



Workshop on Sustainable, Inclusive, and Resilient Tourism Recovery
and Development in Asia and the Pacific
6-7 July 2023, Nanning, PRC

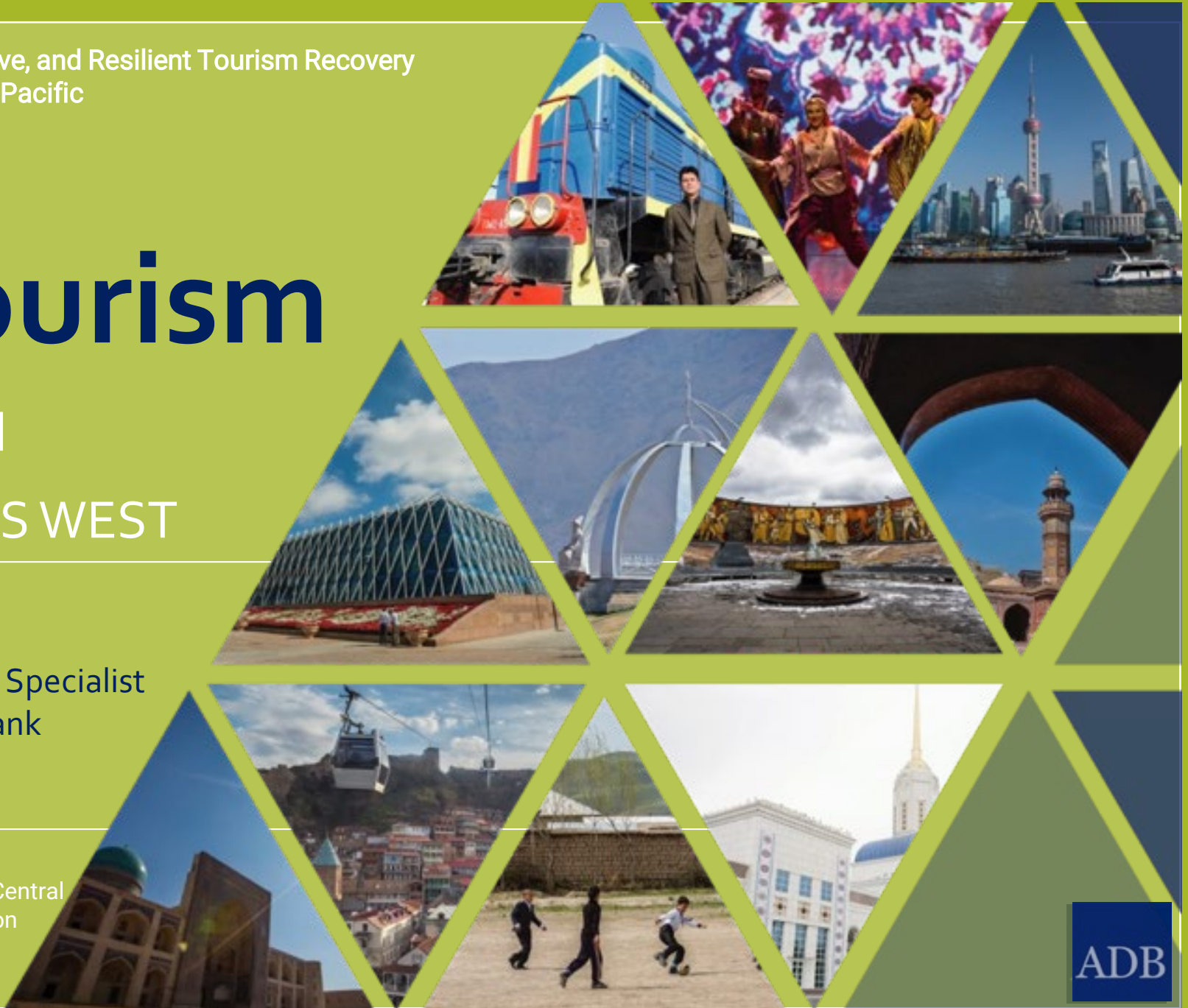
CAREC Tourism

VisitSilkRoad

WHERE EAST MEETS WEST

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Asian Development Bank

ADB TA 9776: Sustainable Tourism Development in the Central
Asia Regional Economic Cooperation (CAREC) Region



