

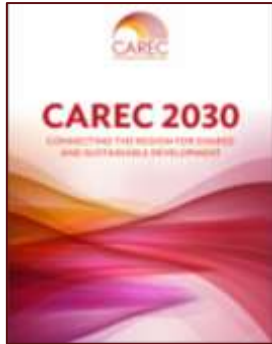


CAREC Tourism Strategy 2030

Draft for consultations



- 1 Background and Global Context**
- 2 Tourism in the CAREC Region**
- 3 CAREC Tourism Strategy 2030: Mission, Guiding Principles and Clusters**
- 4 Strategic Pillars of the CAREC Tourism Strategy 2030**
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- 6 Issues for Guidance**



Tourism as an operational priority in the CAREC 2030 Strategy



Scoping Study on Promoting Regional Tourism Cooperation under CAREC 2030



Technical Assistance: Tourism Strategy 2030 and Regional Tourism Investment Framework 2021-2025



Why a Regional Tourism Strategy?

- ❑ 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**
- ❑ Tourism development as a **driver of socio-economic recovery** from the COVID-19 pandemic

Global Impact of COVID-19

↓ **56%**

International tourist arrivals (overnight visitors) in Jan-May 2020

↓ **98%**

International tourist arrivals (overnight visitors) in May 2020

↓ **300 mill.**

International tourist arrivals (overnight visitors) in Jan-May 2020

↓ **\$320 bill.**

International tourism receipts (export revenues) in Jan-May 2020

Recovery?

- Domestic tourism (second half 2020)
- International tourism (second half 2021)

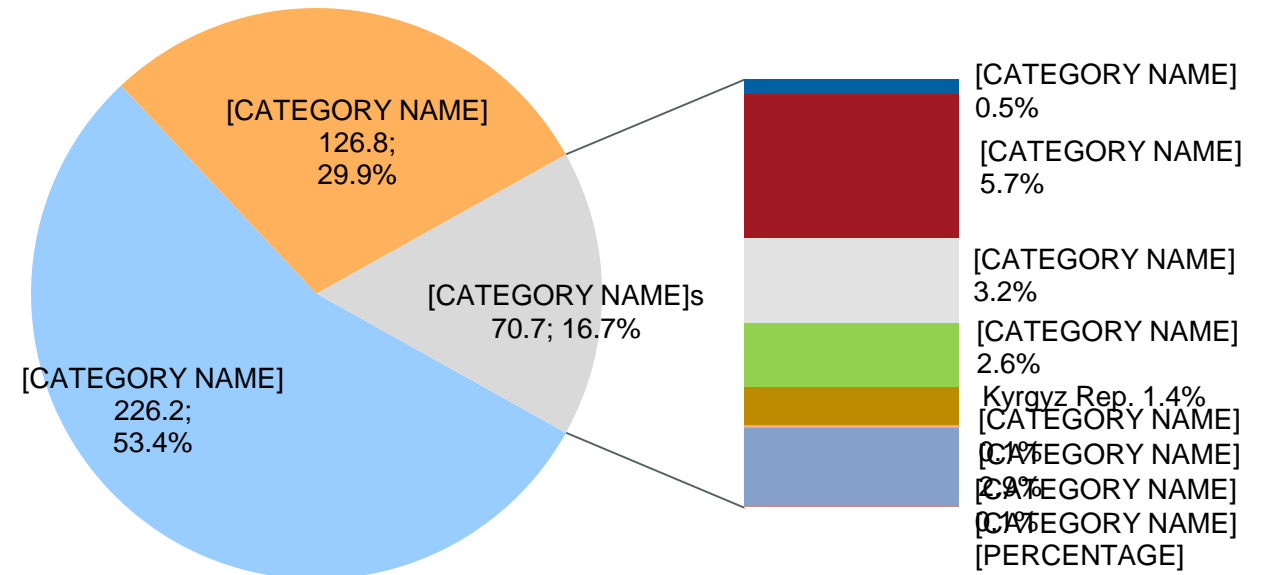
Global and Regional Tourism Trends

- ❑ Increased importance of domestic and regional tourism
- ❑ Emergence of safe travel corridors
- ❑ Greater focus on sustainability (environmental, social and cultural)
- ❑ Technological innovations
- ❑ Customers as the main source of information.
- ❑ Experiential traveling
- ❑ Increase of middle-income class population and growing influence of age groups Y (millennials: 26-40) and Z (18-25)

