



# CAREC Tourism Potential

**Presentation  
Turkistan 2-4 April, 2024**

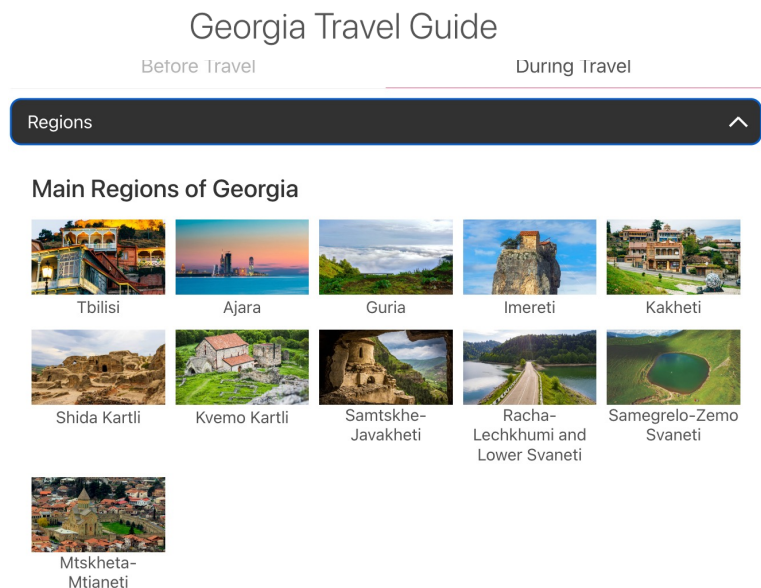
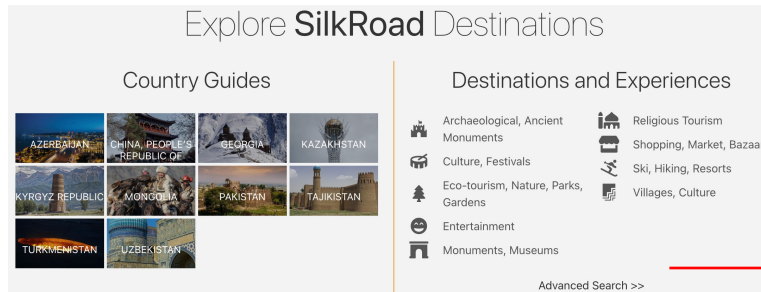


# TA 9776 – Sustainable Tourism Development in the CAREC Region

## Visitsilkroad virtual portal concept

### Institutional

### For Tourism Organizations



### Attractions database

- Design product/ grouping
- Quick Publishing and time - market

### For Reference



#### Tourism Development

CAREC Program Tourism Development Strategy, Working Groups and Development Partners.



#### Publications

The CAREC eLibrary offers many tourism-related electronic publications for the CAREC region which are regularly updated.



#### Events

Key information from upcoming and previous meetings, conferences and workgroups.

### For Support



#### Training and Education

TVET  
Certifications  
Schools & programs  
Courses



#### Data and Statistics

Find the latest statistics, market analysis and trends of the tourism activity. Registration required.



#### Tourism Contacts

Connect with key Tourism authorities.



#### Investment

Regulations and legislation  
Investment projects  
Financing

# CAREC Tourism potential is dependent on choices by the countries on its sustainability

What activities make sense to be performed collectively in CAREC Tourism?

Activities	Frequency	Mode of delivery
Knowledge sharing, experience sharing, or capacity building: Policy and Planning; Product Development; Infrastructure Development; Statistics Collection/Market Research; Sector Coordination/ Partnership Building	Seldom and by theme	Workshops, conferences
Defining common standards and frameworks for: Investment Promotion; Training and education; Licensing and Standards	Seldom and by theme	Working Groups Workshops, conferences
Branding, Marketing, Promotion, Brand Related events; and a Common system of quality label supporting the common brand; Content, maintenance and management of the web portal	Continuously	Dedicated team and/or outsourcing

