



**Central Asia Regional Economic Cooperation Tourism: Working Group Meeting
and Capacity Building Workshop
25-27 June 2024, Shangri-La Hotel, Istanbul, Türkiye**

DAY 1 – Tuesday, June 25	
09:00–09:30	Registration of participants
09:30–12:30 Session 1: Welcome Remarks / TA Results and Sustainability of Actions	
09:30–09:40	<p>Moderator: Mr. Kenzhekhan Abuov, Senior Project Officer, Kazakhstan Resident Mission, Asian Development Bank (ADB)</p> <p>Introductory Remarks (10 mins)</p> <p>Mr. Nurtas Karipbayev, Chairperson, Committee of Tourism Industry, Ministry of Tourism and Sports of Kazakhstan, Chair country in the CAREC Program</p> <p>Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, Central and West Asia Cooperation and Integration Unit, Central and West Asia Department (CWRD), ADB</p>
09:40–10:00	<p>Presentation on TA9776-REG Results and CAREC Tourism Portal (20 mins)</p> <p>Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRC, CWRD</p> <p><i>This session will present the CAREC tourism web portal, its key features, and highlights. A short <u>Video on the portal</u> will be played before the Open Discussion.</i></p>
10:00–10:30	<p>Open Discussion (30mins)</p> <p><i>Participants from CAREC countries will be requested to provide their views and input on TA results, sustainability of the interventions and web portal.</i></p>
10:30–10:50	<p>Group Photo and Coffee Break</p>
10:50–11:10	<p>Presentation on Investment Opportunities (20 mins).</p> <p>Mr. Carlos Faria, Tourism Economist</p>
11:10–12:30	<p>Open Discussion (80 mins)</p> <p><i>Participants from CAREC countries will be requested to provide their views and input on investment opportunities and how to take these actions forward. (7-10 minutes intervention per country).</i></p> <p>Moderator: Ms. Ramola Naik Singru, Principal Urban Development Specialist, Water and Urban Development Sector Office (SG-WUD), ADB</p>
12:30–14:00	<p>Lunch Break (90 mins)</p>

14:00–17:30

Session 2: Introduction to Regional Branding and Marketing Approaches

14:00–14:05

Introductory Remarks (5 mins)

Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SG-WUD, ADB

14:05–14:25

Presentation on Thematic Marketing and Branding: Harnessing the Ancient Silk Road (20 mins)

Mr. Trevor Weltman, Clickable Impact

The presentation on "Thematic Marketing and Branding: Harnessing the Ancient Silk Road" will explore the strategic use of the regional brands around rich history and cultural heritage as a central theme in developing compelling marketing and branding narratives for the tourism sector.

14:25 – 14:45

Presentation on Tourism Potential in CAREC Region (25 mins)

Ms. Pauline Dunoyer De Segonzac, UN Tourism

This presentation will present the Tourism Sector potential in the region with focus on the Visit Silk Road Branding and the ways forward.

14:45–15:30

Open Discussion (45 mins)

Moderator: Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SG-WUD, ADB

15:30 – 15:50

Coffee-Break (20 mins)

15:50 – 16:10

Presentation on Southeast Asia Tourism Development (best case scenarios for the Central Asia) (Concept vs Reality) (20 mins)

Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SG-WUD, ADB

This session will present the best experience of the Tourism sector development in SE Asia.

16:10–17:10

Open Discussion (60 mins)

Moderator: Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRC, CWRD, ADB

17:10–17:30

Wrap-up of the Day 1

Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRC, CWRD, ADB

DAY 2 – Wednesday, 26 June**09:00–12:30****Session 3: Product Development and Silk Road Visa Facilitation Study****Regional Product Case Studies (presentations by Tourism Associations of PRC/Kazakhstan/ Kyrgyz Republic/Uzbekistan/Azerbaijan/Georgia)**

Facilitated by Kenzhekhan Abuov, Senior Project Officer, KARM, CWRD, ADB

09:00–09:10

PRC Presentation: Case study / Inbound and Outbound tourism development and readiness to receive Chinese tourists

Ms. Dai Ying, Staff, Bureau of International Exchanges and Cooperation, Ministry of Culture and Tourism, China

09:10–09:20

Silk Road Tourism: Kazakhstan Case study, Train tourism product – what worked best and what not? How to improve regional tourist destinations within Silk Road Corridor.

Ms. Rashida Shaikenova, Director, Kazakhstan Tourism Association

09:20 – 09:30

Georgia's Regional Tourism Strategy

Ms. Tamuna Koriauli, First Deputy Head, Georgia National Tourism Agency, Government of Georgia

09:30 – 09:40

Uzbekistan's case - "One Tour – One Region"

Mr. Feruz Dodiev, Advisor of the Tourism committee Chairman, Uzbekistan

09:40 – 09:50

Pakistan: New destination development in the case of Pakistan.

