

A New Technical Assistance on Sustainable Tourism and Services Trade

Goals, activities, and the importance of your input

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CAREC Region: An International Tourism Destination with a Diversity of Experiences



Each country brings its own strengths and complements the others, providing travelers with a diverse portfolio of unique experiences found nowhere else.

Together, the CAREC Region offers the world one remarkable destination.

**CAREC Tourism Strategy 2030 Phase 2:
2024–2028: Rapid Market Share Growth**

Target lucrative international markets through improved connectivity, infrastructure, border processes, cluster/route development, and digitalized product offerings.

Building On the Last TA with Focused Priorities

We're not starting new, but building on the work done previously with the Tourism Strategy 2030, Visit Silk Road portal and brand, tourism asset-mapping, cross-border clusters and routes, and other knowledge products.

Goal: to expand, digitalize, and promote smart, sustainable, and inclusive trade in tourism and related services.

1

Digital & AI

Integrated across the tourism ecosystem, from discovery and booking to destination management, data systems and skills.

2

Climate-Smart & Sustainable

Sustainability and resilience built into tourism development, destination management and throughout the ecosystem.

3

Private Sector as a Key Partner

Engage the private sector as partners for regional tourism development, cross-border products, and promotion of sustainable tourism practices.

Outputs: Knowledge, Projects, Capacity

OUTPUT 1

Knowledge

Digital Readiness + Sustainability Benchmarking: the diagnostics and findings support Projects and Capacity Building.



OUTPUT 2 · PROJECTS

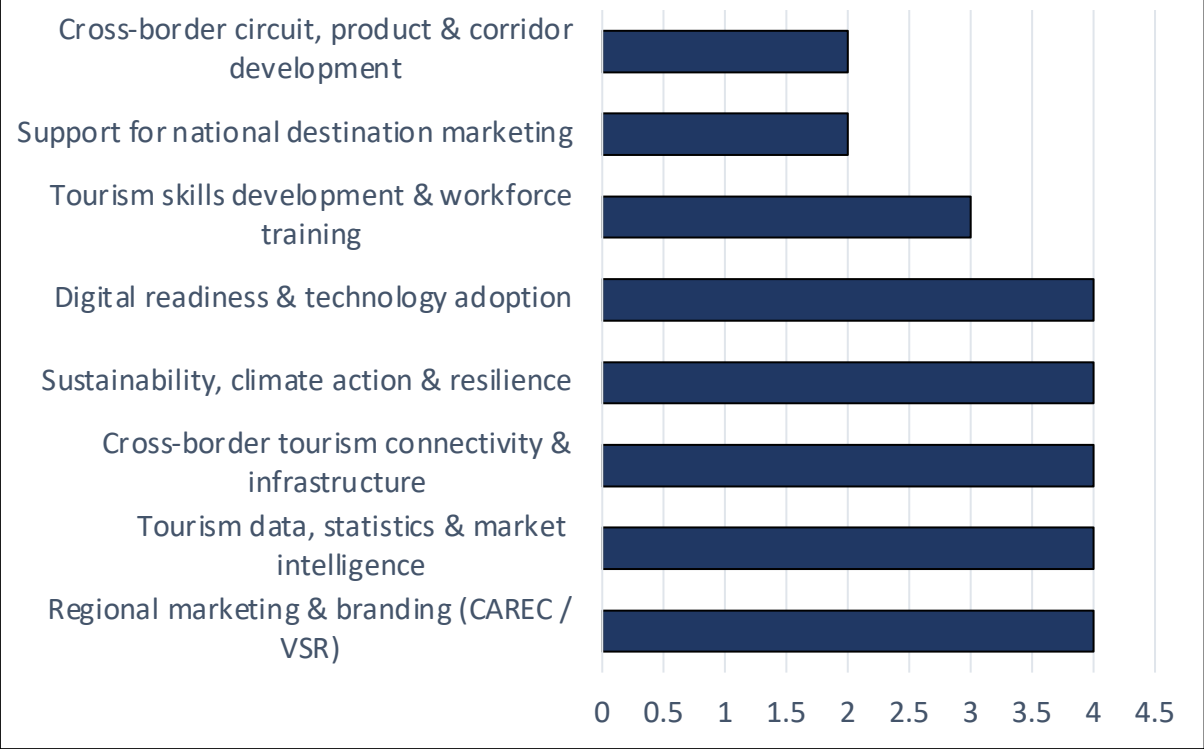
The TA's biggest priority is to develop a regional project pipeline.
Visit Silk Road portal upgrade + pilot projects.

