



CAREC Tourism TA9776-REG Tourism Priority Projects and CAREC Tourism Portal

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



CAREC Tourism Strategy Project Road

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

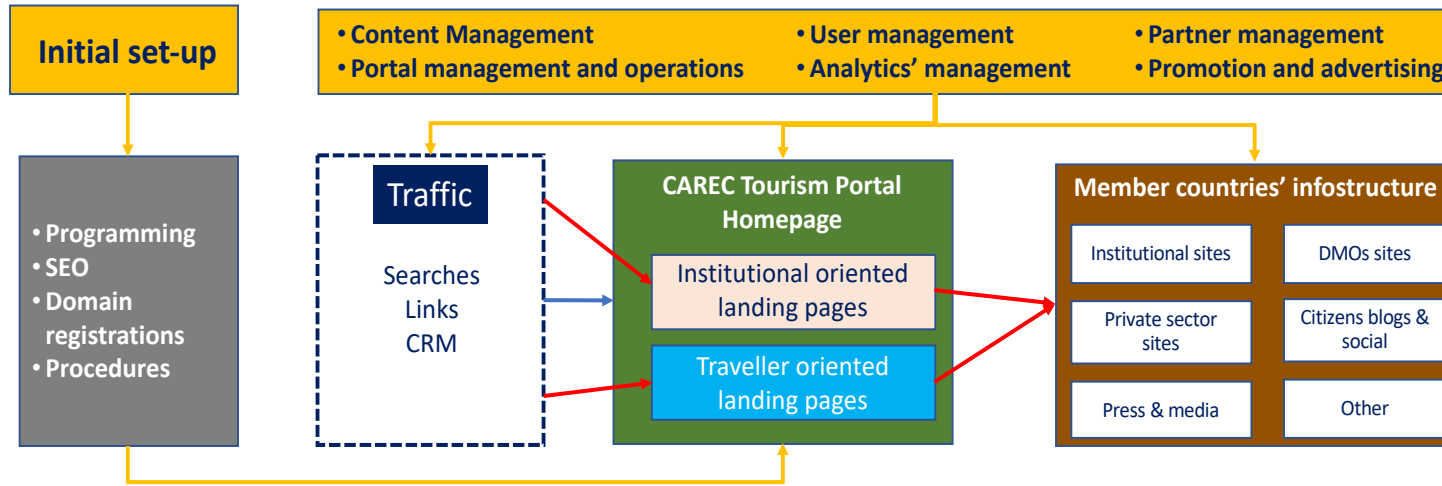
CAREC Tourism
Strategy and
investment
framework for
approval

Stage III Project Profiles

- A – Improve 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

Visitsilkroad virtual portal concept



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

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 >>

SilkRoad News and Articles

- Best Seasonal Experiences in Afghanistan
- Best Seasonal Experiences in Uzbekistan
- Best Seasonal Experiences in China PR
- A Brief History of the Silk Road
- Best Seasonal Experiences in Kazakhstan
- Best Seasonal Experiences in Tajikistan
- Best Seasonal Experiences in Kyrgyz Republic
- Best Seasonal Experiences in Pakistan

Institutional Information

Tourism Development

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

See more

Data and Statistics

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

View Statistics

Publications

The CAREC eLibrary offers more than 999.999 tourism-related electronic publications for the CAREC region which are regularly updated. Registration required.

View Publications

Events

Key information from upcoming and previous meetings, conferences and workgroups. Registration is required.

View Events

Tourism Contacts

Connect with key Tourism authorities.

View Directory

Invest in SilkRoad

Regulations and Legislation

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.

Read more

Investment Projects

If you're an investor you can search among hundreds of projects.

[Search Projects](#)

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Visitsilkroad virtual portal concept