CAREC TOURISM STRATEGY 2030

CAREC's Tourism Strategy 2030

aims to develop safe, year-round

travel destinations

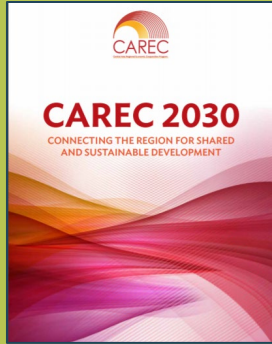


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- 5** VisitSilk Road Portal
- 6** Project examples of ongoing tourism related work



Background and Global Context



Tourism as an operational priority in the CAREC 2030 Strategy

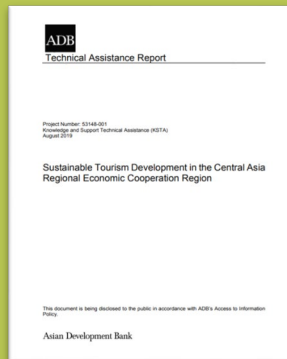


Scoping Study on Promoting Regional Tourism Cooperation under CAREC 2030



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



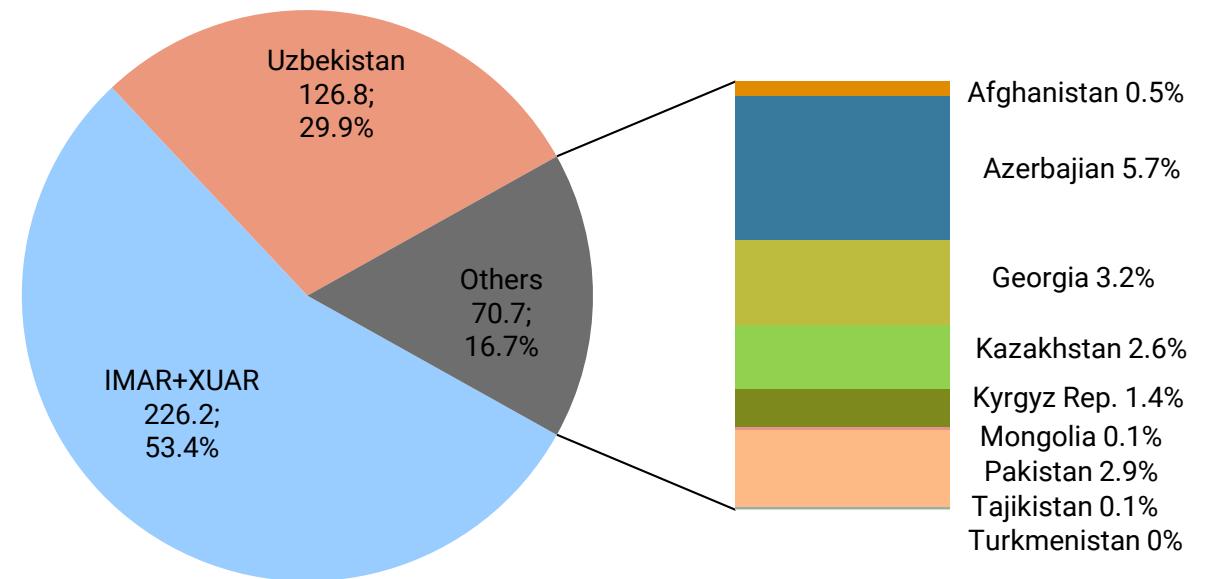
Technical Assistance: Tourism Strategy 2030 and Regional Tourism Investment Framework 2021-2025



Tourism in the CAREC Region

- 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; %)



ADB. 2020. *CAREC Tourism Strategy. 2030*. Manila.