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- Tourism in the region mainly driven by **domestic tourism** (424 mill. domestic tourists in 2019).
- In 2019, CAREC region sent **70 mill. outbound** tourists and received **41 mill. tourists**.
- Both inbound and outbound tourism **highly concentrated in neighboring countries**, particularly in the Russian Federation.

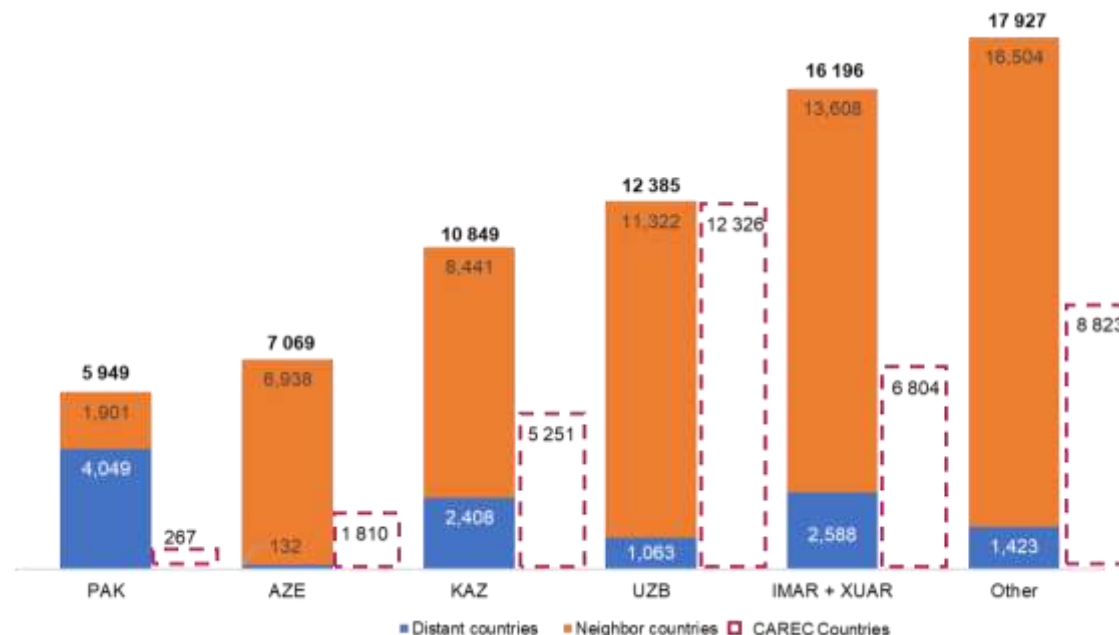
Distribution of domestic tourists in CAREC countries
(2019; million trips; %)



Inbound tourists in CAREC countries
(2019; million trips; %)



Outbound tourists in CAREC countries
(2019; million trips; %)



Source: Data estimated for 2019 using data from UNWTO, World Bank (2020), Statistical bulletin of IMAR and the Bureau of Statistics of XUAR (2020), Ministry of Environment and Tourism of Mongolia (2020).

Travel Motivations and Core Tourism Segments



Business and Meetings, Incentives, Conferences, and Exhibitions (MICE)



Adventure and Nature



Culture and Religion



Sun and Beach



Health and Wellness

- **Domestic** and tourists from **neighbouring countries** travel mainly for business purposes and for visiting friends and relatives.
- Tourists from **distant markets** are motivated by culture and religion, including local traditions and culinary experiences, followed by nature and adventure and business.

