

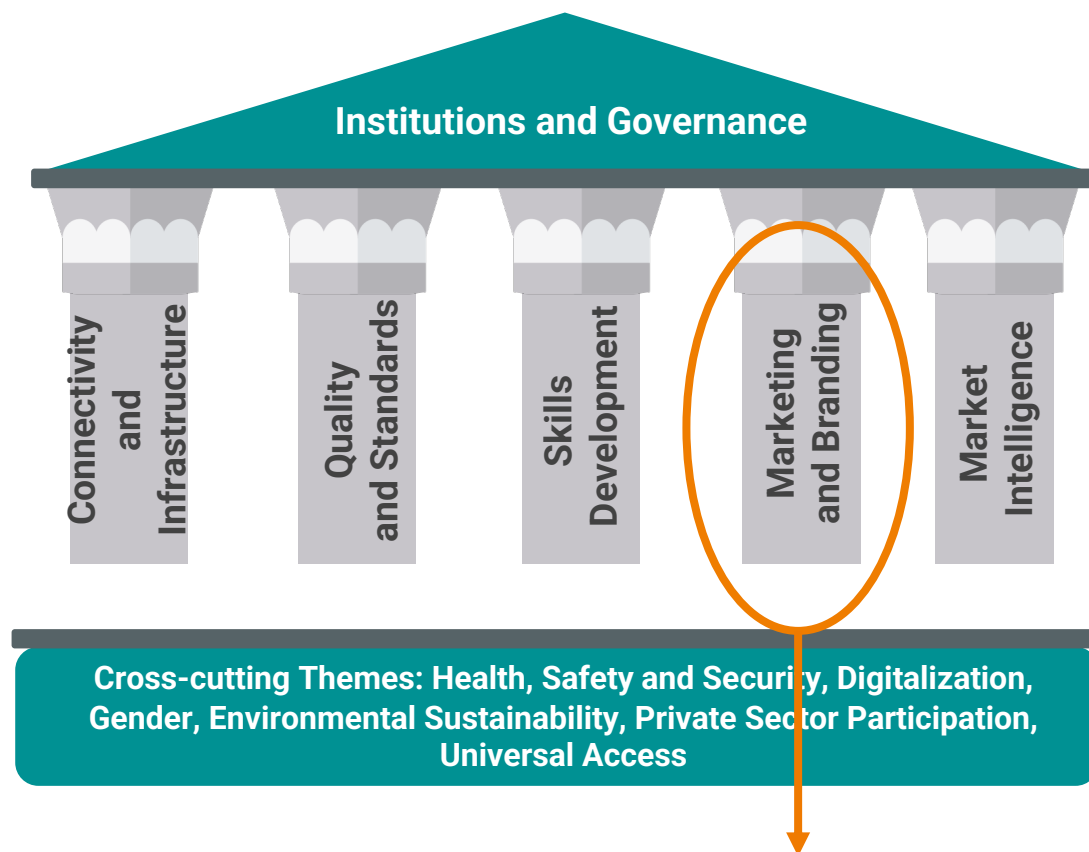


CAREC Tourism Web Portal

**CAREC Tourism Working Group Meeting
9-10 September 2026
Tashkent, Uzbekistan**

**Kenzhekhan Abuov
Senior Project Officer, ADB**

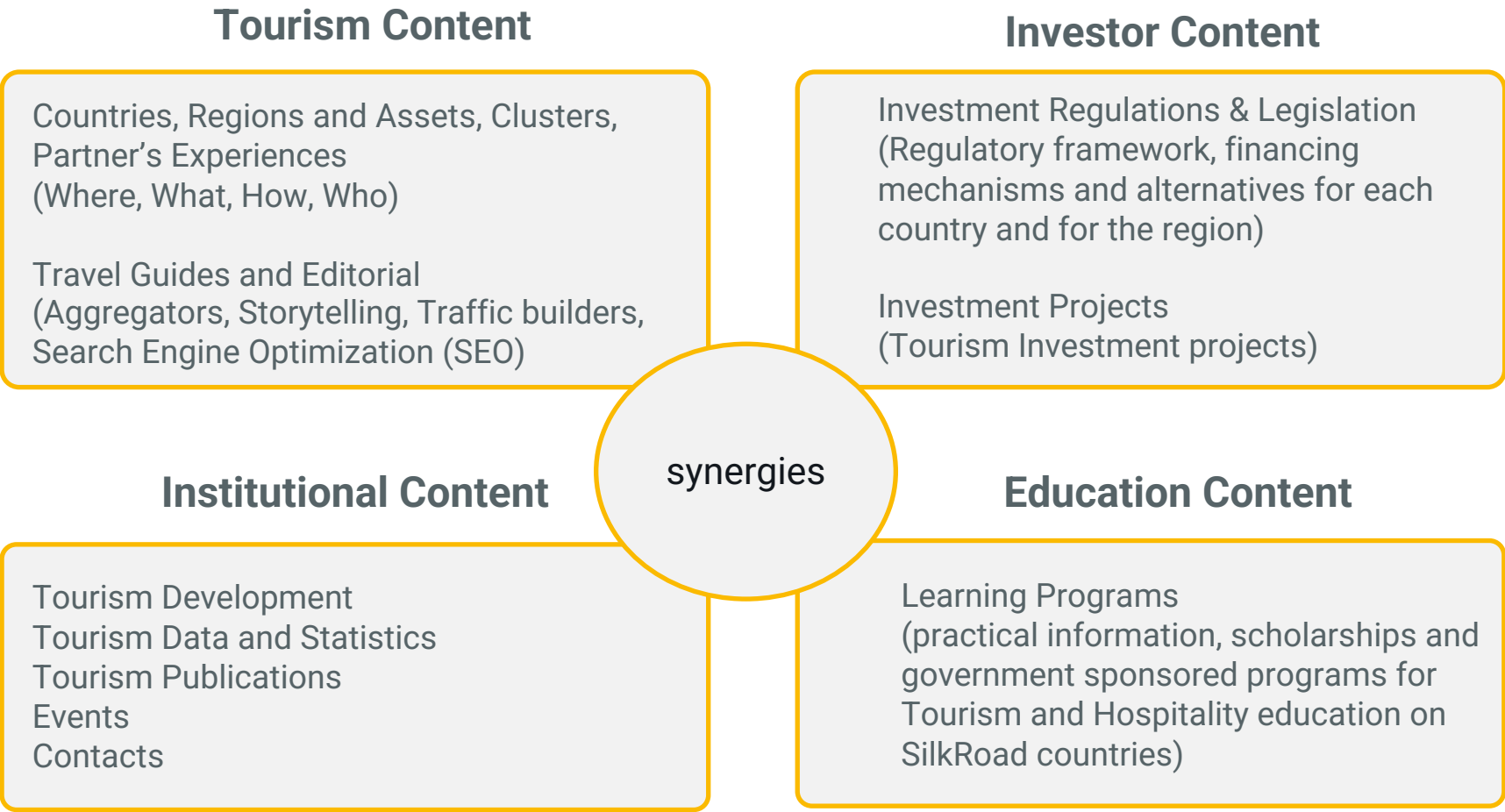




- Marketing strategies and initiatives to reinforce countries' image as safe tourism destinations;
- Building the common brand "**Visit Silk Road**" through the development of the **CAREC tourism web portal**