Tourism in the CAREC Region

Travel Motivations and Core Tourism Segments



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



Adventure and Nature



Culture and Religion

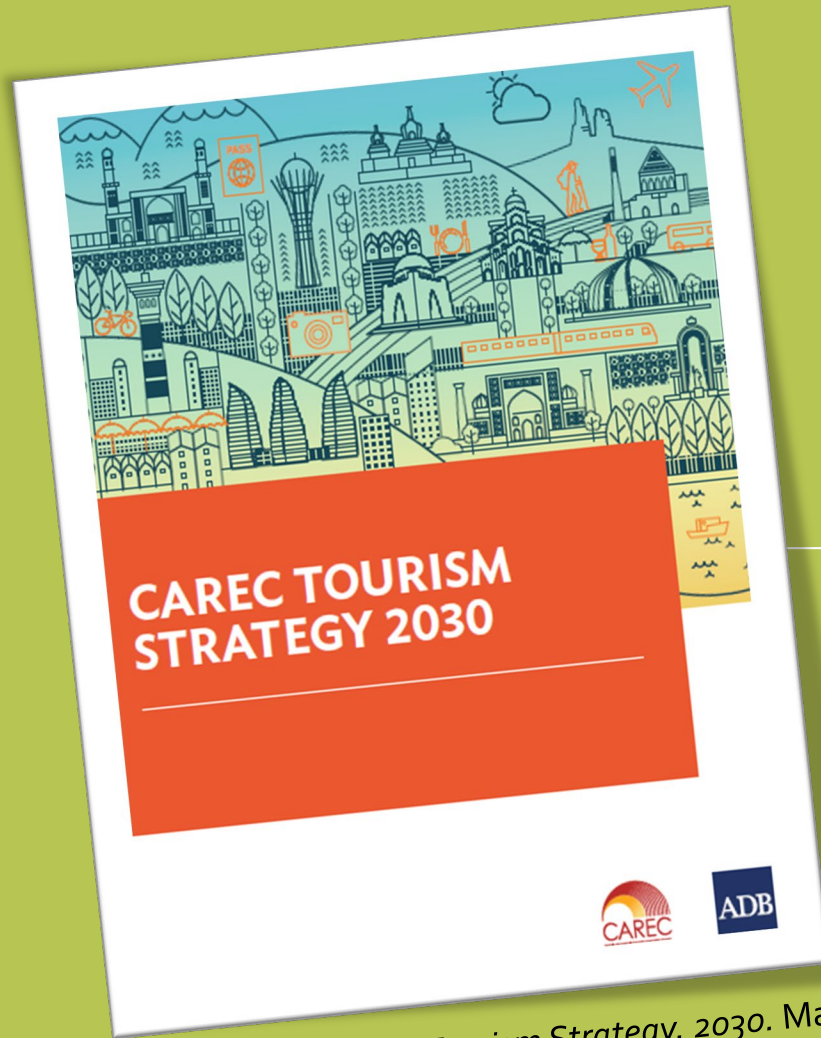


Sun and Beach



Health and Wellness

CAREC Tourism Strategy 2030



ADB. 2020. CAREC Tourism Strategy. 2030. Manila.

