



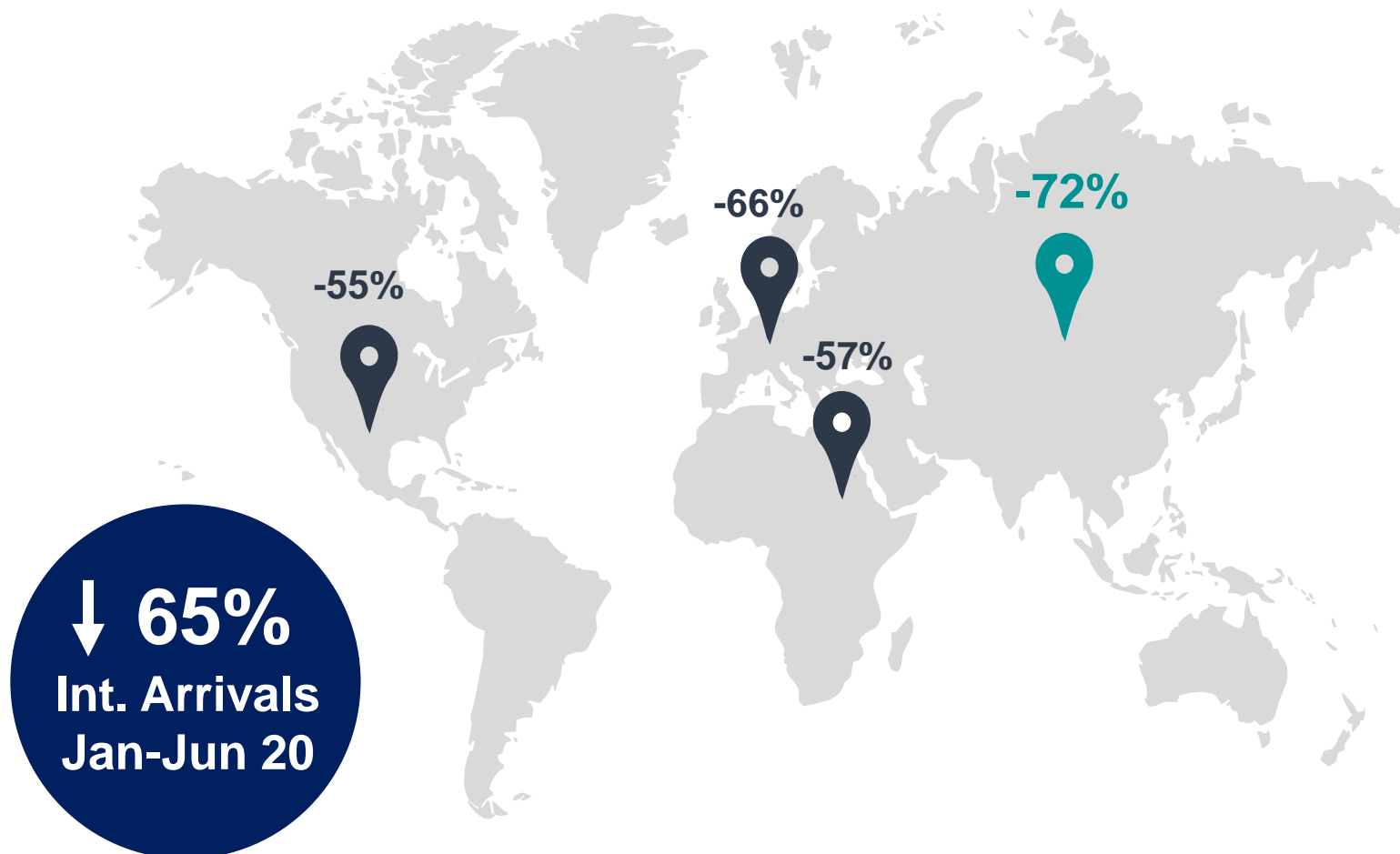
# CAREC Tourism Strategy 2030

*Virtual CAREC Senior Officials' Meeting*

*20 October 2020*

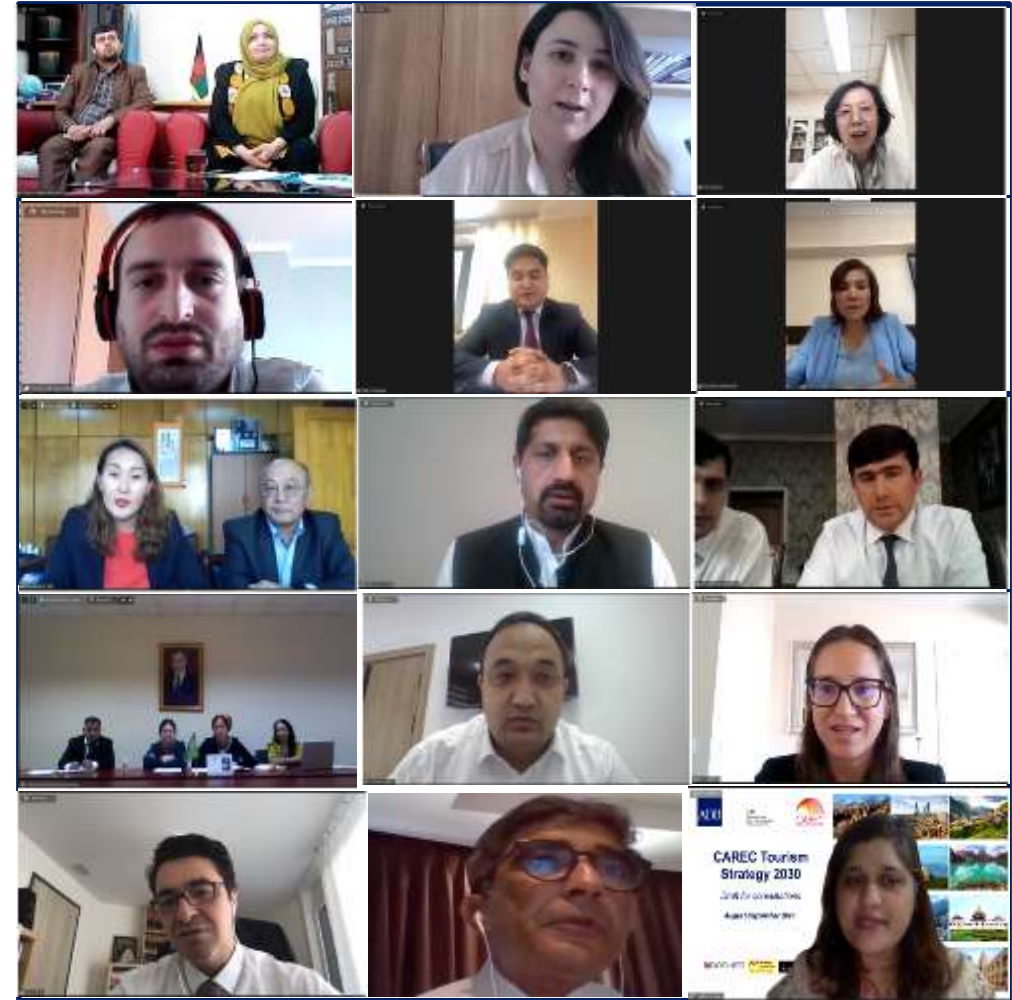


Tourism sector significantly affected by COVID-19 but **key driver of socio-economic recovery**



- Greater opportunities for **economies of scale** and optimization of resources
- **Diversification** of experiences for tourists and development of competitive and resilient **all-year round destinations**

- ❑ **Full support** to the proposed strategy, which is **aligned with national priorities**
- ❑ Short-term focus should be **domestic and intra-regional** tourism through:
  - Visa liberalization and harmonization
  - Improved intra-regional connectivity and infrastructure in multi-country routes
  - Safety and quality standards
  - Improvement of data and statistics
  - Capacity building
  - Joint promotion under a common brand “Visit Silk Road” and B2B initiatives
- ❑ **Multi-stakeholder coordination** and involvement of **private sector** at strategic and operational level