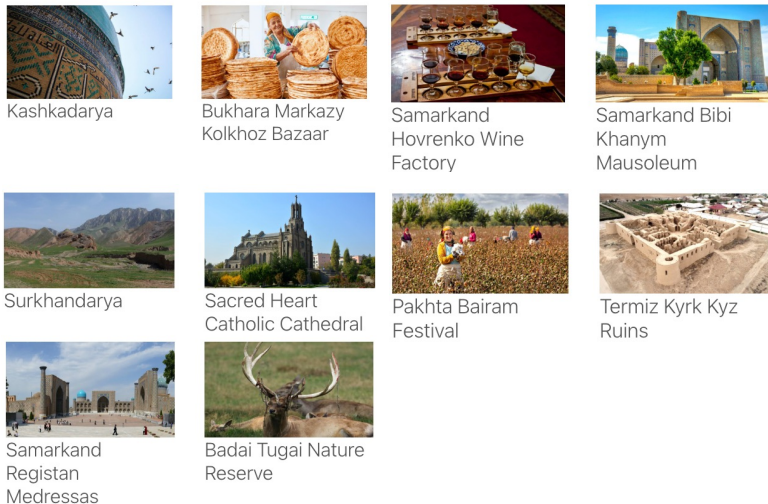
Traveller Oriented area

Macro area/ Priority clusters

Regional clusters

Country/ Region attractions

Customized & ADB compliant dynamic maps



Country/ Region travel guide

- Before Travel
 - About Uzbekistan
 - Getting There
 - Weather and Climate
 - Visa and Entry Requirements
 - Health and Vaccination Requirements
 - Driving Permits

Attraction visit guide

Home About Silk Road Tourism Country Guides Destinations and Experiences Projects and Investments

Samarkand Bibi Khanym Mausoleum

Visit Guide to Samarkand Bibi Khanym Mausoleum

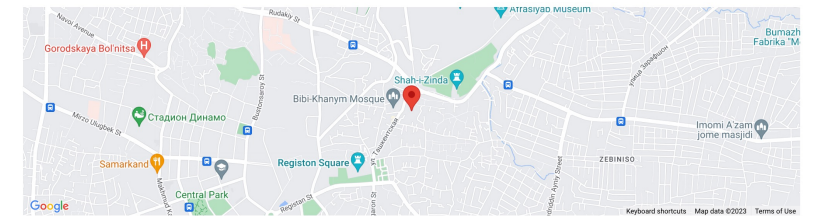
Bibi Khanym Mausoleum (bibi being "lady" or "mother") is the most grandiose, largest and most magnificent structure in Central Asia. The mausoleum was built in 1399 in Samarkand by the order of Amir Temur in honor of his beloved wife. The complex consisted of a painted entrance portal of 33-meter height, Bibi Khanym mosque with blue domes, 4 minarets, and a massive marble bookstand for the Holy Quran in the center of the courtyard.

- Getting There
- What to Expect
- History
- Facilities Available

Direct links to National Tourism Organization(s)

During Travel

- Regions
- Transport in Uzbekistan
- Communication and Technology
- Accommodation
- Eating
- Money, Shopping and Taxes
- Customs and Traditions
- Safety and Security
- Directory



Nearby Attractions

- Featured Tours
- Accommodation
- Restaurants
- Entertainment

Direct links to private sector pages

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Visitsilkroad virtual portal concept

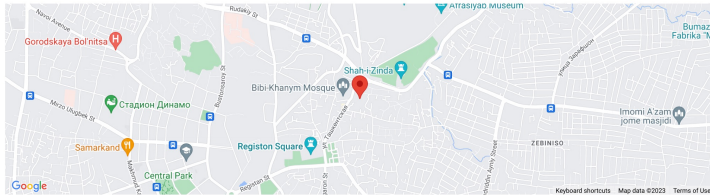
Private sector development

Attraction visit guide



Visit Guide to Samarkand Bibi Khanym Mausoleum

Bibi Khanym Mausoleum (bibi being "lady" or "mother") is the most grandiose, largest and most magnificent structure in Central Asia. The mausoleum was built in 1399 in Samarkand by the order of Amir Temur in honor of his beloved wife. The complex consisted of a painted entrance portal of 33-meter height, Bibi Khanym mosque with blue domes, 4 minarets, and a massive marble bookstand for the Holy Quran in the center of the courtyard.



Getting There



What to Expect



History



Facilities Available



Featured Tours

Tour operators offer package tours that include the attraction

Accommodation

Accommodation establishments that are located in the vicinity of the attraction

Restaurants

Hospitality establishments that are located in the vicinity of the attraction

Entertainment

Entertainment establishments that are located in the vicinity of the attraction

- **Each entity has its own page**
- **B 2 B and B 2 C for Businesses**
- **Quality grating for each establishment**

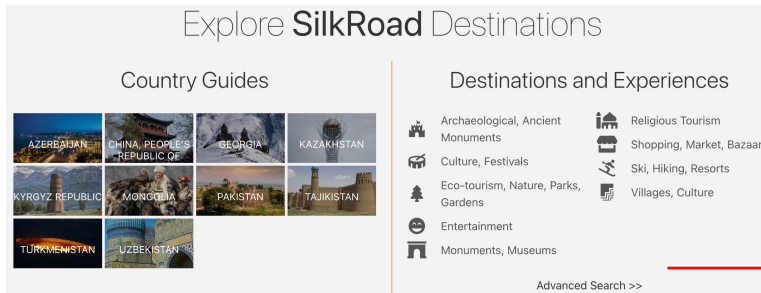
The CAREC tourism virtual portal has been officially launched during the CAREC Ministerial Meeting held in Tbilisi, Georgia, in November 2023.

