

**PRESENTATION:
ADDRESSING TOURISM MARKETING
CHALLENGES**

Workshop

**Promoting Regional Tourism Cooperation
under CAREC 2030**

Tashkent, 23-24 October, 2018

Tourism in Turkmenistan

Tourism is one of the most important revenue items for any state. Turkmenistan is interested in accelerated development of the tourism financial and economic base, increasing its investment attractiveness to promote development of other industries.

Turkmenistan tourism map



What is attractive in Turkmenistan for foreign visitors?

- ▣ History
- ▣ Culture
- ▣ Nature
- ▣ Cuisine
- ▣ White marble Ashgabat
- ▣ Avaza tourist zone
- ▣ Sights
- ▣ Akhal-Teke horses



National Tourism Marketing Development Strategy

- ▣ Formulate a strategy for tourism marketing development in the country
- ▣ Identify key activities and budget
- ▣ Target markets
- ▣ Key marketing channels of tourist products

Strategy formulation stages

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- Develop the Strategy and submit it to the Government of Turkmenistan for review
 - Create a Working Group
 - Study the tourism sector together with regional authorities
 - Disclose for public consultations
 - Finalize the draft

Strategy implementation plan

Activity areas:

- ▣ Identify marketing channels;
- ▣ Strengthen a social role of tourism;
- ▣ ITE and analytical support for tourism in Turkmenistan;
- ▣ Promote tourist products of Turkmenistan to domestic and foreign markets.

Strategy implementation arrangements

- ▣ Obtain the Government's consent for project implementation.
- ▣ Create enabling environment for the Working Group.
- ▣ Establish information exchange between the Working Group and tourism industry stakeholders of Turkmenistan.
- ▣ Develop and disseminate promotional materials.
- ▣ Develop high-quality and competitive tourist product.
- ▣ Promote the tourist product.
- ▣ Develop time-bound action plans
- ▣ Ensure security of touristic activities

Priority tourism development areas



History and ethnography



Nature



Sea



Wellness and health



Social



Religion



Gastronomy

Strategy goals and objectives

Goal – promote tourism potential of Turkmenistan on the international arena

Objectives:

- ▣ Improve appeal of tourist products;
- ▣ Develop cooperation with major international tour operators;
- ▣ Increase in the number of individual tourists;
- ▣ Attract foreign investors to cooperate under mutual agreement.

CAREC and its role

Strengthen engagement with all stakeholders through dialogue on tourism issues, development and implementation of projects.

Joint development and implementation of the Tourism Marketing Strategy for Turkmenistan.





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Guneshli Syahat travel company is a member of the Turkmen Union of Industrialists and Entrepreneurs in tourism and hospitality.

THANK YOU FOR
ATTENTION