OUTPUT 3 · CAPACITY

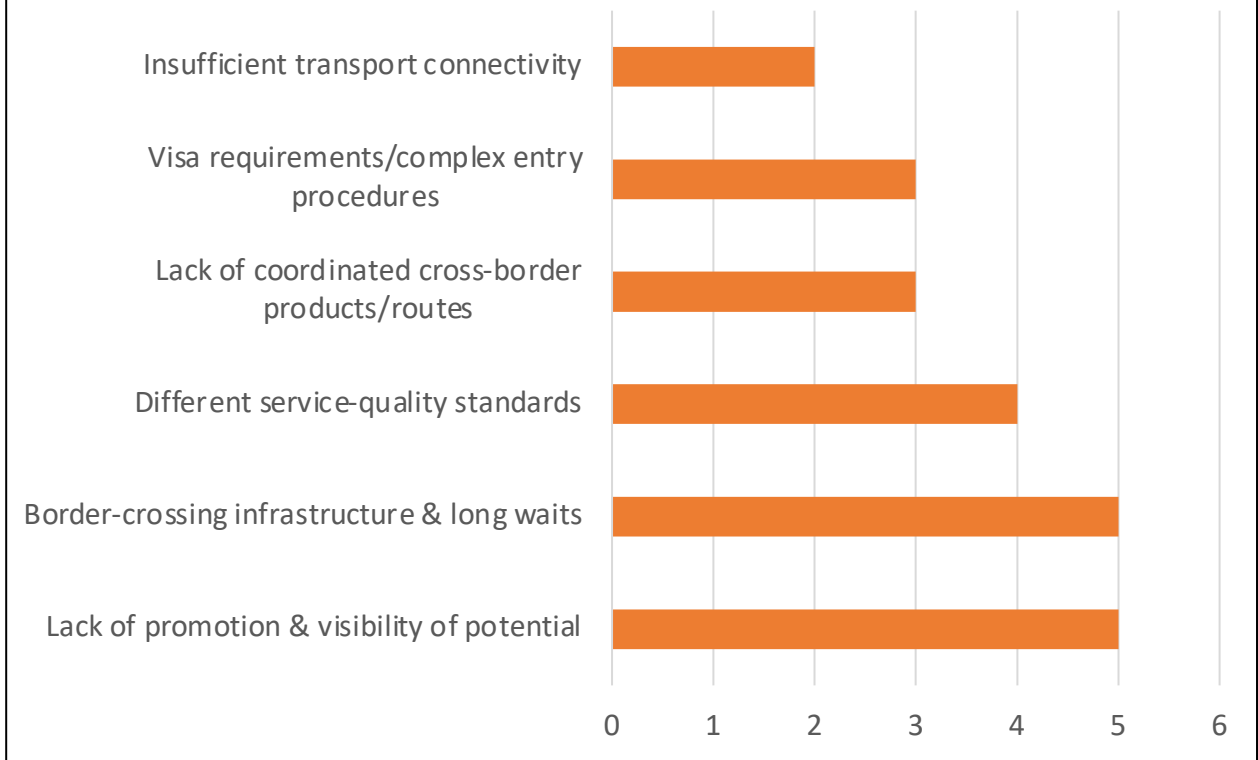
Coordination with the CAREC Tourism Working Group for joint planning and collaboration, policy dialogue. **Training programs with public and private tourism stakeholders** focused on digitalization and sustainable development.