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

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Events

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

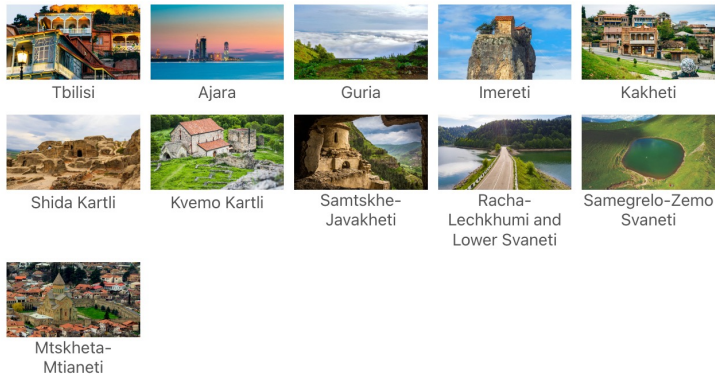
Georgia Travel Guide

Before Travel

During Travel

Regions

Main Regions of Georgia



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

TA 9776 – Sustainable Tourism Development in the CAREC Region

4 projects for conceptualization Project A

Improve 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.



Geographical scope: Pakistan, or Uzbekistan, Kyrgyz Republic, or Kazakhstan

TA 9776 – Sustainable Tourism Development in the CAREC Region

4 projects for conceptualization

Project B

Upgrading and rehabilitating historical and culturally relevant tourist attractions in integration with urban planning and development

Geographical scope: Axis of Bukhara, Samarkand, Khujand, Hissor and surroundings.



TA 9776 – Sustainable Tourism Development in the CAREC Region

4 projects for conceptualization

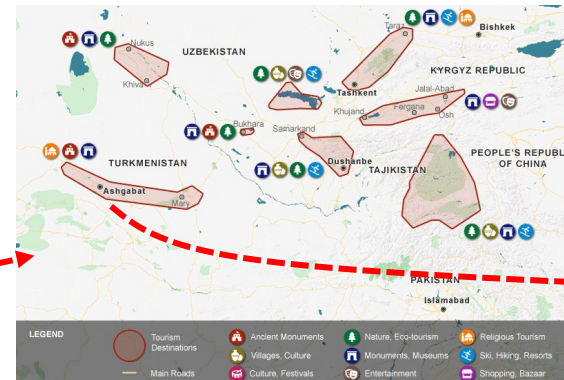
Project

Development of a common registry of tourism assets and data collection, their content, and their management

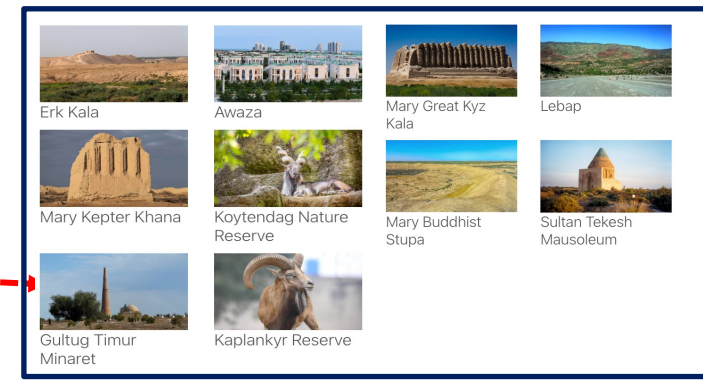
Main priority clusters – CAREC level



Sub-clusters – regional level



Attractions/ Experiences



Commonly developed and shared regulations

Adoption of best practices

B2B/ B2C
Private Sector Development
Quality label
Tourism Statistics

Attractions database
Accommodation database
Tour Operators database

Geographical scope: All CAREC Countries

TA 9776 – Sustainable Tourism Development in the CAREC Region

4 projects for conceptualization

Project

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



Geographical scope: All CAREC Countries.

Thank you