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



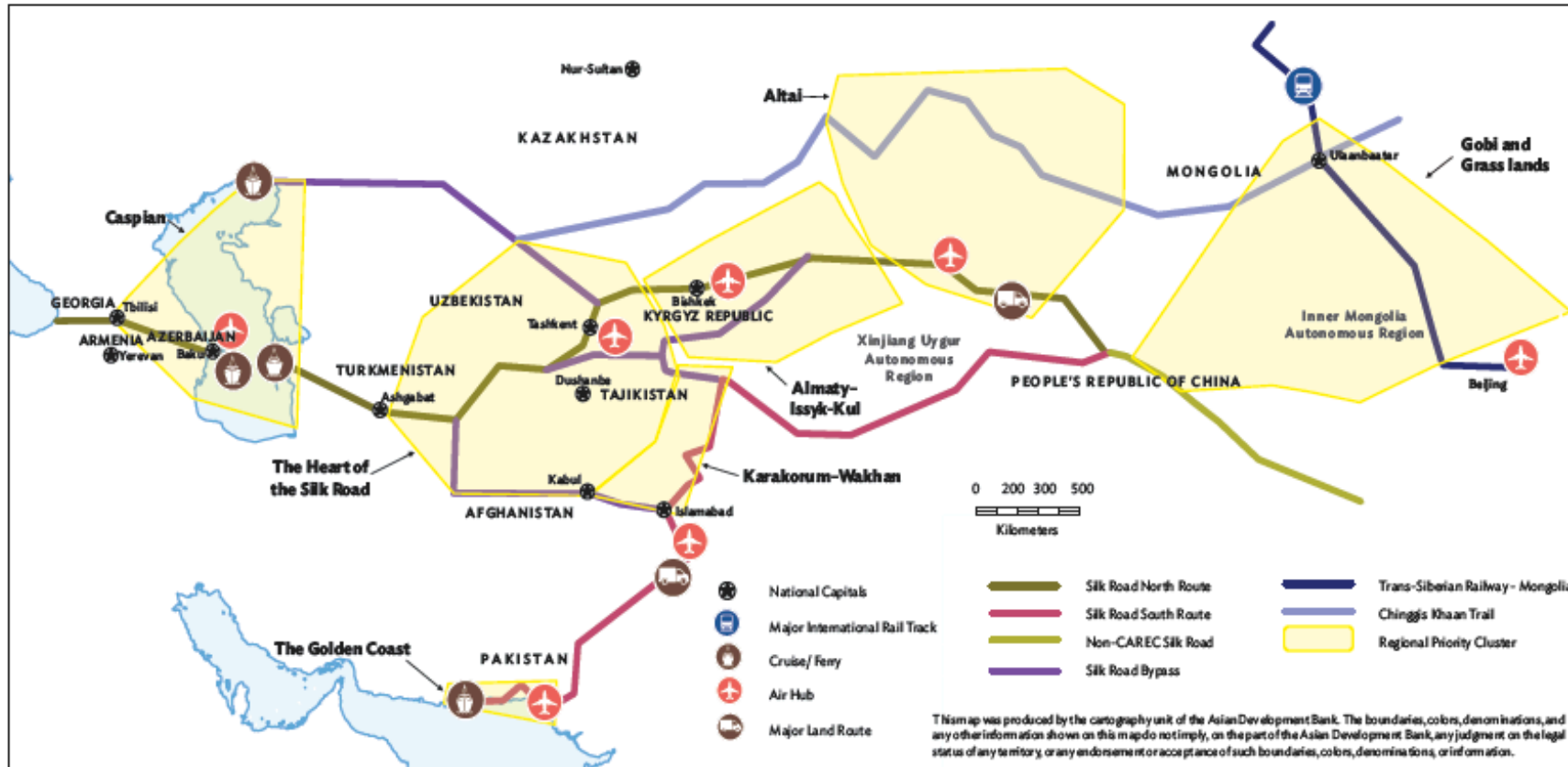
PROMOTING
MULTI-
SEASONAL
TOURISM
THROUGH
PRODUCT
DIVERSIFICATION



ADOPTING A
PHASED
APPROACH FOR
DEVELOPING
THE CAREC
TOURISM
NETWORK

CAREC Tourism Strategy 2030 - Clusters

Figure 5: CAREC Tourism Development Concept and Clusters



CAREC = Central Asia Regional Economic Cooperation.

CAREC Tourism Strategy Project Roadmap

Stage I Strategic Analysis

- Report on Institutional Structures, strategies and plans.
- Report on investment framework and legal assessment
- Report on Asset Mapping
- Report on Demand Analysis
- Report on Marketing and Promotion
- Report on Skills Gaps

Report on Tourism Infrastructure , Services, and prioritization

CAREC Tourism Web portal

Stage II Strategy & Investment Plan

CAREC Tourism
Strategy and
investment
framework for
consultation

CAREC Tourism
Strategy and
investment
framework for
approval

Stage III Project Profiles

- A - Improvement of the infrastructure and services, environmentally sustainable concepts, including building units based on renewable energy sources in pilot areas and a network of public eco-toilets in remote areas.
- B - Upgrading and rehabilitating historical and culturally relevant tourist attractions in integration with urban planning and development.
- C - Development of a common registry of tourism assets and data collection, their content, and their management.
- D - Branding, strategy, planning, budgeting, and funding sources for implementing the common brand "Visit Silk Road", integrating additional features for the CAREC tourism portal, and developing a "CAREC tourism service quality label innovative system".