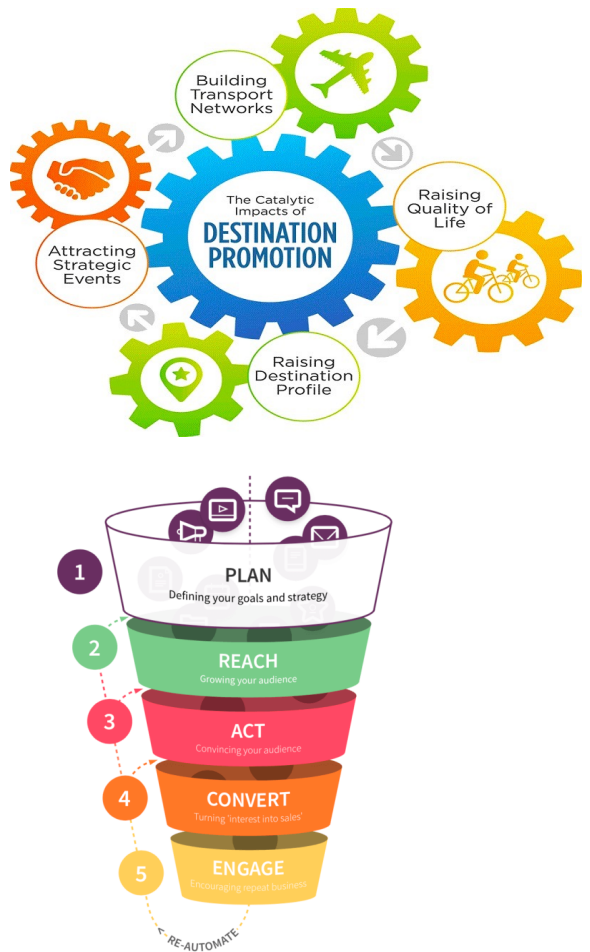
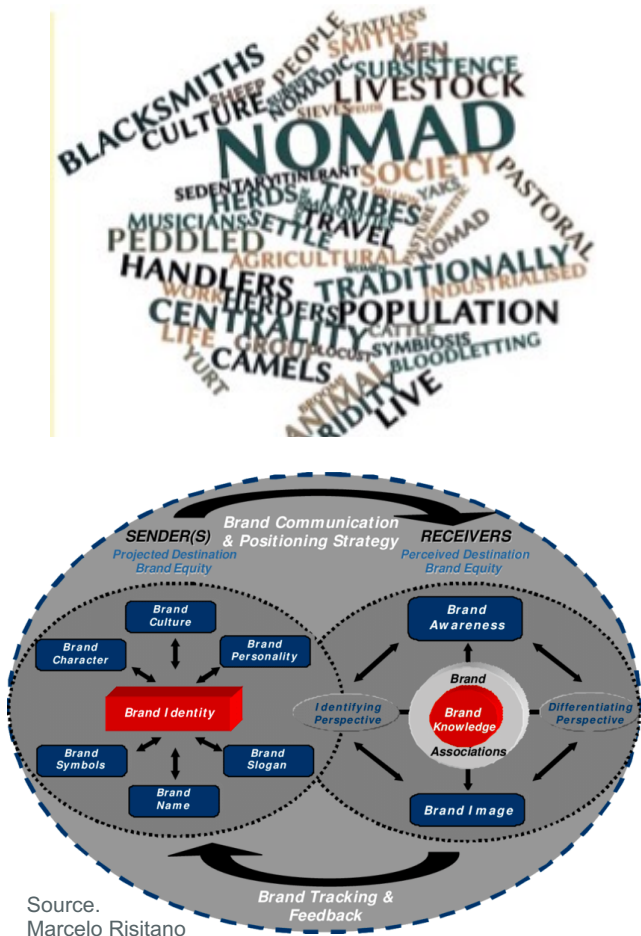
OUTPUT	STATUS
1. CAREC tourism strategy 2030 developed	- CAREC Strategy 2030 endorsed by Ministerial Conference in December 2020 - Completed activities: ➤ Asset mapping and tourism demand analyses (per country) ➤ Review of institutional structures for tourism development in CAREC countries and analysis of best practices in other countries ➤ Supply–demand analysis of hospitality skills in CAREC countries ➤ Stocktaking of past and ongoing initiatives in the tourism and hospitality sector from other development partners ➤ Scope of work of the tourism expert group ➤ Preparation of CAREC tourism strategy 2030
2. Regional investment framework for 2026–2028	- Framework endorsed together with CAREC Strategy 2030 - Completed activities: ➤ Consultation workshops with CAREC member countries to identify priority tourism projects for hard and soft infrastructure interventions ➤ Preparation of regional investment framework, 2026–2028 to complement the CAREC tourism strategy ➤ Visa Facilitation Study for the CAREC Region: The study assessed visa policy procedures and regulations and recommend areas for improvement based on global best-practices and case studies with potential pilot programs.

