



ABEC Conjoint Tourism

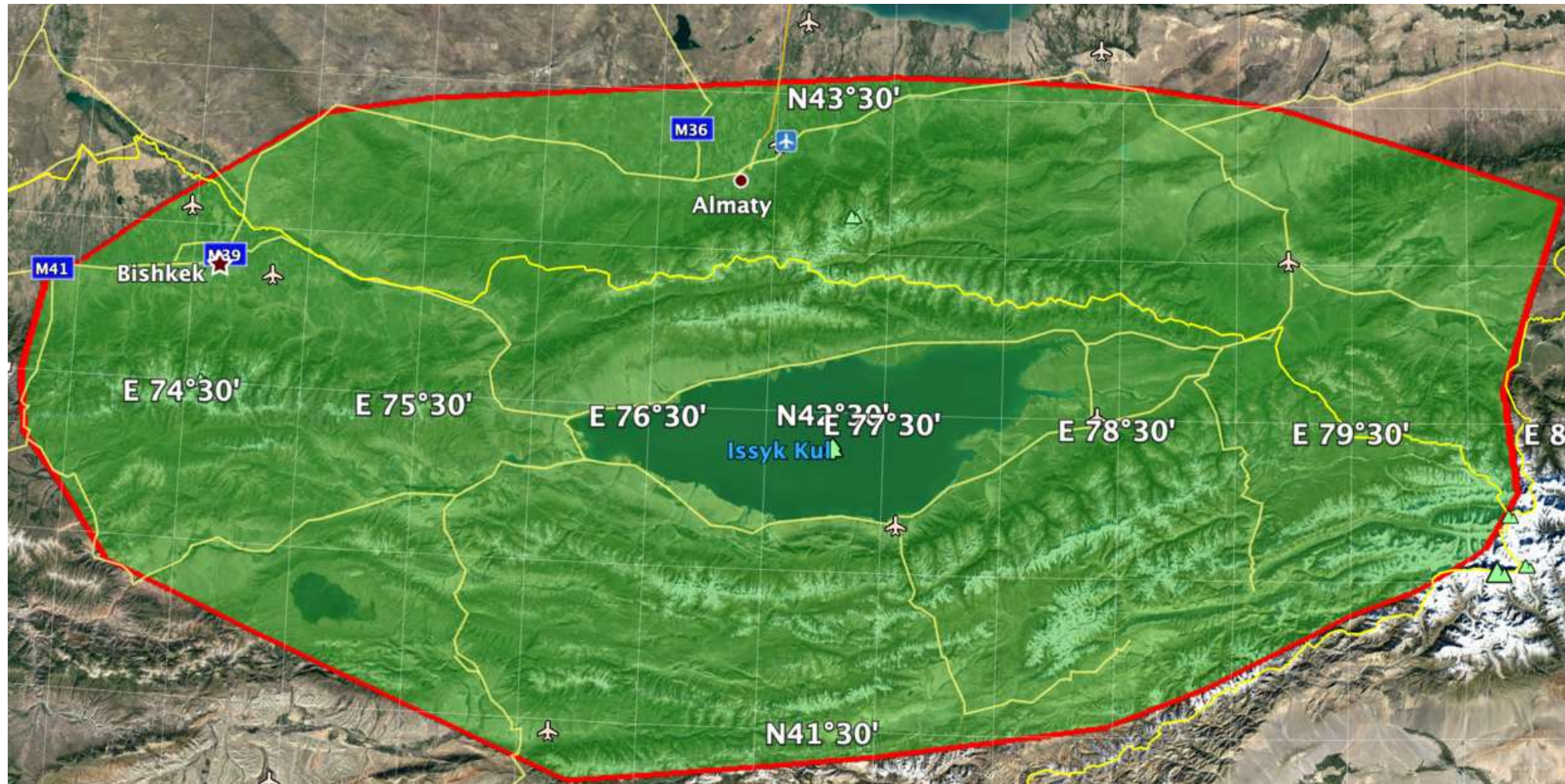
Status of the project

Presentation

Bishkek, 22.02. 2019

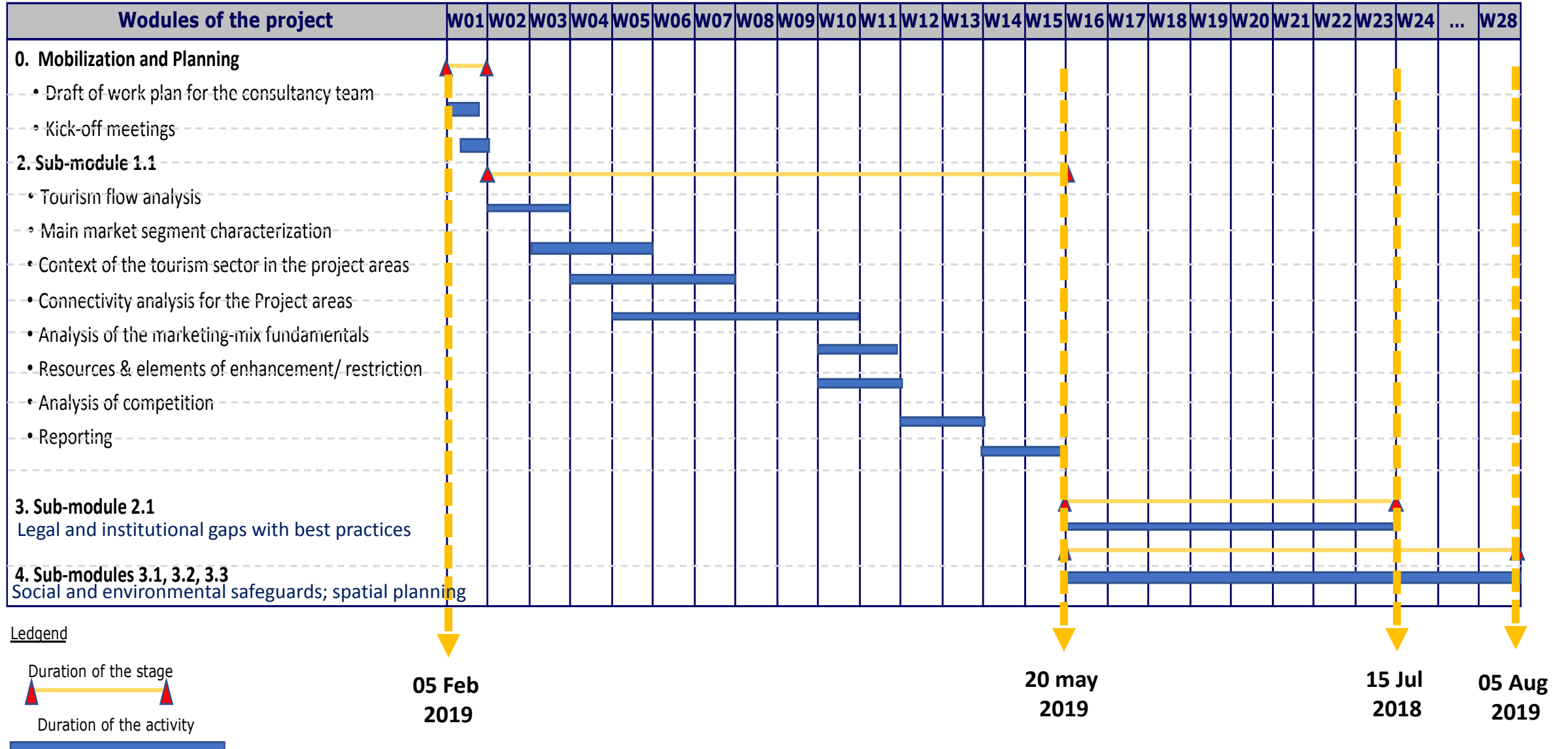
The master plan concept: proposed scope area

Leisure: mountain, lake, culture, health, sports, adventure, ...



... Business and MICE

Timeline: where are we, and where are we going!



What are the outputs to deliver?

1.1

Common Strategic Analysis and Planning

Comprehensive characterization of:

- *Tourism flows*
- *Demand*
- *Trends per market segment*
- *best practices of comparable destinations*

Analysis of the visitor behaviour:

- *Each element of the total visitor experience per market segment*

Analysis of the contextual elements with impact in the visitor experience:

- *accessibility,*
- *marketing-mix variables, r*
- *Resources*
- *Elements of facilitation/ hinder: visas and cross border issues.*

Competitive map for each segment and relevant tourism product on offer in the project area

2.1

Legal and institutional gaps with best practices

Characterization of international best practices (IBP) in:

- *Attributions,*
- *Competencies*
- *Responsibilities*
- *Delegated and regulatory powers*
- *Scope of jurisdiction of IRTD*

Proposals of legislative measures to implement:

- *To restructure the IRTD*
- *To close the gap with IBP*

Proposal of:

- *An action plan*
- *Implementation schedule*
- *Cost/ investment estimations*

3.1, 3.2,
3.3

Social & environmental safeguards; spatial planning

Evaluation of variables with impact and mitigation plan of increased visitors related to:

- *Environment*
- *Social and cultural issues*

Characterization of a integrated conceptual tourism plan for the common area

High-level estimation of:

- *infrastructure and utilities' requirements,*
- *Capex*
- *Opex.*

In regard to each relevant tourism asset, proposal of implementation framework:

- *PPP*
- *Private Sector*
- *Public/ Governmental*