27 Aug – 11 Sep 2020





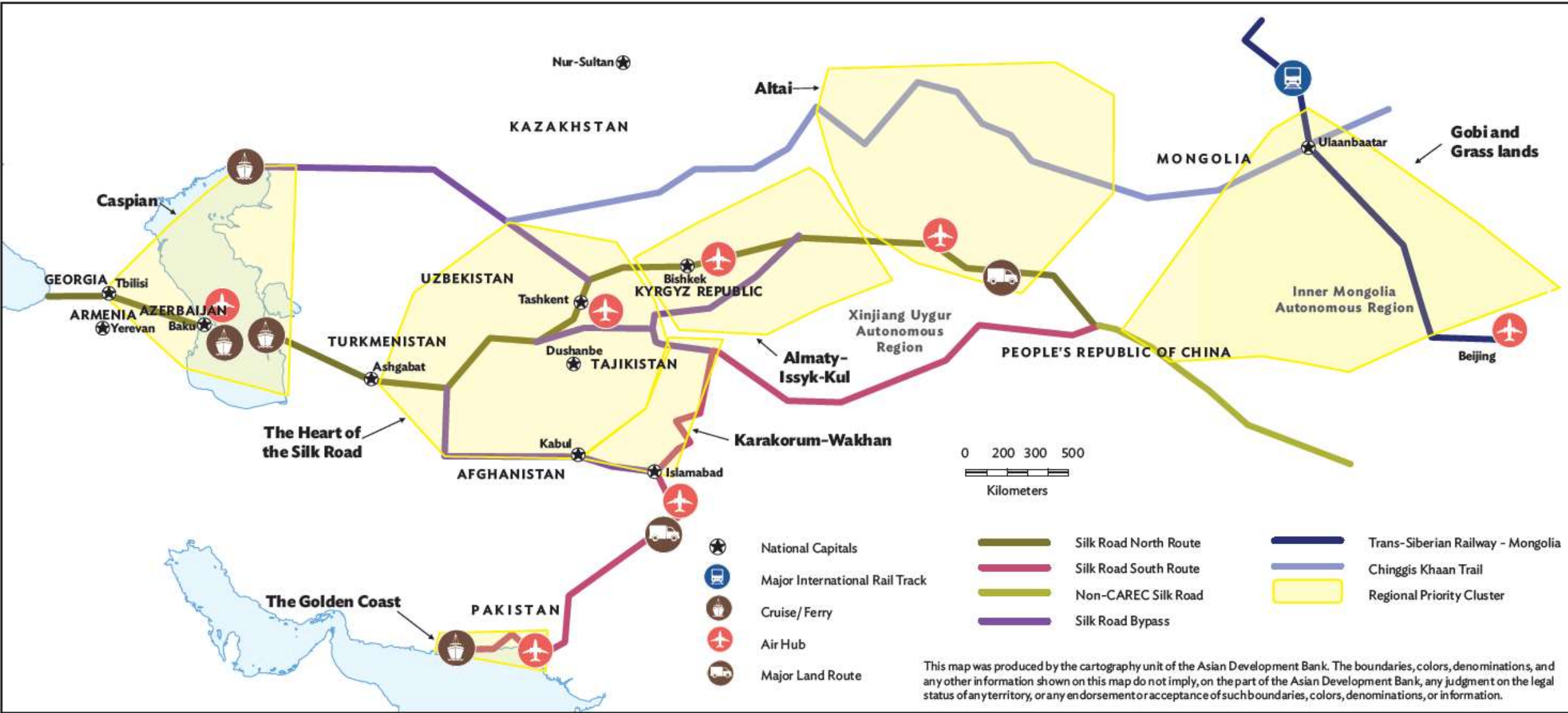
## Vision

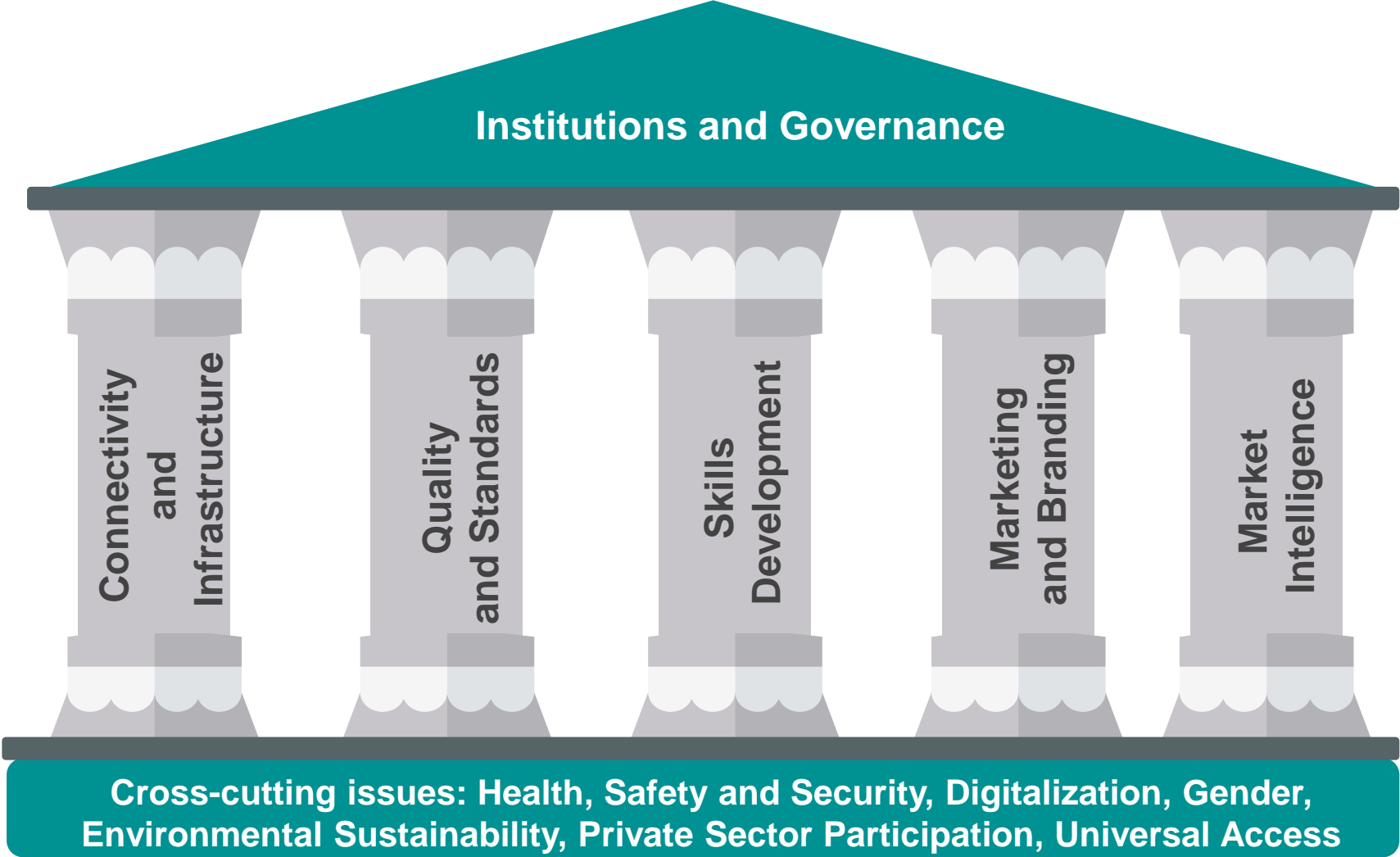
“  
*A sustainable, safe, easily accessible, and well-known tourism region, that provides a variety of unique all-year-round quality experiences to visitors along the Silk Road, and widely shares its benefits among its communities.*  
”

## Guiding Principles

- Prioritizing quality over quantity
- Adapting to global trends and building resilience
- Reducing regional imbalances and empowering local communities
- Promoting multi-seasonal tourism through product diversification
- Adopting a holistic and phased approach for developing the CAREC tourism network

# CAREC Tourism Strategy 2030: Priority Clusters





### 2021-23 Initial phase

- Domestic and intra-regional tourism.
- Skills development, visa harmonization, safety and quality standards, tourism statistics, and common branding.

### 2024-28 Second phase

- High-spending international markets.
- Air connectivity, development of joint tourism products and multi-country experiences, and regional tourism finance facility.

### 2029-onwards Third phase

- Secondary destinations beyond priority clusters.
- Further improve infrastructure and accessibility, product diversification and marketing initiatives.

## Regional Tourism Investment Framework (2021-2025)

- Regional **projects and initiatives** under the five strategic pillars
- **Flexibility:** projects involving a subset of countries
- **Coordination** with initiatives under other CAREC's operational clusters
- **Regular monitoring** (results framework) and adjustments as needed based on countries' emerging needs and priorities.

CAREC Secretariat, CAREC Institute and development partners: technical, financial, and knowledge support

## Ministerial Conference

- Policy and strategic dialogue, and decision-making body

## Senior Officials' Meeting

- Oversight and progress monitoring for all operational clusters and sectors

## CAREC Tourism Focals Group

- Overall coordination and monitoring of tourism initiatives and projects

## Technical Expert Groups

- Specific thematic / cluster level initiatives
- Public and private stakeholders

- ❑ Aligned with overall **CAREC 2030 institutional framework**
- ❑ **Incremental approach** based on progress and countries' ownership:
  1. Demand-based technical expert groups (initial phase)
  2. Small centralized office and/or regional tourism agency (subsequent phases)
- ❑ **Multi-stakeholder coordination** at strategic and operational level