Your Input: Survey Results

Highest Priority TA Topics

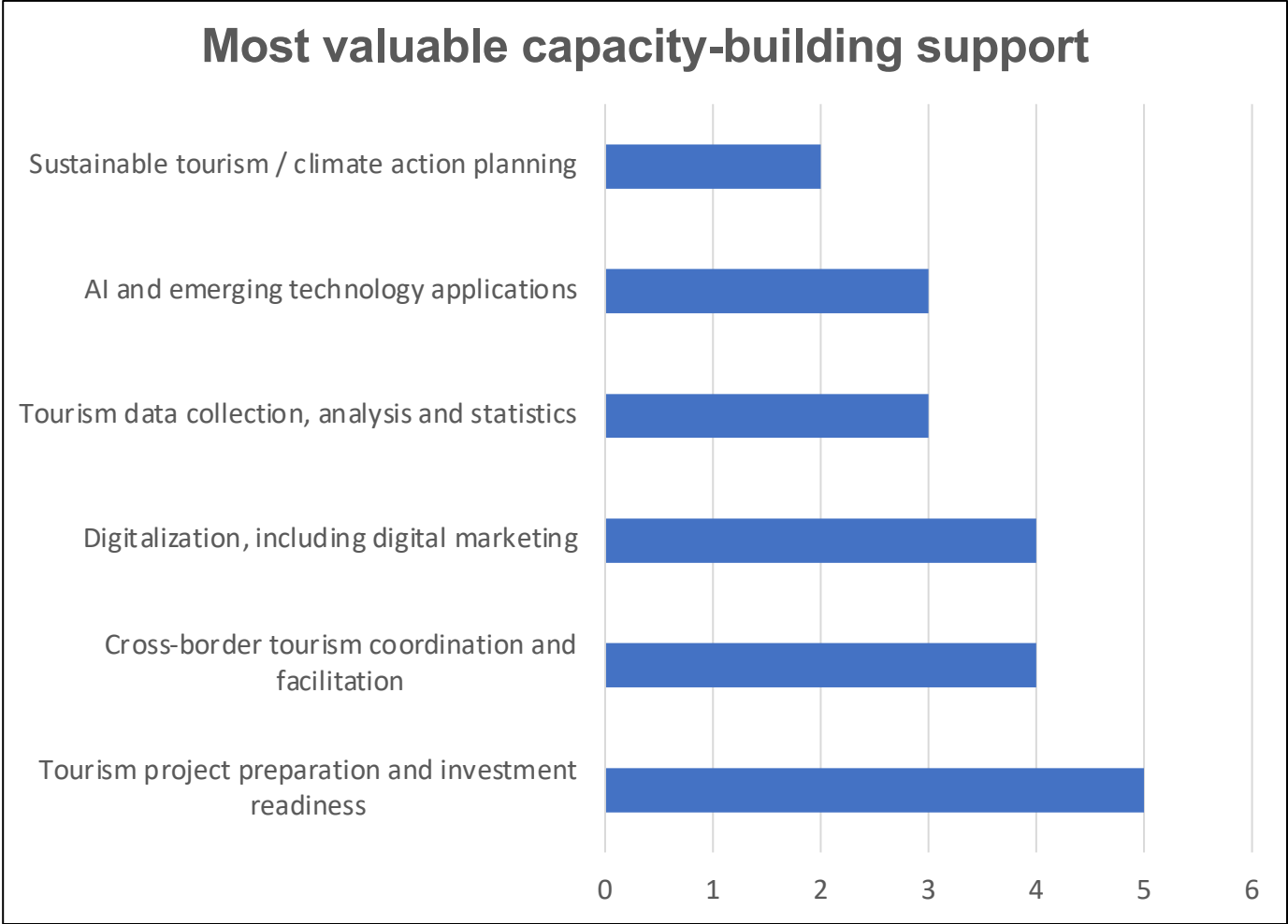


Obstacles to cross-border tourism



Early input from Tourism Focal Point surveys show similarities and alignment in shared priorities and obstacles.

Your Input: Survey Results



Your input shapes the TA work program. Please share in the discussions that follows and especially in Session 15 focused on the 2026-2027 Work Program.

First Knowledge Products

Digital Readiness Assessment

A diagnostic study of the tourism sector's digital and AI maturity in select countries that includes:

- Policy review, enabling environment
- Private sector tourism business practices and skills
- Online visitor journey

Goals:

- Benchmark where each destination stands
- Identify barriers holding back digital competitiveness
- Prioritized, actionable recommendations for interventions, investments and pilot projects.