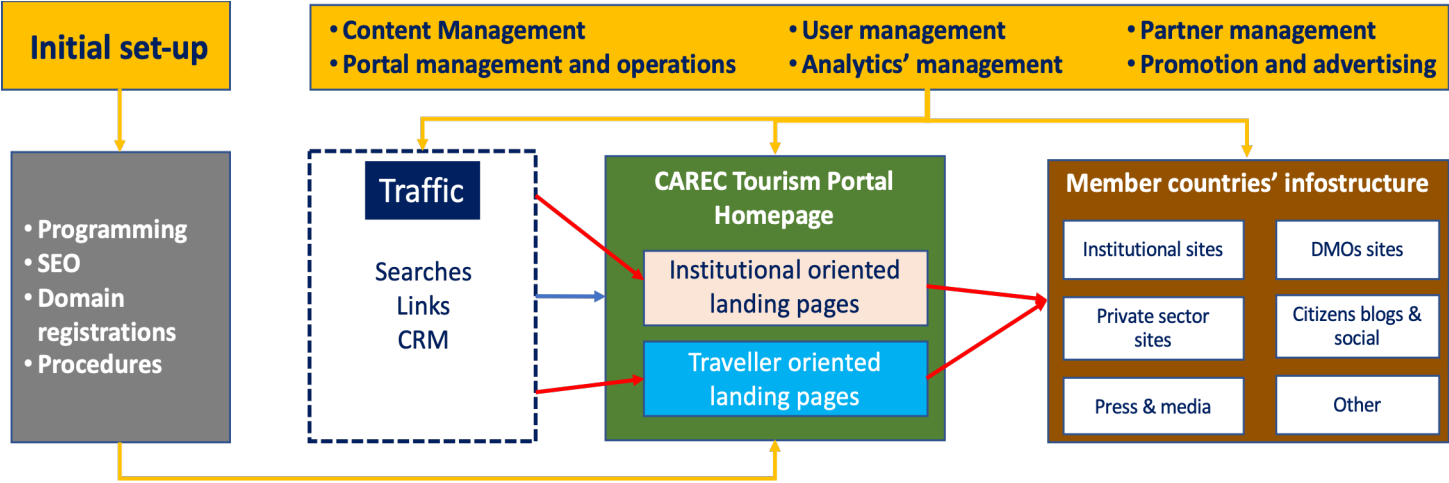
The portal provides content to different audiences which creates traffic synergies and opportunities for sustaining the project.



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

visit **SilkRoad**





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

Traveller Oriented area

Macro area/ Priority clusters

Regional clusters

Country/ Region attractions

Customized & ADB compliant dynamic maps



Kashkadarya



Bukhara Markazy
Kolkhoz Bazaar



Samarkand
Hovrenko Wine
Factory



Samarkand Bibi
Khanym
Mausoleum



Surkhandarya



Sacred Heart
Catholic Cathedral



Pakhta Bairam
Festival



Termiz Kyrk Kyz
Ruins



Samarkand
Registan
Medressas



Badai Tugai Nature
Reserve

Country/ Region travel guide

Before Travel

About Uzbekistan

Getting There

Weather and Climate

Visa and Entry Requirements

Health and Vaccination Requirements

Driving Permits

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

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

Nearby Attractions

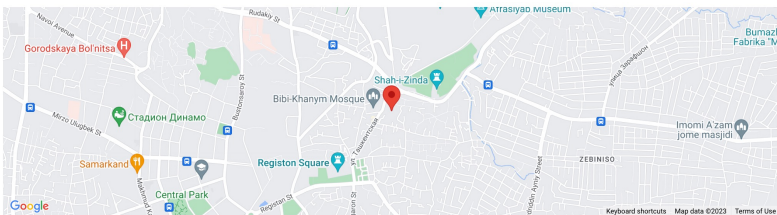
Featured Tours

Accommodation

Restaurants

Entertainment

Direct links to private
sector pages

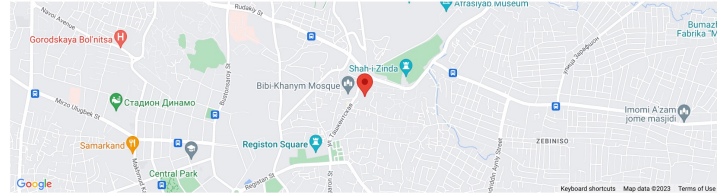


Private sector development

Attraction visit guide



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- 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

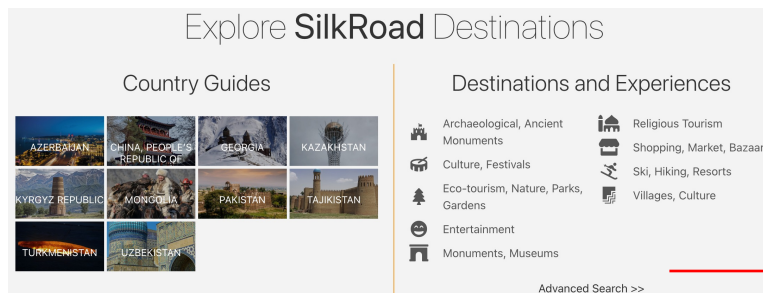
Entertainment establishments that are located in the vicinity of the attraction



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

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.

