

Knowledge Management in Tourism for CAREC

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CAREC
Central Asia Regional
Economic Cooperation

Why knowledge management matters for CAREC tourism

Tourism crosses borders, while data, standards, skills and market knowledge often remain fragmented.

Regional challenge

- Inconsistent tourism data
- Uneven institutional capacity
- Limited market intelligence
- Scattered lessons and practices
- Weak continuity across initiatives



Regional value

- Comparable evidence
- Shared solutions and standards
- Peer learning across countries
- Joint product and route development
- Stronger investment preparation

KM is embedded across the CAREC Tourism Strategy 2030

Connectivity & infrastructure

Asset registries, corridor evidence, access diagnostics

Quality & standards

Shared standards, quality labels, compliance knowledge

Skills development

Regional curricula, training, twinning and peer exchange

Marketing & branding

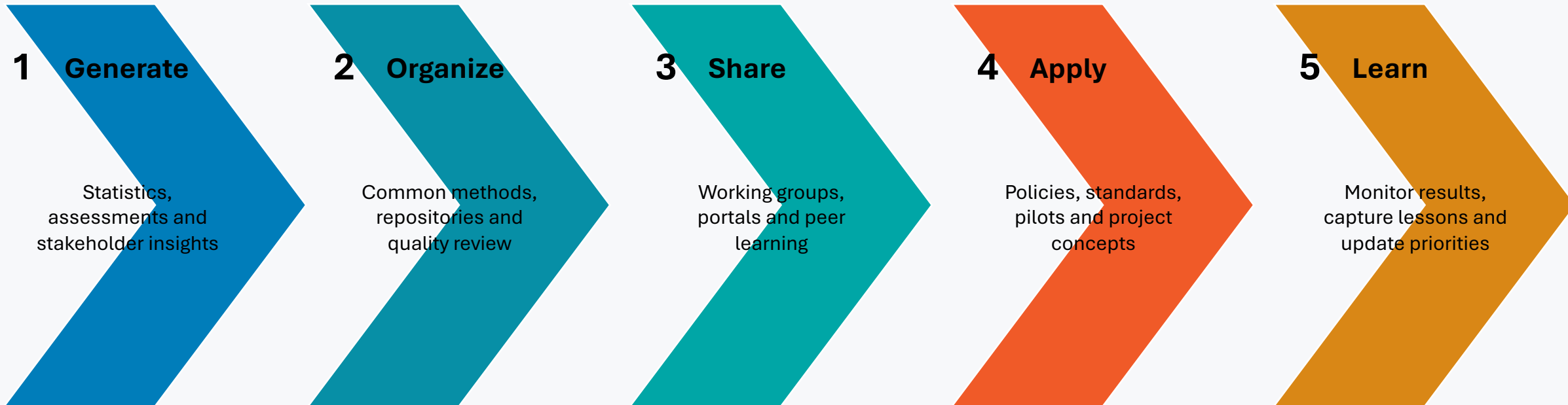
Visit Silk Road portal, joint campaigns and business information

Market intelligence

Common statistics, surveys, TSAs and joint research

The knowledge-to-action cycle for regional tourism

Effective KM is not a library. It is a repeatable operating cycle.



ADB knowledge products for CAREC tourism

The portfolio links diagnosis, strategy, implementation and learning.



2019

Promoting Regional Tourism Cooperation under CAREC 2030

Scoping study establishing the case for coordinated regional tourism.



2020

CAREC Tourism Strategy 2030

Common vision, five pillars, seven clusters, investment and results frameworks.



TA 9776

Implementation-oriented outputs

Strategy support, Visit Silk Road portal and capacity-building exchange.



**Current
phase**

Sustainable Tourism and Services Trade

Digital readiness, sustainability benchmarking and project pipeline development.

Examples of a CAREC tourism knowledge portfolio

Evidence & diagnostics

Digital readiness
Sustainability benchmarking
Tourism statistics and TSAs
Visitor surveys

Standards & tools

Silk Road Quality Label
Tourism asset registry
Regional data methods
Project screening criteria

Platforms & learning

Visit Silk Road portal
Online skills programs
Institutional twinning
Case studies and exchanges

Strategy & pipeline

Regional tourism strategy
Investment framework
Cross-border route studies
Bankable concepts

How KM creates value for CAREC stakeholders



Governments	Evidence for coordinated policies and investment priorities
Private sector	Market intelligence, standards and regional opportunities
Communities	Tools to protect assets and broaden local benefits
Development partners	Less duplication and stronger alignment
Travelers	Reliable information and more seamless experiences

A practical CAREC KM agenda for 2026–2027

Suggested priorities for discussion by the Tourism Working Group.

- 1 Agree a regional KM architecture** Define products, owners, audiences and update cycles.
- 2 Deliver priority assessments** Use comparable approaches for digital readiness and sustainability.
- 3 Activate knowledge exchange** Use TWG sessions, thematic groups and peer learning.
- 4 Strengthen Visit Silk Road** Establish governance and a sustainable content model.
- 5 Connect knowledge to investment** Translate findings into pilots and project concepts.

Knowledge is the infrastructure that makes regional cooperation work.

The goal is not simply to produce more studies. It is to build a trusted system that turns shared evidence and experience into coordinated action, stronger destinations and investable regional projects.

Generate • Share • Apply • Learn