SWOT Analysis (1/2)

Strengths	Weaknesses
<ul style="list-style-type: none"> • Outstanding unspoiled natural assets, historic cities and UNESCO World Heritage Sites in all countries • Low population density, making it a safe tourism destination. • Diversity and uniqueness of nomadic cultures, ethnic groups and religions, and culinary experiences. • Quality of lodging and other tourism facilities in capital cities. • Unknown destination suitable for discovery. • Internationally recognized common brand: Silk Road • Local populations highly receptive to welcome tourists. • Political goodwill and support from governments for tourism development. 	<ul style="list-style-type: none"> • High cost and poor air connectivity • Inadequate transport infrastructure, roadside facilities on tourist routes, tourism services and signage in tourist sites. • Cumbersome border crossing and visa procedures. • Lack of brand awareness and image resulting in little knowledge of CAREC countries globally. • Limited capacity on social responsibility practices and preservation of tourism assets. • Limited product development and tourism experiences to appeal to the most attractive market segments. • Language barriers and shortages of skilled workers, destination managers, and tourism guides.

SWOT Analysis (2/2)

Opportunities	Threats
<ul style="list-style-type: none"> • Growing international interest and exposure of the Silk Road. • Continued expansion of international tourism, particularly the fast-growing Asian markets, and the travelers' quest for new experiences and off-the-beaten track destinations. • Major regional infrastructure projects under development in the region. • Continuing rise of information technology. • Tourism as an industry capable of supporting post-pandemic economic recovery. • Donor support for bankable tourism projects. 	<ul style="list-style-type: none"> • Growing international health risks and geopolitical conflicts. • Climate change with global warming and environmental degradation. • Safety, security issues and political instability in some CAREC countries. • Economic downturns in primary tourist-generating markets. • Natural and human-created disasters.

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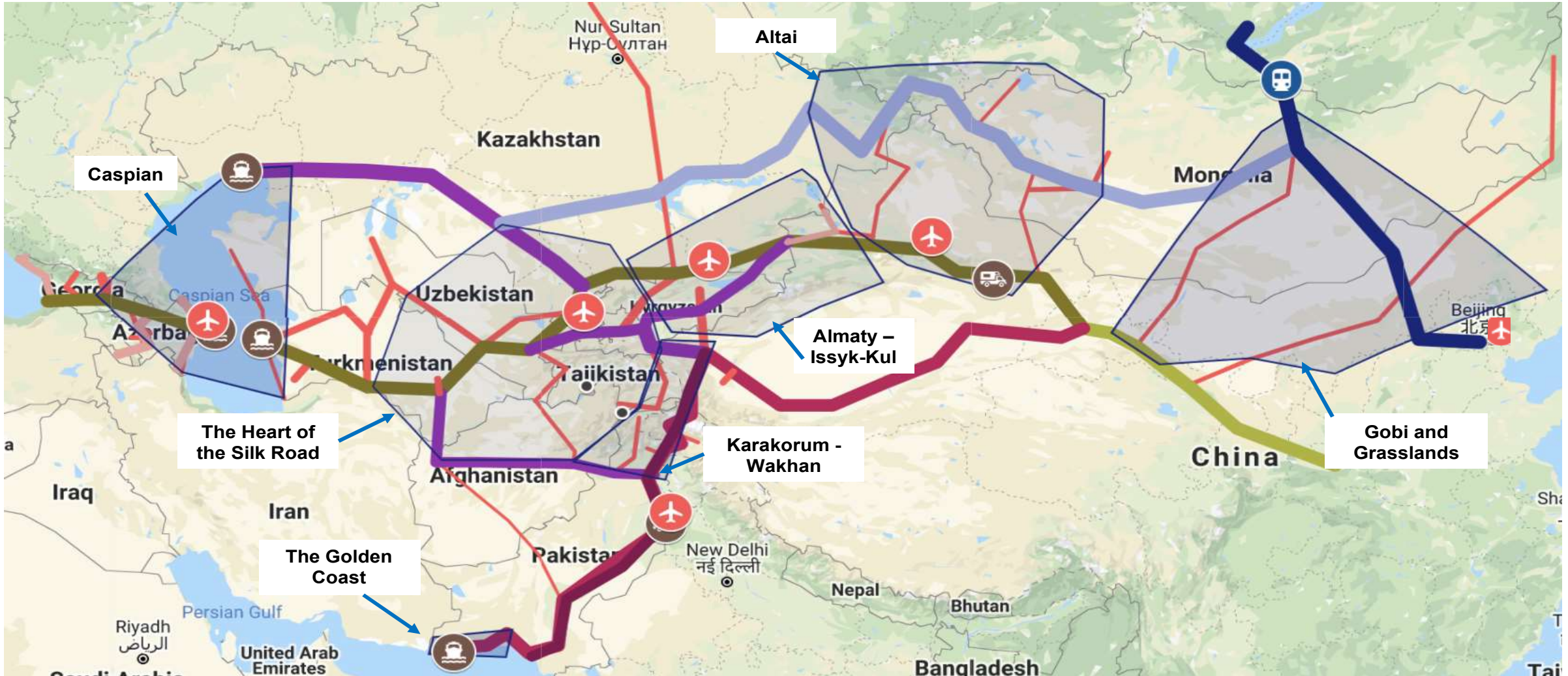
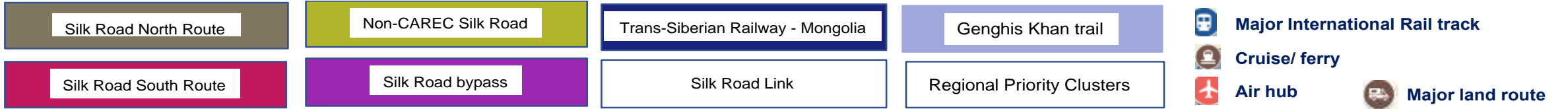
Vision