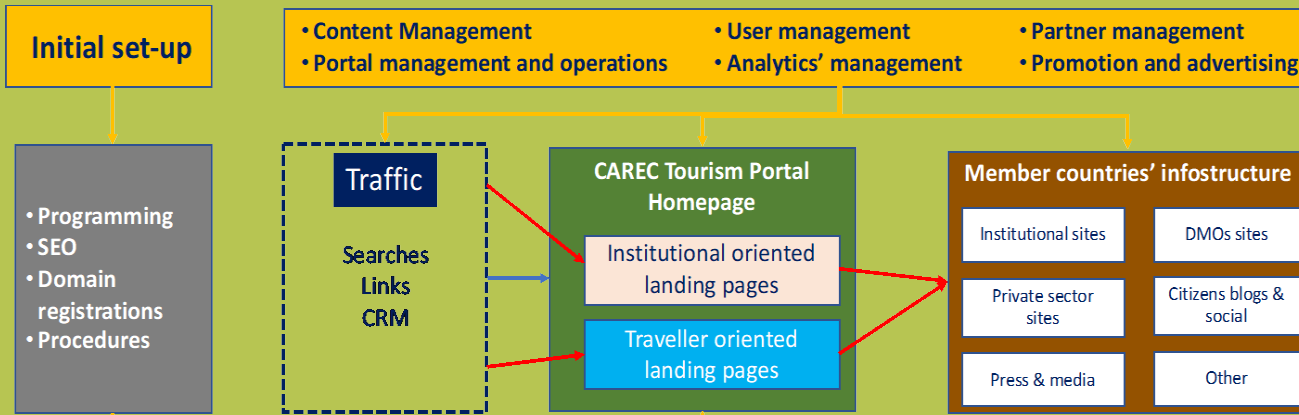
TA 9776 – Sustainable Tourism Development in the CAREC Region

Additional Activities

| OUTPUT | ACTIVITY |
|---|---|
| Output 3. Content Development for the CAREC Tourism Portal | <ul style="list-style-type: none">Development and improvement of the creative content of the CAREC Tourism Portal in coordination with CAREC countries. Tourist attractions (+1305) and Institutional |
| CAREC Tourism Sustainability and funding | <ul style="list-style-type: none">Development of proposals and feasibility analyses on initiatives suitable for generating own revenues for the CAREC Tourism, ensuring its sustainability, while implementing the CAREC Tourism Strategy 2030, |
| Output 3. CAREC Designated Certification Course in Tourism | <ul style="list-style-type: none">Development of certification courses in coordination with GIZ: self-paced online learning format complemented with onsite training (where possible) on specific topics around regional cooperation in tourism. |
| Output 3 and 4. Visa Facilitation Study and Travel Bubble | <ul style="list-style-type: none">Visa Facilitation Study for the CAREC Region: assess current visa policy procedures and regulations and recommend areas for improvement based on global best practices and case studies with potential pilot programs (Case Study of East African Federation Tourist Visa System).Travel Bubble: (i) promote adoption of standardized safety and health protocols among CAREC DMCs to be prepared for unexpected public health risks and challenges; and (ii) share lessons from the “travel bubble” case study between Kazakhstan and the Kyrgyz Republic among other CAREC DMCs. |

TA 9776 – Sustainable Tourism Development in the CAREC Region

Visitsilkroad virtual tourism web portal soft launch



Maximization of targeted traffic, further channelled to National Institutional pages and Private Sector Tourism Sites

SilkRoad News and Articles

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |

Invest in SilkRoad

| | |
|---|--|
| <h4>Regulations and Legislation</h4> <p>If you are looking to invest in CAREC Tourism projects it is critical to understand the regulatory framework, financing mechanisms and alternatives for each country and for the region.</p> <p>Read more</p> | <h4>Investment Projects</h4> <p>If you're an investor you can search among hundreds of projects ...</p> <p>Search Projects</p> |
|---|--|

Explore SilkRoad Destinations

Country Guides

Destinations and Experiences

- Archaeological, Ancient Monuments
- Culture, Festivals
- Eco-tourism, Nature, Parks, Gardens
- Entertainment
- Monuments, Museums
- Religious Tourism
- Shopping, Market, Bazaar
- Ski, Hiking, Resorts
- Villages, Culture

[Advanced Search >>](#)