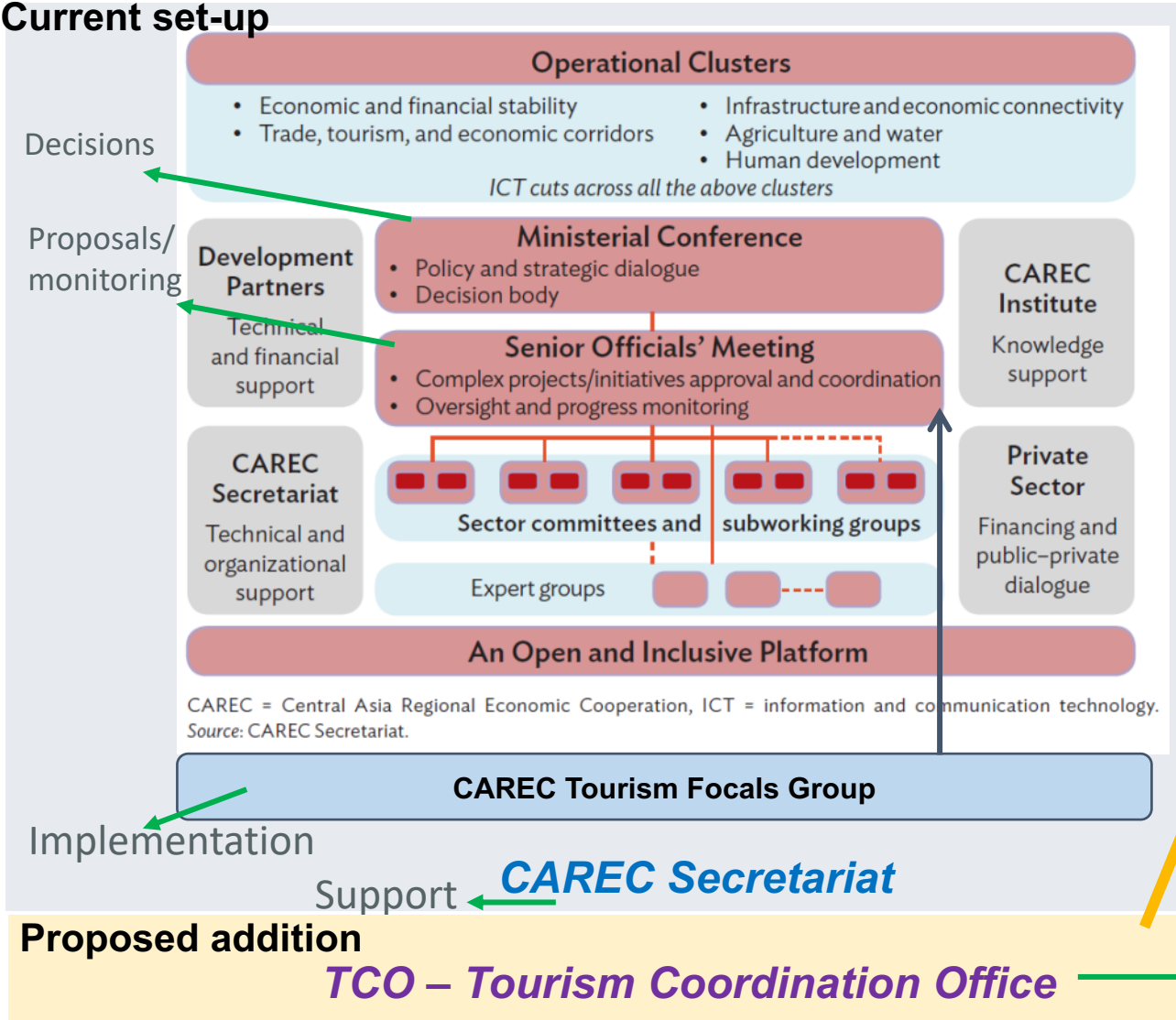
# How to deliver and perform the core activities of CAREC Tourism

- 1. Procure and monitor the delivery of data for the Visit Silk Road Quality label.** The first pilot data sets for each country could be funded by the procurement system of ADB with possible financial support as well. The ongoing effort of data collection should be part of the CAREC Tourism annual budget.
- 2. Manage the Marketing, Promotion, and public relation plans for VisitSikRoad tourism brand.** This would require a permanent Brand Management team, capable of managing: (i) that brand's Marketing and Promotional Plans; (ii) professionally produced tourism content and imagery (pictures and videos) for the remaining assets, themes, and regions of the web Portal ; (iii) manage the procurement process of advertising, promotional and PR campaigns with appropriate vendors and agencies, related to VisitSilkRoad; (iv) Organize and procure the management of Brand related events (ex. Navruz Cultural Festival, Silk Road Rally, etc.); (v) Organize the participations in international tourism Trade Fairs relevant for the main target markets.
- 3. Acquire specialised professional services related to knowledge sharing, experience sharing and capacity building,** in areas of interest to the different working groups and relevant themes. Acquire specialised consultancy services related to knowledge sharing, experience sharing and capacity building, in areas of interest to the different working groups and relevant themes, namely Policy and planning; product development; infrastructure development; investment promotion; licensing and standards; capacity building; statistics collection/market research; sector coordination/partnership building.
- 4. Organization and management of thematic Working Groups, Conferences, and workshops.** This comprises the entire process of planning, preparing, organizing, and delivering the venues according to the priorities defined, established, and approved by the CAREC Tourism relevant body. ADB could support in providing guidance and training to CAREC Tourism dedicated staff, as the CAREC Secretariat enjoys a long and work class experience in this domain.



