



CAREC Tourism Workshop: Central Asia Sustainable Tourism Development
the Rixos Turkestan Hotel, Venue – Tole Bi,
Turkestan, Kazakhstan, 2-4 May 2024

DAY 1 – Thursday (May 2)	
09:00–09:30	Registration of participants
09:30–10:30 Session 1: CAREC Tourism Priority Projects	
09:30–09:40	Moderator: Mr. Kenzhekhan Abuov, Senior Project Officer, Kazakhstan Resident Mission, Asian Development Bank (ADB)
	Welcome Remarks (10 mins) Mr. Nurtas Karipbayev, Acting Chairman, Committee of Tourism Industry, Ministry of Tourism and Sports of Kazakhstan Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, Central and West Asia Cooperation and Integration Unit, Central and West Asia Department (CWRD), ADB
09:40–09:55	Presentation on TA9776-REG Tourism Priority Projects and CAREC Tourism Portal (15 mins) Ms. Ramola Naik Singru, Principal Urban Development Specialist, Water and Urban Sector Group, ADB <i>This session will present the CAREC tourism priority projects and relevance to CA region</i>
09:55–10:15	Open Discussion (20 mins) <i>Participants from CAREC countries will be requested to provide their views and input on the new activities (additional financing).</i>
10:15–10:45	Group Photo (Hotel lobby) and Coffee Break (30 mins)
10:45–12:00 Session 2: CAREC Tourism Potential	
10:45–10:50	Introductory Remarks (5mins) Mr. Kenzhekhan Abuov, Senior Project Officer, KARM, CWRD, ADB
10:50–11:05	Presentation on CAREC Tourism Potential (15mins) Mr. Carlos Faria, ADB Consultant, Tourism Economist <i>This session will present the CAREC tourism potential and SilkRoad Visa Concept.</i>
11:05–12:00	Open Discussion (55 mins) Moderator: Mr. Kenzhekhan Abuov, Senior Project Officer, KARM, CWRD, ADB <i>Participants from CAREC countries will be requested to provide their views and inputs on CAREC tourism priorities.</i>



12:00–13:30	Lunch Break (90 mins)
13:30–15:00	Session 3: CAREC Tourism Marketing and Branding
13:30–13:35	Introductory Remarks (5 mins) Mr. Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SG-WUD, ADB
13:35–14:00	Presentation on Thematic Marketing and Branding: Harnessing the Ancient Silk Road (25 mins) Mr. Trevor Weltman, Clickable Asia <i>The session on "Thematic Marketing and Branding: Harnessing the Ancient Silk Road" will explore the strategic use of the regional brands around rich history and cultural heritage as a central theme in developing compelling marketing and branding narratives for the tourism sector.</i>
14:00–14:40	Open Discussion (40 mins) Moderator: Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SG-WUD, ADB <i>Participants from CAREC countries will be requested to provide their views and inputs on the CAREC regional marketing and branding issues in their countries. Questions and suggestions are highly encouraged.</i>
14:40–17:30	Session 4: Product & Enterprise Marketing in the Tourism Sector
14:40–14:45	Introductory Remarks (5 mins) Ms. Ramola Naik Singru, Principal Urban Development Specialist, SG-WUD, ADB
14:45–16:10	Presentation on Product and Enterprise Marketing (25 mins) Ms Sarah Mathews, Infinite Wanderers <i>This session will present the Product & Enterprise Marketing in the Tourism Sector topic to address the strategies for effectively marketing tourism products and enterprises to diverse audiences with best practices.</i>
16:10–16:35	Open Discussion (30 mins) Moderator: Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SDSC, SDCC, ADB <i>Participants from CAREC countries will be requested to provide their views and input on the Marketing and Tourism Product.</i>
16:35–16:45	Coffee Break
16:45–17:30	Session 5: Wrap-up of the day 1
16:45–17:20	Open Discussion (80 mins) Moderator: Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRC, CWRD, ADB



Participants from CAREC countries will be requested to provide their views and input on Day 1 and proposals for the Day 2

17:20-17:30

Closing Remarks

Mr. Nurtas Karipbayev, Acting Chairman, Committee of Tourism Industry, Ministry of Tourism and Sports of Kazakhstan

18.30-20.00

Cocktail organized by ADB (Venue: Hotel Rixos, Restaurant KazakhAsia 1 fl.)