Institutional Information

| | | | | |
|---|--|--|--|--|
| | | | | |
| <p>CAREC Program Tourism Development Strategy, Working Groups and Development Partners.</p> <p>See more</p> | <p>Find the latest statistics, market analysis and trends of the tourism activity. Registration required.</p> <p>View Statistics</p> | <p>The CAREC eLibrary offers more than 999.999 tourism-related electronic publications for the CAREC region which are regularly updated. Registration required.</p> <p>View Publications</p> | <p>Key information from upcoming and previous meetings, conferences and workgroups. Registration is required.</p> <p>View Events</p> | <p>Connect with key Tourism authorities.</p> <p>View Directory</p> |

Study in Silkroad

Be the best possible you!

Find information on education including private and government sponsored programs for Tourism and Hospitality education.

Practical information, scholarships and insight on SilkRoad countries education for international students.

[Search Education](#)

Georgia: Livable Cities Investment Project for Balanced Development

Key Issues

- International visitors increased by 345% (2010-2019) to 7.7 million (> 2x population)
- Limited knowledge and skills for tourism development
- COVID-19 impacted severely on tourism and local economy
- Tourist arrivals January-June 2020 declined by 65% (compared to 2019)
- Untapped economic and tourism potential
- Deteriorating livability and unbalanced urban development
- Out-migration, unemployment and poor livability in regions
- Unequal access to opportunities, services and spaces (youth, elderly, people with disabilities (PwD), women, and children)
- Deteriorated infrastructure and services
- Insufficient recreational and educational facilities



Georgia: Livable Cities Investment Project for Balanced Development



Before and After Urban Streetscape in Velistsikhe, North Kakheti, Georgia



- Leveraging investments (urban regeneration of city centers) to stimulate economic activity through tourism to improve livelihood opportunities in the regions
- Building back better with inclusive community participation
- Business Development Facility for Entrepreneurship support for mSME development esp. for women entrepreneurs
- Associated government initiatives - Skills development, TVET, and connectivity to markets
- **Inclusive Cities Guidelines:** Accessible and Universal Design Standards in buildings, public spaces and tourist destinations