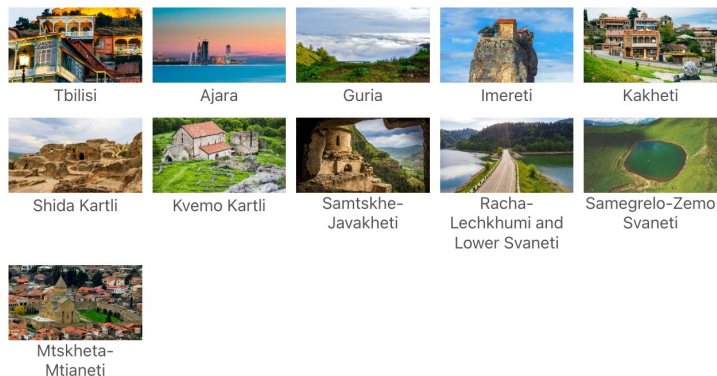
Georgia Travel Guide

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.



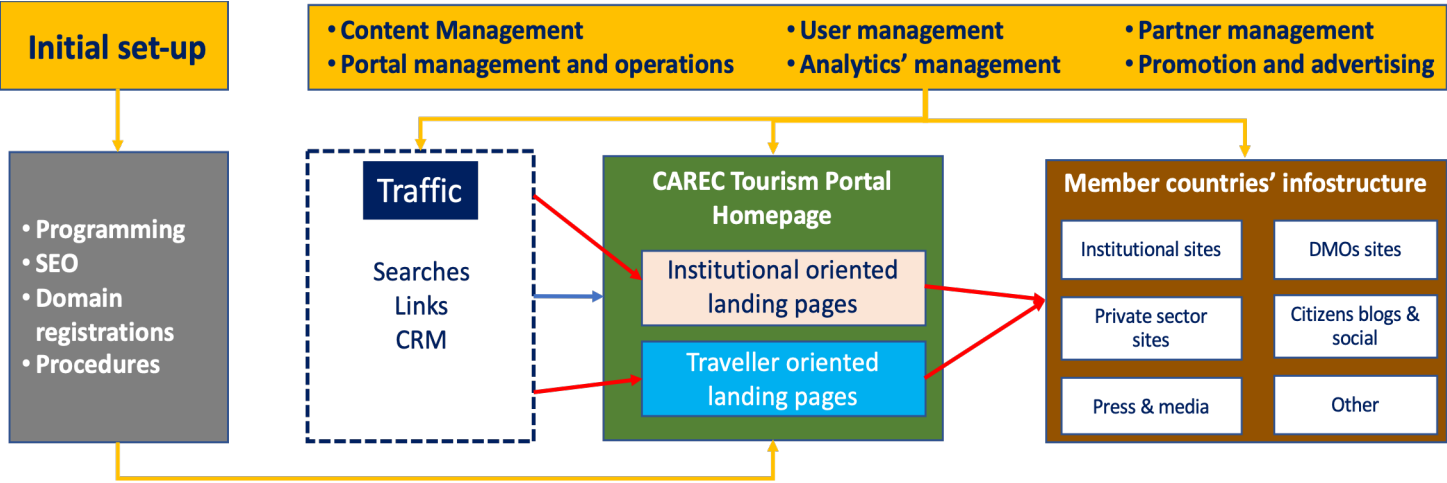
Tourism Contacts

Connect with key Tourism authorities.

\$ € ¥ £

Investment

Regulations and legislation
Investment projects
Financing



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

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Advanced Search >>

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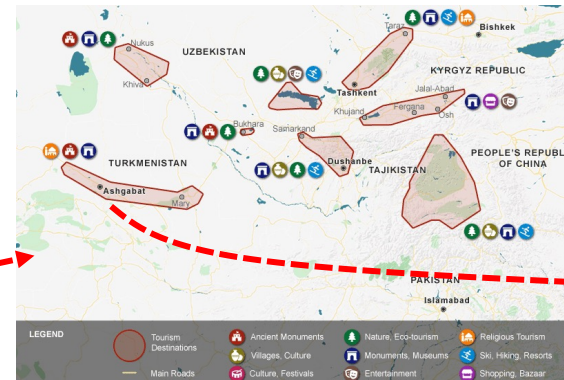
Main Goal of the Tourism Portal