# Proposed Governance and Institutional Framework for CAREC Tourism

## Current set-up



- SOM to propose the MC to decide on two critical areas: **Governance and Funding to achieve sustainability.**
- **Improved Governance:** TNFP profiles; Board (President – Hosting country of MC; Executive Director, 1st Deputy (FD – Previous country), and 1<sup>st</sup> Advisor (next country)).
- **Funding:** by the countries' budgets; in partnership with ADB and other for CAPEX; own revenues; Mix of the other

Permanent dedicated team to deliver on the activities and support the TFG as secretariat

# Estimated Operating Costs and Capital Expenditure

Activity	Resources needed	Estimated unit costs	Estimated total costs
Brand design and logotyping	Provided 2 needed workshops are run, one online and another during a TFG meeting, without costs related to workshop organization. Includes: Project supervision, International Graphic Designer, International Tourism Brand Expert, Professional Tourism Graphic Editor, air travel, and per diems	US\$ 250,000 in a one-off capital expenditure	US\$ 250,000 / CAPEX
Additional content development for the Web Portal	880 Tourist attractions and 80 guides for regions and clusters. To be outsourced	US\$90,000/ year during three years	US\$270,000/ CAPEX
Marketing, Promotion, and public relation plans	Activities to be performed as priority are International Trade Shows common pavilions geared to the Trade Business Development of Private Sector. Includes work done by permanent team in performing digital marketing activities through the web portal	US\$100,000 per show x 3 shows per year	US\$300,000/ year
Brand Related events	Feasibility study on the most relevant Regional Events (ex. Navruz Festivals, Silk Road Rally, etc.	US\$85,000 in a one-off CAPEX	US\$85,000 CAPEX
Common system of quality label	Data collection baseline set-up for all CAREC countries, broken down into National, Provincial, and City, per type and category of establishment, including the comprehensive list of all accommodation establishments with digital direct or indirect presence.	US\$300,000 for the initial data set, in year 1 as a one-off CAPEX	US\$300,000/ CAPEX
	Ongoing data collection for all CAREC countries	US\$120,000/ year	US\$120,000/ year

# Estimated Operating Costs and Capital Expenditure

Activity	Resources needed	Estimated unit costs	Estimated total costs
Promotion of the Quality Label	Campaing geared towards visitors in the web portal, capacity building and PR events for the supply side. Ongoing digital promotion in the web portal performed by the permanent staff of the TCO	US\$100,000 as a one-off CAPEX	US\$100,000/ CAPEX
Acquisition of specialized professional services of studies and reports	For assessments of key issues, through specialized consultants	US\$ 30,000 per year	US\$ 30,000 per year
Organization and management of thematic Working Groups, Conferences, and workshops	Organization of online webinars and workshops to be performed by the permanent team. Annual TFG workshop including the costs of conference room, catering, air travel, accommodation for 9 delegations of 4 persons each, and resource persons	US\$150,000/ year	US\$150,000/ year
Capacity Building initiatives	Online conferences with key international experts	US\$25,000/ year	US\$25,000/ year
	Face to Face workshops designed for sub-regional groups (Priority Cluster Groups) including resource persons and invited participants on average of 4 countries with delegations of 6 peticipants, airfares, conference rooms, catering, and accommodation.	US\$50,000/ year	US\$50,000/ year

# Estimated Operating Costs and Capital Expenditure

Activity	Resources needed	Estimated unit costs	Estimated total costs
Permanent Office	1 Executive Director, 1 Brand Manager, 1 Operations Manager, 1 Financial Manager, 1 Secretary/ Translator, 2 Marketing specialists, 1 ICT specialist. Total staff = 8. Office rental, expenses, air travel, per diems, and other	US\$400,000 per year	US\$400,000 per year
Total annual operating costs		US\$1,075,000 per year	
Total estimated capital expenditure		US\$1,005,000 in 3 years	

## Development of own revenues

Example: Develop the portal to include an online HR, Training and Education feature and provide **common recognized tourism training course certificates**



# Estimated Own Revenues, depending on the options chosen

## Development of own revenues

Example: Develop the portal to include an online HR, Training and Education feature and provide **common recognized tourism training course certificates**

Country	# courses (i)	# courses (ii)	US\$ revenues (I 20%) country	US\$ revenues (I 80%) CAREC Tourism	US\$ revenues (ii 90%) country	US\$ revenues (ii 10%) CAREC Tourism
AZE	1,410	12,985	\$14 100	\$56 400	\$584 325	\$64 925
GEO	1,455	8,218	\$14 550	\$58 200	\$369 810	\$41 090
KAZ	1,158	14,066	\$11 580	\$46 320	\$632 970	\$70 330
KGZ	5,410	2,166	\$54 100	\$216 400	\$97 470	\$10 830
UZB	2,308	5,215	\$23 080	\$92 320	\$234 675	\$26 075
TAJ	619	4,908	\$6 190	\$24 760	\$220 860	\$24 540
IMAR	2,722	77,525	\$27 220	\$108 880	\$3 488 625	\$387 625
XUAR	1,960	55,821	\$19 600	\$78 400	\$2 511 945	\$279 105
MON	4,597	1,051	\$45 970	\$183 880	\$47 295	\$5 255
PAK	6,000	107,485	\$60 000	\$240 000	\$4 836 825	\$537 425
TKM	196	4,589	\$1 960	\$7 840	\$206 505	\$22 945
<b>TOTAL</b>	<b>27,835</b>	<b>292,978</b>	<b>\$278 350</b>	<b>\$1 113 400</b>	<b>\$13 231 305</b>	<b>\$1 470 145</b>

# Thank you