“A sustainable, safe, easily accessible, and well-known tourism region, that provides all-year-round quality experiences to visitors, 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 phased approach for developing the CAREC tourism network

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Institutions and Governance

**Connectivity
and
Infrastructure**

**Quality
and
Standards**

**Skills
Development**

**Marketing
and
Branding**

**Market
Intelligence**

Cross-cutting issues: Health, Safety and Security, Digitalization, Gender, Environmental Sustainability, Private Sector Participation, Universal Access



Connectivity and Infrastructure

- Improved air connectivity and lower airfares;
- Automated and harmonized visa and border crossings procedures;
- Improved ferry crossings, road and rail connectivity;
- Improved last mile access, signage, facilities and basic urban services in key tourism attractions;
- Common registry of tourism assets.



Quality and Standards

- Common minimum quality and hygiene standards of tourism facilities, including star system for accommodation;
- Registration system for tourism businesses;
- Harmonized inspection mechanisms for tourism providers;
- Support to SMEs and women-owned enterprises.



Skills Development

- Distance-learning regional tourism programs;
- Common curricula and qualifications for TVET and higher education levels;
- Twinning programs, intra-regional exchanges; and train-the-trainer programs;
- Improved quality of tourism education and skills development programs (TedQual certification).



Marketing and Branding

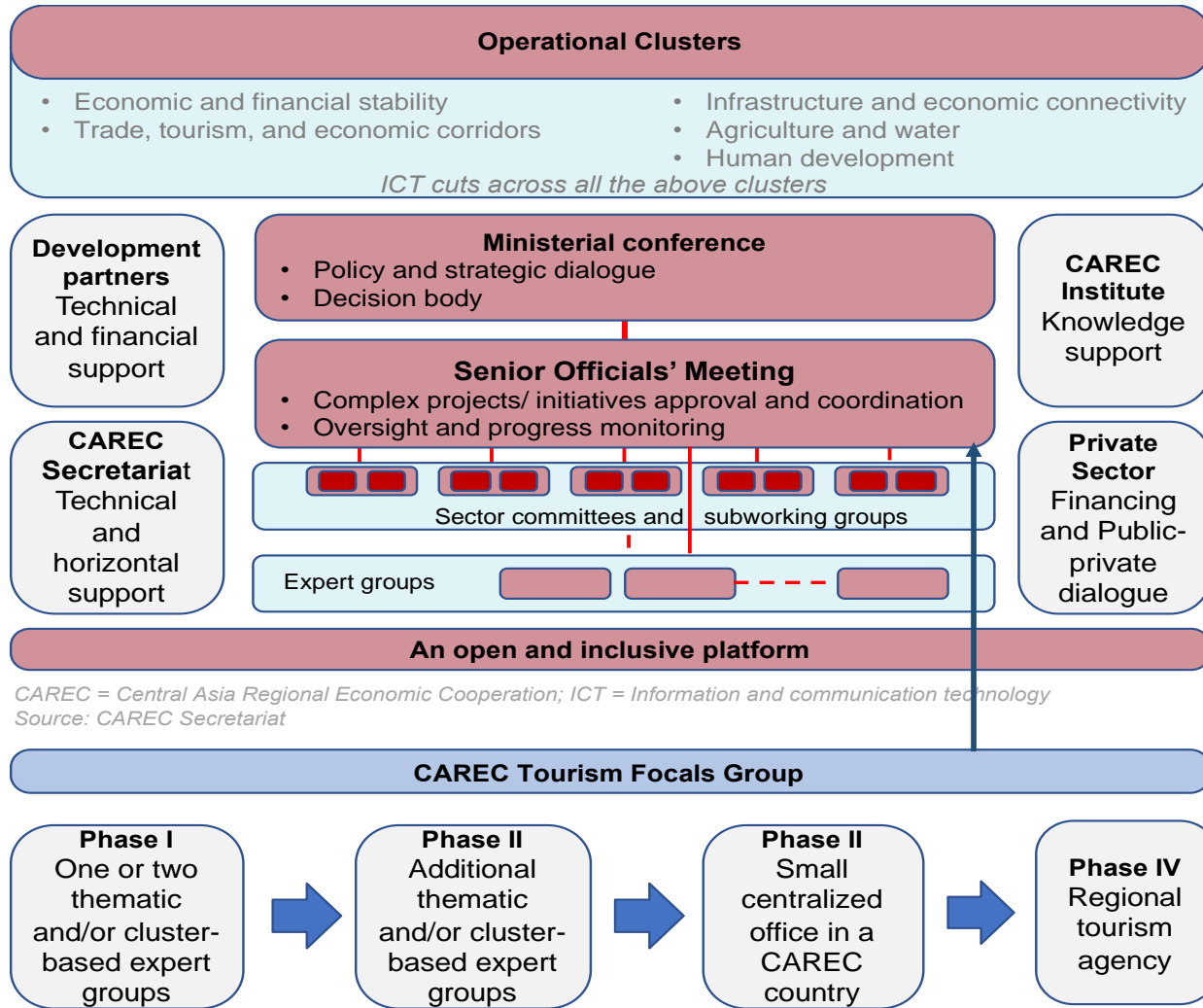
- Common umbrella brand: “Visit Silk Road”;