Ms. Humera Azam Khan, Senior Joint Secretary Cabinet Division, Pakistan

09:50 – 10:00

Kyrgyz Republic - the ways to build regional product/ Nomad Games

Ms. Kyial Kenzhematova, Deputy Director of Tourism Department, Ministry of Culture, Information, Sport and Youth Policy, Kyrgyz Republic

10:00 – 10:10

Turkmenistan - Equestrian tourism

Ms. Gulshat Bakyyeva, Deputy Head of Tourism Department, Ministry of Culture, CAREC Tourism Focal

10:10 – 10:30

Open discussions

10:30 – 10:45

Coffee Break

10:45 – 11:15

Presentation on Visa Facilitation Study (30 mins)

Mr. Brendan Sobie, ADB Consultant, Visa Facilitation Specialist

This session will present challenges and opportunities for Silk Road Visa, My Second Home Visa, Digital Nomads Visa. Coordination and one approach for long staying tourists is needed as the market and competition for long staying tourists and long-term migrants are growing. The presenter will share the best practice and propose a regional approach for better coordination.

11:15– 11:25

Presentation of Visa Facilitation Initiative from South-East Asian Development Bank

	Mr. Trevor Weltman, Clickable Impact
	Reflection on how sub-regions in South-East Asia have approached streamlining visa requirements across destinations and target markets.
11:25 – 12:30	Open Discussion (45 mins) Moderator: Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRD, ADB
12:30–14:00	Lunch Break (90 mins)
14:00–17:30	Session 4: Possible Organizational Structure for Regional Tourism Body
14:00 – 14:05	Introductory Remarks (5 mins) Mr. Kenzhekhan Abuov, Senior Project Officer, KARM, CWRD, ADB
14:05 – 14:25	Presentation on Organizational Options for a Regional Tourism Office (20 mins) Mr. Trevor Weltman, Clickable Impact <i>The presentation will offer different options (single vs. cluster organization) and reflect on global lessons including the Mekong Tourism Coordinating Office, its structure and development path.</i>
14:25 – 15:25	Open Discussion (60 mins) Moderator: Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SG-WUD, ADB
15:25 – 16:00	Coffee Break
16:00–17:30	Session 5: Regional Tourism Office as Driver of Tourism Growth
16:00 – 16:05	Introductory Remarks (5 mins) Ms. Pauline Dunoyer De Segonzac, UN Tourism
16:05 – 16:25	Presentation on the Proposed Regional Tourism Office Mr. Trevor Weltman, Clickable Impact <i>The objective is establishing a self-sustaining organization that empowers governments, tourism offices, and local businesses to embrace the Visit Silk Road brand. This initiative also aims to create a centralized platform and organization with clear objectives to advocate for travel and tourism across CAREC, amplifying the region's diversity and enhancing overall travel experiences.</i>
16:25 – 17:30	Open Discussions (60 mins) Ms. Ramola Naik Singru, Principal Urban Development Specialist, SG-WUD, ADB Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRC, CWRD

DAY 3 – Thursday, 27 June

09:00–10:30 | Session 6: Cultural Heritage Utilization

Introductory Remarks Mr. Wouter Schalken, Senior Sustainable Tourism Specialist, SG-WUD, ADB

Interactive Presentation - Heritage Tourism utilizing historic buildings and how it can leverage marketing value. Tourism, community activation, green architecture and Heritage Interpretation with Virtual Reality and 3D movies for marketing.

Presenter: Dr. Andreas Hofmann, GiZ.

10:30–12:30

Session 7: Wrap-up of the Working Group meeting

10:30 – 10:35

Introduction: Ms. Ramola Naik Singru, Principal Urban Development Specialist, Water and Urban Sector Group, ADB

10:35 – 11:00

Break out session by country (25 mins) including Coffee Break to reflect on issues addressed and actions to take forward

11:00 – 12:00

Participants from CAREC countries will be requested to share their views and input on WG meeting and proposals for the next steps (Presentation to all participants)

12:00 – 12:10

Wrap-up

Ms. Zulfia Karimova, Principal Regional Cooperation Specialist, CWRC, CWRD

12:10 – 12:20

Closing Remarks

Mr. Nurtas Karipbayev, Chairperson, Committee of Tourism Industry, Ministry of Tourism and Sports of Kazakhstan

Rapporteur:

Mary Ann Magadia

Associate Economics Officer

Regional Cooperation and Integration Unit (CWRC)

Central and West Asia Department