Development of a common registry of tourism assets and data collection, their content, and their management for Project development and implementation

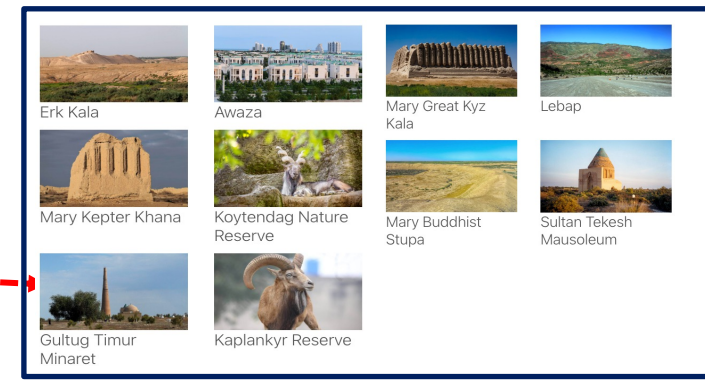
Main priority clusters – CAREC level



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

The large amount of information from different sources requires consistency and coherence. The use of templates will help creating/gathering, reviewing and importing the information on the portal.



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.

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Azerbaijan

Georgia

Kazakhstan

Kyrgyz Republic

Mongolia

Pakistan

China PR

Tajikistan

Turkmenistan

Uzbekistan

Regional

Legislation

PPP Framework

Incentives

Finance Mechanisms

Legal framework, limits, and guarantees

(Source: Investments Regulations Report 26 Feb) . Footnotes not included

Azerbaijan investment protection is based on the Law on the Protection of Foreign Investment, dated January 15, 1992 No. 57 (PFI Law), the Law on Investment Activity of January 13, 1995 No. 952 (Investment Law), and international agreements ratified by the country.

The legal regime of foreign investments, as well as the activities of foreign investors in their implementation, cannot be less favorable than the regime for a property, property rights, as well as the investment activities of persons of Azerbaijan with the exceptions provided by this Law. For foreign investments in priority sectors of the national economy and in certain territories, the legislation may establish additional benefits (Art. 5 of the PFI Law).

Azerbaijan

Georgia

Kazakhstan

Kyrgyz Republic

Mongolia

Pakistan

China PR

Tajikistan

Turkmenistan

Uzbekistan

Regional

Legislation

PPP Framework

Incentives

Finance Mechanisms



Projects List

Outbound Tourism

August 27, 2023

Source: UNWTO

Inbound Tourism

August 27, 2023

Source: UNWTO

Originating/Destination Country Matrix

August 27, 2023

Source: UNWTO

Top 10

August 27, 2023

Source: UNWTO

Project Title

contains

Project Status

- ☐ Completed (416)
 ☐ Ongoing (154)

Countries

- ☐ Afghanistan (66)
 ☐ Azerbaijan (43)
 ☐ People's Republic of China (21)
 ☐ Georgia (11)
 ☐ Kazakhstan (63)
 ☐ Kyrgyz Republic (85)

Showing 1 - 2 of 2 results

Uzbekistan: Integrated Urban Development Project

Approved: Oct 17, 2022

Georgia Livable Cities Investment Program (LCIP) for Balanced Development

Approved: Nov 10, 2021

Georgia is located at the crossroads of Europe and Asia, rich in natural resources and cultural heritage. Despite these comparative advantages, the country needs to overcome substantial infrastructure, urban services, and capacity gaps to unlock its economic growth potential. Although Georgia is an upper middle-income country, 20.1% of the population still lives below the poverty line.

Guiding Principles

- Priorities from the CAREC Strategy & Assessment of tourism infrastructure, services, and project prioritization
- Aligned to market trends (Geopolitical crisis / Pandemic preparedness)
- Priority given to Government Focal Points/ Tourism Expert Group
- Use of existing knowledge and training/ capacity building modules
- Digital delivery

Results

- Development of the Priority
- Capacity building in sustainable tourism (resilience) for tourism governance stakeholders
- SME training – ready for ‘new normal’ and changing consumer demand
- Focal Points identification
- Work together with the established UN Silk Road Office in Samarkand

Thank you