- Marketing strategies and initiatives to reinforce countries’ image as safe tourism destinations;
- Partnerships with major digital platforms;
- Promotion of multi-country travel through common initiatives (e.g. Silk Road Pass)



Market Intelligence

- Common methodologies for data gathering and tourism statistics;
- Tourism Satellite Accounts;
- Surveys on customers’ satisfaction;
- Partnerships between public and private stakeholders for joint research and analyses.

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2021-23
Initial phase: Readiness improvement

- Focus on domestic and intra-regional tourism in the short-term, and build up foundations to attract high-spending international markets in the medium to long-term;
- Focus on skills development; quality standards; health and safety protocols; tourism statistics; and common branding through CAREC tourism portal.

2024-28
Second phase: Rapid market share growth

- Increase market share in high-spending international markets;
- Improve air connectivity, ferry crossings, last mile access, border crossing procedures and visa regimes, and regional product development (e.g. “Silk Road Pass”);
- Explore setting-up a tourism finance facility to provide a platform for leveraging investments, including private sector.

2029-onwards
Third phase: Consolidation of competitive positioning

- Strengthen programs within the priority cluster groups, and consider expansion towards secondary destinations;
- Tourism promotion targeting specific areas within the priority clusters and/or sub-sections of the Silk Road;
- Further improve infrastructure and accessibility; and develop new tourism products to diversify the touristic offer of the clusters.

