourism strategy 2030, (ii) regional tourism investment framework 2021–2025, and (iii) CAREC tourism virtual portal; objectives of the inception workshop and work plan for 2020

Q&A (15 min.)

- “Global and Regional Tourism Outlook” – Presentation by Ms. Farzana Noshab, Senior Economics Officer, ADB (20 min.)

10:15–10:45 Coffee/Tea break and group photo

10:45–12:20 **Session 2: Expectations and Priorities of CAREC Countries**

Moderator: Mr. Safdar Parvez, Director, CWRC, ADB

Discussant: Mr. Bruno Balvanera, Managing Director, Central Asia, EBRD

Each CAREC country will have 5 minutes to present their expectations from the regional technical assistance and their tourism priorities going forward, including how can a regional approach complement their national strategies. This will be followed by Q&A (30 min.)

12:20–13:30 Lunch

13:30–15:30 **Session 3: Developing a CAREC Tourism Strategy towards 2030 and a Regional Tourism Investment Framework 2021–2025**

Moderator: Mr. Giovanni Capannelli, Country Director, Kazakhstan Resident Mission

- “*The GMS Experience in Formulating a Regional Tourism Strategy*” – Presentation by Ms. Carmen Garcia Perez (10 min.)
- “*Tourism Development along Economic Corridors*” – Presentation by Mr. Carlos Faria (10 min.)

Q&A (30 min.)

- Break-out session: participants will be divided into groups to brainstorm on the vision, objectives and components of a CAREC tourism strategy towards 2030 (60 min.)

Group facilitators: Carlos Faria, Carmen Garcia, Zulfia Karimova, and Farzana Noshab

15:30–16:00 Coffee/Tea break

16:00–17:30 **Session 3 (continued)**

Moderator: Ms. Aigul Khalafova, Culture Programme Specialist, UNESCO Cluster Office for Kazakhstan, Kyrgyzstan and Tajikistan

Each group will have 15 minutes to present the outcomes of the break-out session, followed by 15 minutes of Q&A. The group facilitators will share their reactions, feedback or perspectives particularly on the take-aways from the break-out session.

17:45–18:15 **Special Session:** Signing Ceremony of the Agreement on Cooperation in Tourism Development between representatives of Tourism Organizations and Associations of Central Asian Countries (*for concerned parties only*) – Sapphire Room, 2nd Floor

Day 2: Wednesday, 4 December 2019

08:45–09:00 **Recap of Day 1**

Mr. Safdar Parvez and Ms. Carmen Garcia Perez

09:00–09:10 Presentation by Ms. Ramola Naik Singru, Senior Urban Development Specialist, ADB on “*An Integrated Approach to Tourism and Economic Development: Lessons Learned from the Livable Cities Investment Program*” (10 min.)

09:10–10:30 **Session 4: How to Implement a CAREC Tourism Strategy towards 2030 and a Regional Tourism Investment Framework over 2021–2025?**

Presentation by Mr. Carlos Faria, Team Leader and Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, ADB (20 min.) on:

- Institutional structures for tourism development in CAREC countries, lessons learned and best practices from other regions and from other operational areas under CAREC

Q&A (20 min.)

- Break-out session: participants will be divided into three groups to brainstorm on a sound institutional mechanism to effectively implement a CAREC tourism strategy towards 2030 (40 min.)

Group facilitators: Carlos Faria, Ramola Naik Singru, Carmen Garcia, Zulfia Karimova, and Farzana Noshab

10:30–11:00 Coffee/Tea break

11:00–12:00 **Session 4 (continued)**

Moderator: Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, ADB

Each group will have 10 minutes to present the outcomes of the break-out session, followed by 10 minutes of Q&A. The group facilitators will share their reactions, feedback or perspectives particularly on the take-aways from the break-out session.

12:00–13:00 Lunch

13:00–14:30 **Session 5: Panel Discussion on the Role of Development Partners in Sustainable Tourism Development under CAREC**

Panel discussion with multilateral and bilateral donors working in tourism projects and initiatives in the CAREC region, followed by Q&A

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

Panelists: Ms. Kristine Tovmasyan, Natural Sciences Programme Officer, UNESCO
Ms. Gulmira Myrzakmat, Kyrgyzstan Country Director and Regional Tourism Program Lead, USAID

Mr. Nazar Talibdjanov, Principal Banker, SME Finance and Development, EBRD

Ms. Irina Goryunova, Assistant Resident Representative, UNDP Kazakhstan

Mr. Nikolaos Gkolfinopoulos, Silk Road Project Specialist, UNWTO

14:30–15:00 **Session 6: Next steps and Wrap-Up**

Ms. Ramola Naik Singru and Ms. Carmen Garcia Perez