UZBEKISTAN: Integrated Urban Development Project

Key Challenges to Tourism Growth in Khiva



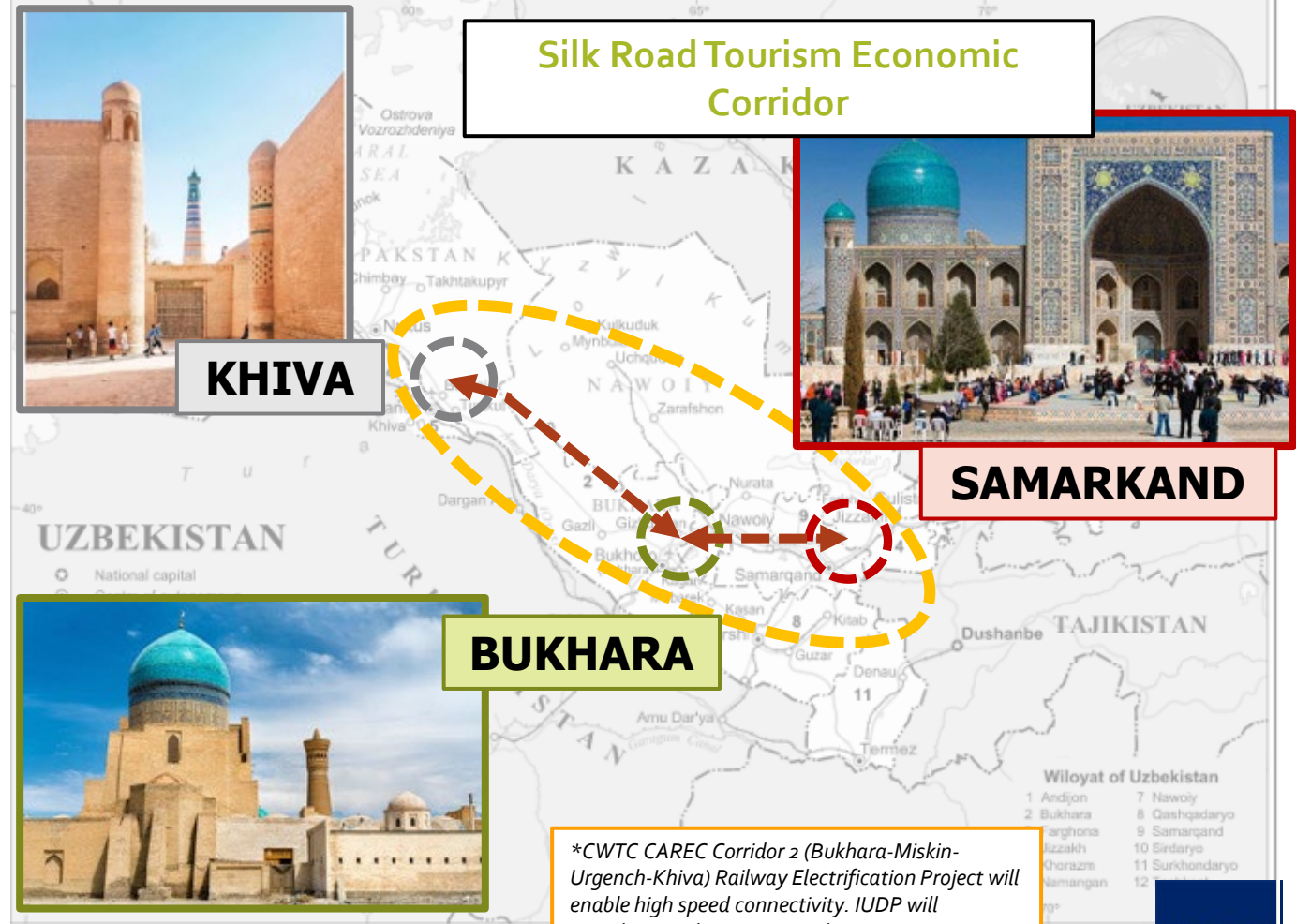
- Weak connectivity*
- Limited diversity of tourism activities, focus on World Heritage site, results in over crowding
- Limited tourism services and information
- Lack of destination management organization
- Limited inclusion of local communities
- Weak tourism enterprise skills



- Aging infrastructure
- No formal 3R system, informal recycling prevalent
- Lack of bins/collection points
- Uncontrolled open dumpsite (14.9ha)



- Khiva has only one public park (5ha)
- No pedestrian/cycle networks connecting tourist sites
- Traffic congestion in Deshan Kala



UZBEKISTAN: Integrated Urban Development Project

Project Investment Scope in Tourism

1. **New multi-functional tourist visitor center with digital museum featuring Silk Road tourism**, near rail station with bicycle rental.
2. **New 3.3 km linear green park**, cycle, pedestrian, green space, and recreation area along the Polvon Canal linking to new visitor center.
3. **Integrated SWM**: dumpsite improvements, recycling, 3R awareness campaign
4. **Capacity building and livelihood support**: tourism management, skills training for women, urban management, financial.

Integrated Tourism Development in Khiva



Complements CWTC Railway Electrification to Khiva

Thank you.