Regional Tourism Investment Framework 2021–2025

STRATEGIC PILLAR 1: CONNECTIVITY AND INFRASTRUCTURE				
Project / Activity	Description	Cluster / Countries	Status	Implementation period
Improvement of air connectivity and air travel cost reduction to and between CAREC countries ^a	Establishment of common economic regulatory framework for airports and air navigation between at least 3 countries.	At least three countries	To be defined	2021-2023
	Creation of an enabling environment for the introduction of low-cost carriers and establishment of a regional budget airline in at least three countries.	At least three countries	To be defined	2021-2023
	Capacity building on regulations and policies (including open sky agreements) and airport management practices.	All countries	To be defined	2021-2023
Development and automation of visa systems and entry requirements that are common across CAREC countries	Establishment of harmonized e-visa systems, protocols and procedures in at least three countries as pilot for demonstration.	At least three countries	To be defined	2021-2023
Improvement and automation border crossing procedures	Improvement of Sust border crossing point (Pakistan–PRC border).	PAK, PRC	Proposed ^b	2021-2022
	Development of a new border crossing point (Abreshumis Gza–Ipek Yolu friendship border crossing point).	AZE, GEO	Proposed ^c	2021-2022
	Improvement of border crossing facilities in the key border crossing points of the Silk Road routes.	TBD	To be defined	2021-2025
Improvement of ferry crossings between major Caspian cities for passengers and vehicles	Pre-feasibility study of alternative models for the ferry services.	AZE, KAZ, TKM	To be defined	2021
	PPP arrangement for the ferry services.	AZE, KAZ, TKM	To be defined	2022-2023
Improvement of road and rail connectivity to reduce travel time between tourism clusters and key tourism assets in the region	Construction of Tajikistan–Afghanistan–Turkmenistan railway	AFG, TAJ, TKM	Proposed ^b	2023-2025
	Bukhara Region Road Network Improvement Project: M-37 Samarkand–Bukhara–Osh	KGZ, UZB	Proposed ^b	2021-2024
	Reconstruction of M-39 Road (Almaty–Bishkek–Tashkent–Termez)	KAZ, KGZ, UZB	Proposed ^b	2021-2022
Improvement of last-mile tourism access infrastructure, and tourism support services and facilities.	Projects related to the development and improvement of last-mile accessibility, signage, information points, roadside services, and quality and availability of sanitary facilities and toilets in key tourism attractions in priority cluster groups.	TBD	To be defined	2021-2025
Development of a CAREC registry of tourism assets	Establishment of a common digital database containing information about all tourism assets in CAREC countries. The CAREC tourism web portal can be used as platform to host the registry.	All countries	To be defined	2021-2022
Improvement of basic urban services	Projects related to the development and improvement of basic services such as water supply, sewage, and solid residues collection, selection and treatment in urban and rural areas around the most visited tourism assets of the priority clusters.	TBD	To be defined	2021-2025

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Open Discussion Part 1:

- Besides the global and regional trends identified, are there some other important global, regional, and national developments that should be reflected in the strategy?
- Is the CAREC Tourism Strategy aligned with national tourism priorities and strategies? Are there any other important areas that should be included? Or should any of the proposed initiatives be dropped?

Open Discussion Part 2:

- Based on countries' tourism priorities and the proposed priority tourism clusters and strategic pillars of the CAREC tourism strategy, what potential projects and initiatives with regional scope should be included in the regional tourism investment framework 2021-2025 (Appendix II)? How can different funding mechanisms be enabled?

Open Discussion Part 3:

- Do the proposed institutional arrangements provide a sound, effective, and flexible mechanism to ensure coordination between CAREC countries and agencies? Are there any other elements that should be included to strengthen institutional efficiency and enhance countries' ownership and commitment going forward?

Open Discussion Part 4:

- Are the proposed indicators in the results framework (Appendix III) adequate for monitoring and evaluating the implementation progress of the tourism strategy 2030 and the regional tourism investment framework?