Sustainability Benchmarking

A diagnostic study of sustainability practices and barriers in select countries that includes:

- Policy and regulatory framework review
- Destination-level sustainability enabling environment
- Private sector tourism business practices

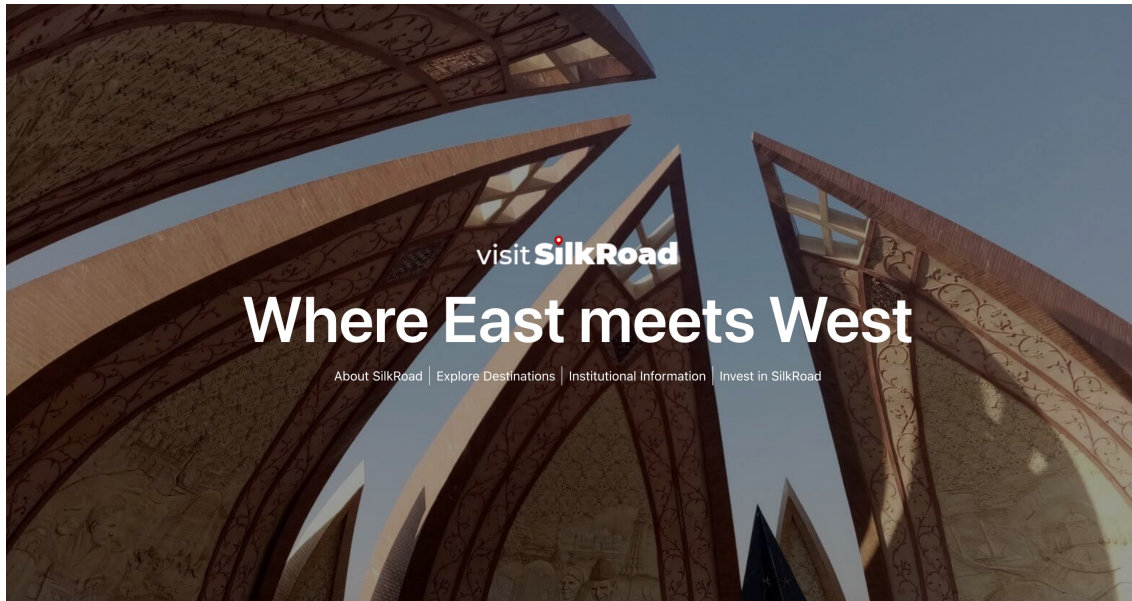
Goals:

- Benchmark where each destination stands
- Identify barriers holding back sustainability adoption (destination, SME, and institutions)
- Prioritized, actionable recommendations for interventions, investments, and pilot projects

Findings feed the **project pipeline**, **policy dialogue** and capacity building topics.

Visit Silk Road Portal and Pilot Projects

Visit Silk Road Portal Upgrade



Full session → Session 8 · Day 2 · 9:30

Pilot Projects

- Small projects that can be replicated elsewhere that **support digital readiness and climate-smart, sustainable tourism.**
- Ideally cross-border, built on findings from Knowledge Products and developed together with countries.
- **Possible examples:** AI-enabled travel or itinerary building tools, solutions for energy resilience or service quality for improved traveler experience

A Regional Project Pipeline: Our Top Priority



Starting the Conversation and Process Now

Day 1

Session 4: ADB Tourism Priorities and Project Development Process

Session 5: Lessons from the ASEAN Tourism Investment Outlook

Session 6: Priority Areas for Regional Tourism Cooperation

Day 2

Session 14: Discussion on Regional and Cross-Border Tourism Projects

Session 15: Agreement on Next Steps and 2026–2027 Work Program

Capacity Building: Stronger Tourism Institutions and Private Sector

1

Tourism Working Group

Reactivated as the region's coordination mechanism under the MOU.

2

Training

Practical skills training for both public and private sectors on identified priority topics -- digitalization, sustainability, marketing, project development.

3

Policy Dialogue

Identified topics to support more seamless regional tourism development, connectivity, cross-border tourism corridors and standards.

4

Coordination Office (Potential)

A proposed CAREC Tourism Coordination Office (CTCO). **Will be discussed in Session 12 on day 2.**

Moving Forward: One Region, Many Journeys, a Shared Future



CONNECT

We connect the region



TRANSFORM

We transform how it's experienced and marketed



BUILD

We build resilience for the long-term growth

Improve connectivity and seamless travel across the region, create quality cross-border tourism products and promote this unique tourism region rich with diverse cultures, natures, cuisines and experiences.

Digitalization and skills development to strengthen the region's tourism ecosystem to support a competitive private sector, quality tourism services, and innovative marketing to attract high value visitors.

Support sustainability and climate action policies and interventions to build resiliency, climate adaptivity and risk management skills in the region's tourism sector.

Discussion

- 1 The role and working arrangements of the Tourism Working Group.
- 2 The proposed TA work program and whether it responds to country needs.
- 3 Priority areas where regional cooperation can add the greatest value.