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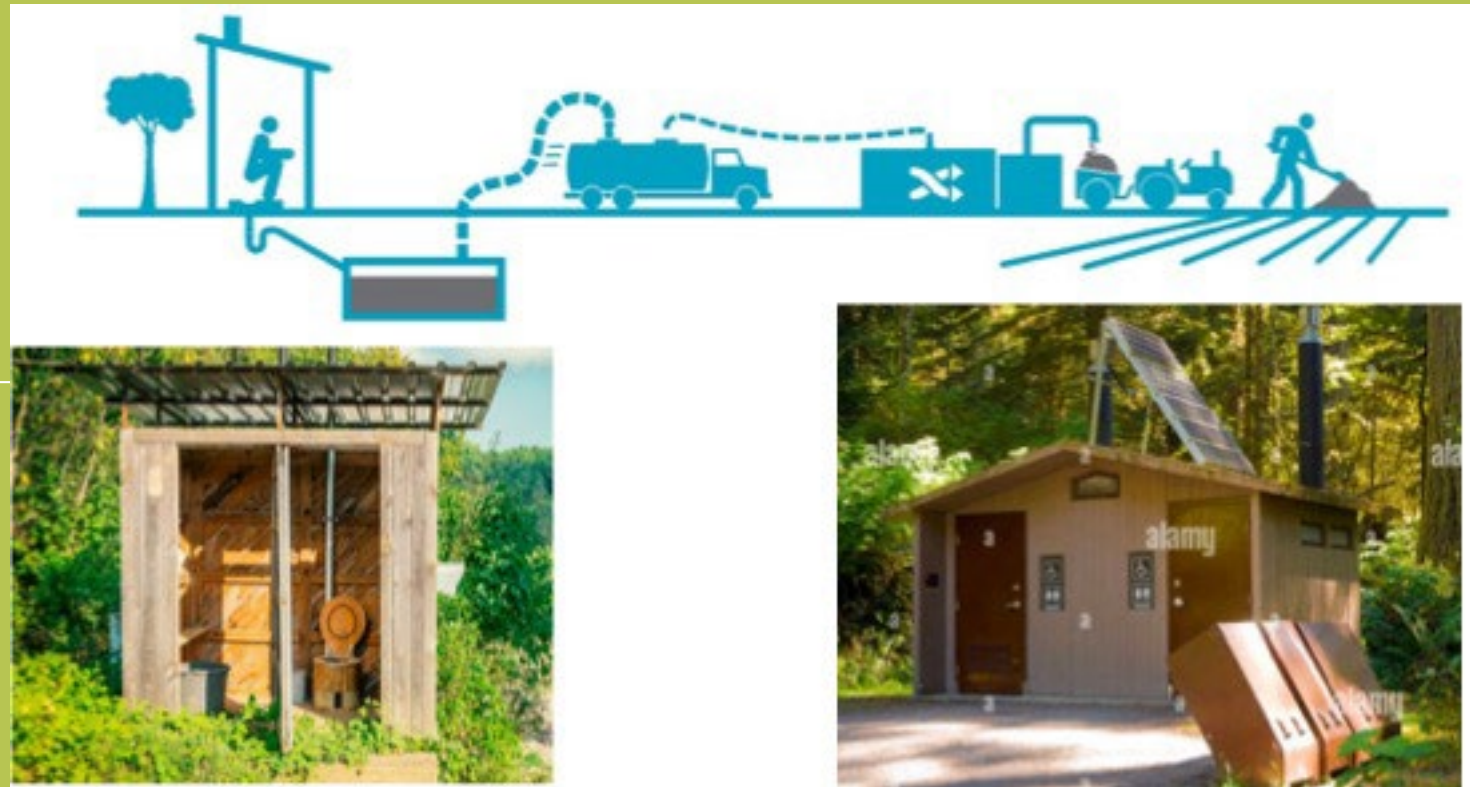
EXTRA SLIDES

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4 projects for conceptualization

Project A

Improve infrastructure and services, including water supply and sanitation, sewage, solid waste management, environmentally sustainable concepts, including building units based on renewable energy sources in pilot areas and a network of WASH facilities - public eco-toilets in remote areas.



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4 projects for conceptualization

Project D

Branding, strategy, planning, budgeting, and funding sources for implementing the common brand “**Visit Silk Road**”, integrating additional features for the CAREC tourism portal, and developing a CAREC tourism service quality label / innovative system.

The screenshot displays the 'visit SilkRoad' website. The main heading is 'Explore SilkRoad Destinations'. Below this, there are two primary sections: 'Country Guides' and 'Destinations and Experiences'. The 'Country Guides' section features a grid of images for Azerbaijan, China, People's Republic of, Georgia, Kazakhstan, Kyrgyz Republic, Mongolia, Pakistan, Tajikistan, Turkmenistan, and Uzbekistan. The 'Destinations and Experiences' section lists various categories: Archaeological, Ancient Monuments; Religious Tourism; Shopping, Market, Bazaar; Culture, Festivals; Ski, Hiking, Resorts; Eco-tourism, Nature, Parks, Gardens; Villages, Culture; Entertainment; and Monuments, Museums. An 'Advanced Search >>' link is provided. At the bottom, there is an 'Institutional Information' section with five categories: Tourism, Data and Statistics, Publications, Events, and Tourism Contacts. Each category is accompanied by a representative image.