



CAREC TOURISM WORKING GROUP MEETING

SESSION 1

CAREC Tourism Cooperation — from foundations to delivery

A short look at where the tourism strategy stands, what the TA 9776 project delivered, and the 2025 tourism agreement signed across the region

9-10 September 2026 • Tashkent, Uzbekistan





Five milestones moved CAREC toward delivery

The regional architecture was built progressively—each milestone made the next one possible.

2018–19

Mobilize

Regional scoping
Dialogue launched
TA 9776 approved

2020

Align

Tourism Strategy
2030
Investment
framework

2021–24

Build

Portal, routes, pilots
Working Group +
capacity

Nov 2025

Commit

Regional Tourism
MoU
Cooperation
framework

2026→

Deliver

New TA
Reactivated TWG
Project pipeline

01

02

03

04

05



FOUNDATION BUILT

MANDATE RENEWED

IMPLEMENTATION BEGINS



The Strategy created one vision and five pillars

THE SHARED DESTINATION VISION

A connected Silk Road destination

Sustainable • safe •
accessible • distinctive •
community-benefiting

*Regional cooperation amplifies each
country's individual tourism offer.*

01 Connectivity and infrastructure

02 Quality and standards

03 Skills development

04 Marketing and branding

05 Market intelligence

CROSS-CUTTING PRIORITIES

Digital • Green • Inclusive • Accessible • Safe • Private Sector



ADB TA 9776 built the regional foundations

2019–2024

A regional toolkit—not only a strategy

It created shared instruments, tested practical approaches, and gave countries a forum for cooperation.

Next: operationalize, update, and finance.

- 01 Strategy + investment framework**
Tourism Strategy 2030 + Investment Framework 2021–2025
- 02 Regional brand + digital platform**
Visit Silk Road brand, country content, and tourism portal
- 03 Clusters, routes + project concepts**
Priority clusters; infrastructure, heritage, data, branding
- 04 Working Group + country dialogue**
Focal points, regional meetings, knowledge and capacity work
- 05 Targeted pilots + diagnostics**
Visa facilitation, health and safety, standards, data, climate



The 2025 MoU is a standing mandate for delivery

Signed on 20 November 2025 at the 24th CAREC Ministerial Conference

Knowledge development

01

Evidence, data,
learning

Regional projects

02

Project development
and pipeline

Institutional capacity

03

Technical systems
and coordination

Cross-border facilitation

04

Routes and easier
visitor movement

Private sector

05

Engagement and
investment

WHY IT MATTERS

Alignment

Ownership

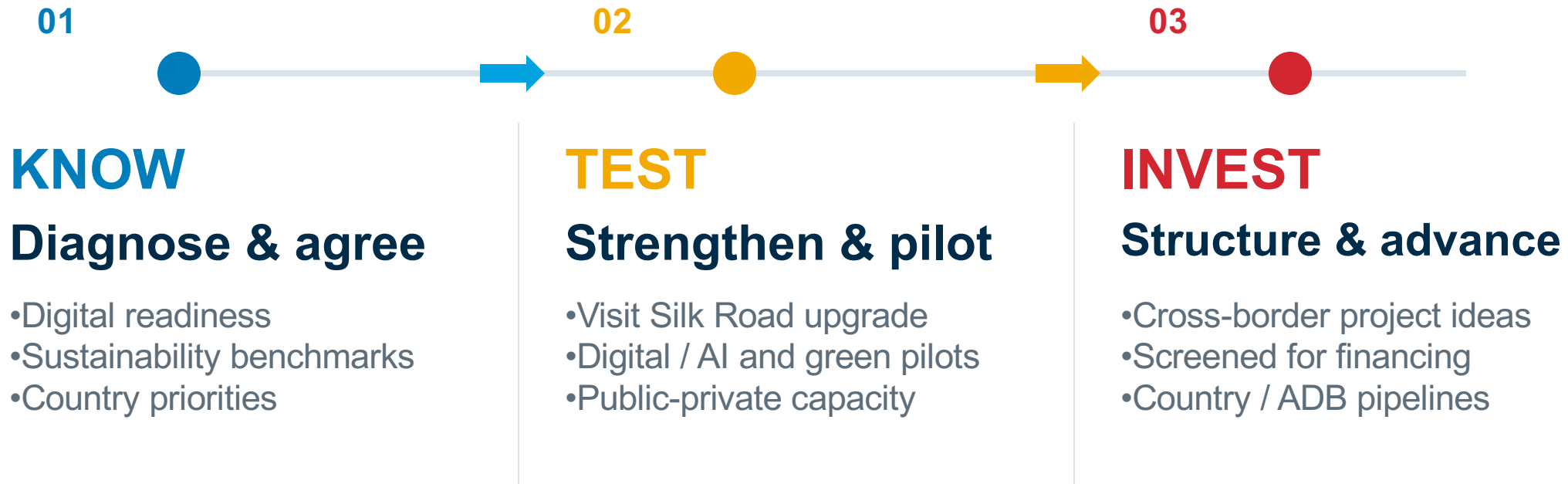
Continuity

One program links evidence, capability, facilitation and partnerships to delivery.



The next phase is about delivery—and investment

The new TA provides the practical mechanism to translate the Strategy and MoU into results.



IMPLEMENTATION STARTS HERE

Align priorities. Select practical initiatives. Agree the work program.

NEXT
Session 2: New TA



What we ask the Working Group to agree today

DECISIONS

Agreement today, delivery in 2026-27

Session 2 opens the new
TA design.

- 01 Confirm the focal points' mandate**
Nominated and present today — confirm your standing role
- 02 Endorse the 2026–2027 work program**
Adopt the KNOW–TEST–INVEST sequence — today
- 03 Submit national project priorities**
Two to three initiatives per country and regionally [multi-country, cross-border]
- 04 Set the next Working Group meeting**
Confirm tentative date and host country for the next session
- 05 Report to the CAREC Ministerial**
Agree the progress checkpoint to the Ministers— 2027