



CAREC

SENIOR OFFICIALS' MEETING

ЗАСЕДАНИЕ ВЫСОКОПОСТАВЛЕННЫХ ОФИЦИАЛЬНЫХ ЛИЦ

17–19 June 2025 | Issyk-Kul, Kyrgyz Republic
17-19 июня 2025 г. | Иссык-Куль, Кыргызская Республика

CAREC Senior Officials' Meeting and Related Events

Destination Central Asia: Advancing Regional Tourism Cooperation Among
CAREC's Five Central Asian Countries

Session 2: Piloting Cross-Border Tourism Development
Initiative- Experience and Potential Projects

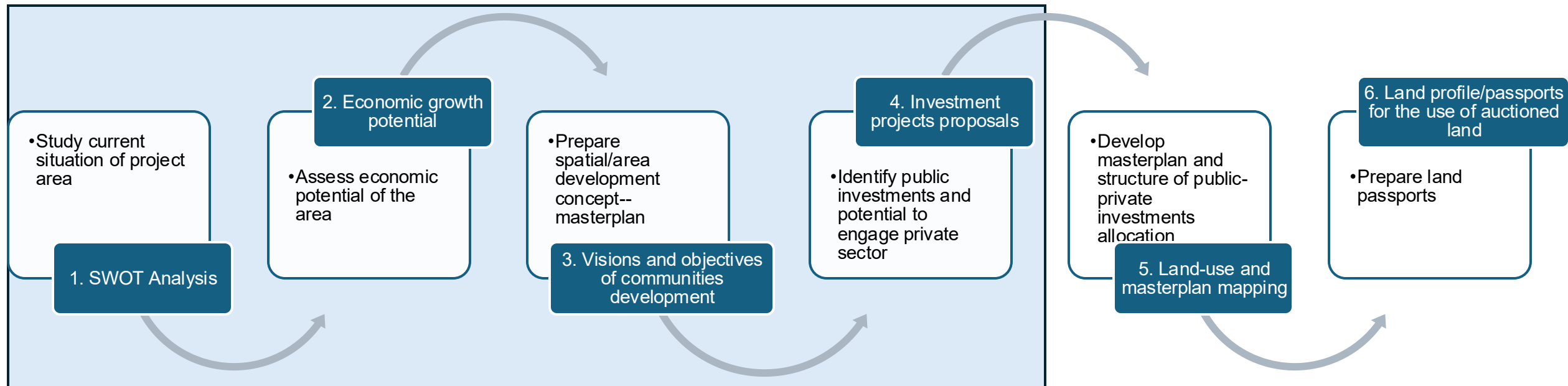
Session 2: Piloting Cross-Border Tourism Development Initiative- Experience and Potential Projects

Conceptualizing and Master Planning of Tourism and Other Services Development Projects in Cross-Border Areas