DAY 2 – Friday (May 3)

09:00–12:00

Session 6: Country Presentations

09:00–09:05

Introductory Remarks (5 mins)

Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRC, CWRD, ADB

09:05-09:20

KAZ

09:20-09:35

KGZ

09:35-09:50

TAJ

09:50:10:05

TKM

10:05:10:25

UZB

10:25-11.00

Coffee Break

11:00-12:00

Open discussions on possible collaboration

12:00-13:00

Lunch Break

13:00–14:30

Session 7: Event Marketing and Its Contribution to Brand Creation

13:30-14:00

Presentation on Event Marketing (30 mins)

Ms Sarah Mathews, Infinite Wanders

The session on "Event Marketing and Its Contribution to Brand Creation" delves into how strategically planned and executed events can significantly enhance the branding and marketing efforts of tourism destinations and businesses.

14:00-14:30

Discussion **(60 mins)**.

14:30–16:00

Session 8: Trade vs. Consumer Marketing - Finding the Balance

14:30-15:00

Presentation on Trade vs. Consumer Marketing - Finding the Balance (25mins)

Mr. Trevor Weltman, Clickable Asia

The presentation on "Trade vs. Consumer Marketing: Finding the Balance" aims to delve into the nuanced approaches of marketing within the tourism sector, addressing the distinct yet interconnected strategies for engaging with trade partners (B2B) and direct consumers



(B2C). The discussion will explore how tourism organizations and businesses can optimize their marketing efforts to cater to both segments effectively.

15:00-16:00

Discussion **(60 mins)**.

16:00-16:30

Coffee Break

16:30–18:00

Session 9: Interactive Session: Marketing Approaches and Measuring Effectiveness

16:30-18:00

The interactive session comprises a panel discussion with the audience on "Marketing Approaches and Measuring Effectiveness" aims to engage participants in a hands-on exploration of the diverse marketing tools and strategies that can be employed in the tourism sector. It will focus on the practical application of the tools presented in previous presentations, the importance of strategic partnerships, and the methodologies for evaluating marketing effectiveness. The session is designed to be participatory, encouraging discussion, collaboration, and learning through doing.
Open Discussions

Panel: Trevor Weltman, Sarah Mathews , Carlos Faria

Moderator: Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SDSC, SDCC, ADB

DAY 3 – Saturday (May 4)

09:00–12:00

Session 6: Capacity Building

09:00-10:30

Presentation on Capacity Building (30 mins).

Mr. Carlos Faria, Team Leader and Tourism Economist

This session will discuss the needs and possibilities to improve Capacity building programs in the CAREC countries especially in the CA region.

Discussion **(60 mins)**.

10:30-11:00

Coffee Break

11:00-12:00

Participant Reflections and Feedback (60 mins).

An interactive segment where participants share their insights, learnings, and how they plan to apply these in their work. This session aims to foster shared learning and identify action points for future implementation.

Lunch in the Hotel

12:00-13:00

13:00–13:20

Departure from Hotel/Travel to Site



13:20–18:00

Site Visit (4.5 hours).

Moderator: KAZ Tourism Company

Site Visit to Exploration of Natural Sites

A visit to nearby natural attractions or eco-tourism sites, with a focus on how these areas are preserved, marketed, and integrated into Turkestan's overall tourism experience.

Participants from CAREC countries will visit project site(s) promoting sustainable tourism development program in Turkestan, Kazakhstan.

18:00–19:00

Return to Hotel

Optional Evening Activity: Cultural Experience