Presenter

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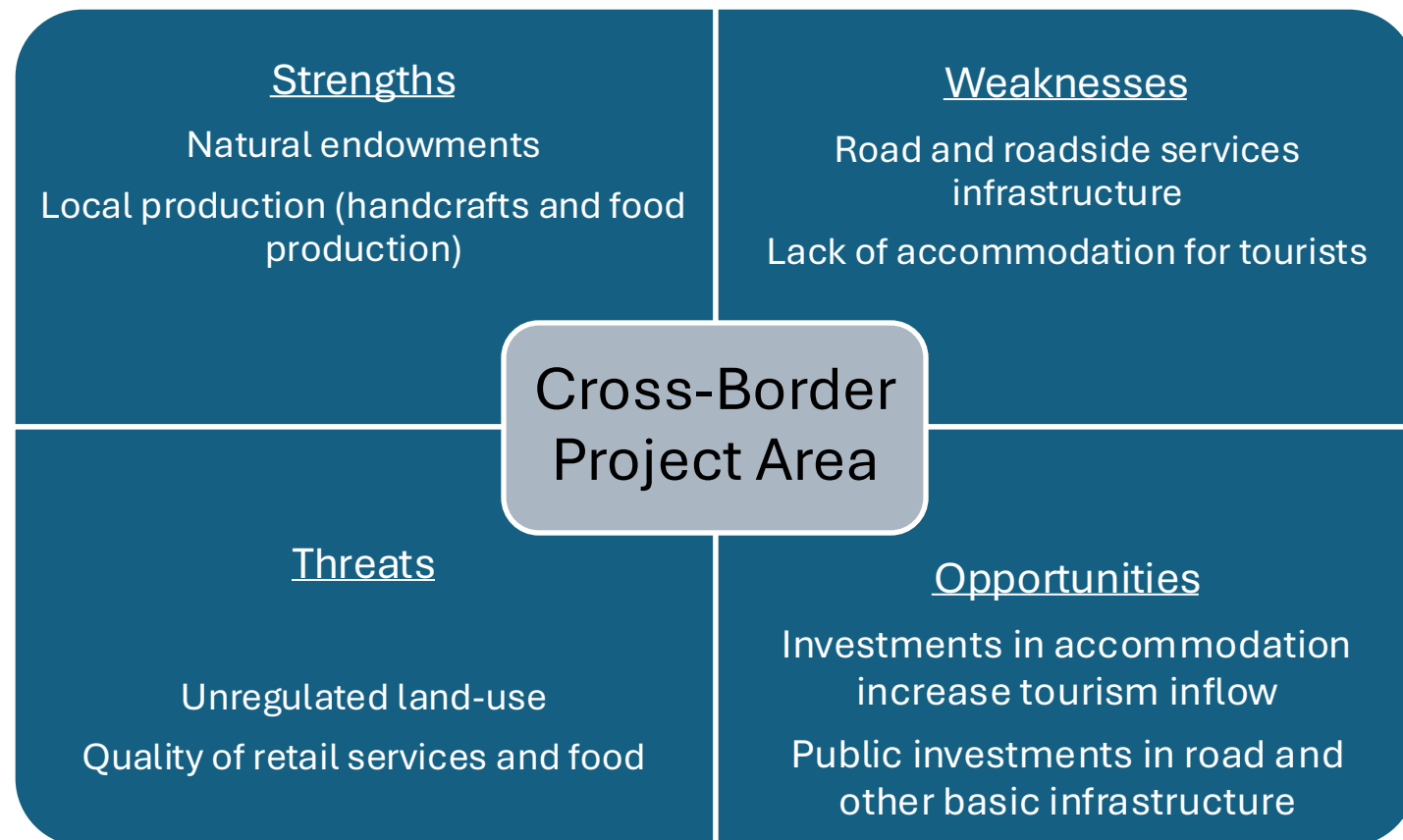
Conceptualizing and Master Planning: Streamlined Steps



SWOT Analysis: Region, District, and Project Area

General Analysis

- Demographics
- Social infrastructure
- Tourism market profile
- Environment, terrain, natural hazards
- Stakeholders
 - Local communities
 - Local government
 - Local private sector
- Infrastructure
 - Buildings
 - Transport connectivity
 - Energy
 - Communications
 - Water supply and sanitation



Economic Growth Potential Assessment

Macroeconomic performance of the regions

- Gross regional product (GRP)
- Services sector growth and share in GRP
- Investments
- Retail and wholesale trade, consumption goods
- Foreign trade
- Number of enterprises by sector

Distance from Major Markets (Cities) to Project Area

- By mode of transport
 - Air
 - Train
 - Automobile

Analysis (Demand and Supply) of Tourism by Type

- Business
- Ecologic/Sustainable
- Cultural
- Pilgrimage
- Extreme
- Hunting
- Medical
- Gastronomic

Visions and objectives of communities development

Consultations with local communities

Medical Tourism
(Sanatoriums)

Closed Parking Lots

Catering Chains
(Restaurants and Cafes)

Accommodation
(Hotels, Family Hotels)

Bridges

Landscape

Investment Projects Identification and Planning

Public Sector Role

- Land allocation
- Energy supply
- Social/Cultural Infrastructure
- Number of enterprises by sector
- Transport connectivity
- IT communication
- Water supply and sanitation

Private Sector Participation

- Accommodation
 - Hotel chains
 - Family hotels (SMEs)
- Medical Tourism Facilities
 - Sanatorium (PPPs)
- Water drainage systems (PPPs)
- Water supply and sanitation (PPPs)

Cross-Border Tourism Cluster

The Kyrgyz Republic-Uzbekistan Cross-border Sustainable Tourism Cluster Development Project

- Small-scale TA to support the implementation of Kyrgyz-Uzbek Joint Action Plan on development of cross-border tourism cluster
 - Development of masterplan
 - Preparation for feasibility study
 - Integration of the cross-border tourism in regional spatial development plan
 - Preliminary environmental analysis of connectivity routes