

Kyrgyz Republic– Uzbekistan Sustainable Cross- border Tourism Cluster Development

Building a Shared Tourism
Destination through Cross-Border
Collaboration and Investment
Planning



Background and rationale

Tourism identified as a strategic sector in the Kyrgyz Republic and aligned with NDCs, SDGs, and CAREC Tourism Strategy 2030.

Joint Kyrgyz–Uzbek initiative to develop a cross-border mountainous tourism cluster.

Joint Roadmap between KGZ and UZB endorsed in May 2025 for mountainous tourism cluster

CAREC CSPPF financing supports upstream analytical work and investment identification.

MOU signed at the 24th CAREC Ministerial Conference to strengthen bilateral cooperation.

Vision and Objective

Prepare a Tourism Strategic Action Plan for Chatkal District as a catalyst for a sustainable Kyrgyz Republic–Uzbekistan cross-border tourism cluster.

Key Outcomes



Outcome 1:
Shared Vision
for a Cross-
Border Tourism
Cluster
Established



Outcome 2:
Priority
Tourism
Investments
Identified



Outcome 3:
Sustainable
Destination
Development
Framework
Established



Outcome 4:
Cross-Border
Connectivity and
Visitor
Experience
Enhanced



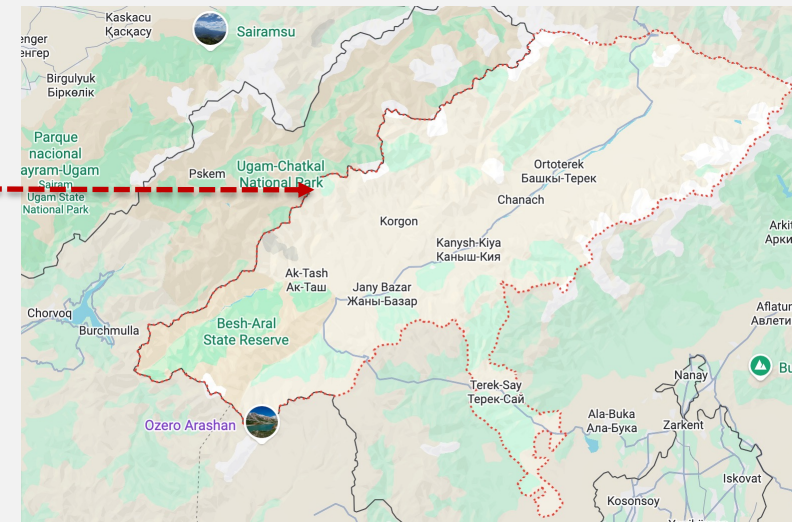
Outcome 5:
Local Economic
Development
Opportunities
Expanded

Geographic area

Primary Area: Chatkal District (Kyrgyz Republic)

Linked Destinations: Amirsoy and Chimgan (Uzbekistan)

Development concept: an integrated cross-border destination leveraging complementary mountain, nature, adventure, and cultural tourism assets.



Scope of Work

- 1 Inception and stakeholder engagement
- 2 Tourism market assessment and cross-border analysis
- 3 Infrastructure, environmental and social assessment
- 4 Sustainability and climate resilience assessment
- 5 Destination development and tourism product planning
- 6 Demand forecasting and accommodation analysis
- 7 Strategic Action Plan and investment pipeline
- 8 Validation and finalization

Core Analytical Areas

Market and Demand

- Visitor trends
- Source markets
- Tourism value chains

Sustainability

- Biodiversity
- Climate risks
- Inclusive and gender-responsive tourism

Tourism Products

- Nature and adventure tourism
- Winter tourism
- Cultural and heritage tourism
- Educational tourism

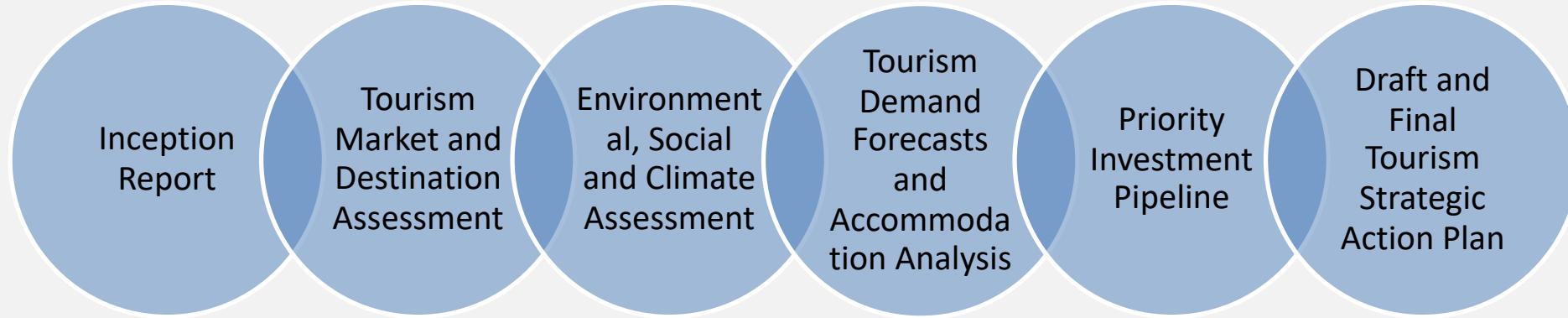
Digital Tourism

- Visitor data and management systems
- Smart Destination solutions

Infrastructure

- Transport and border facilities
- Utilities and public services

Expected Deliverables



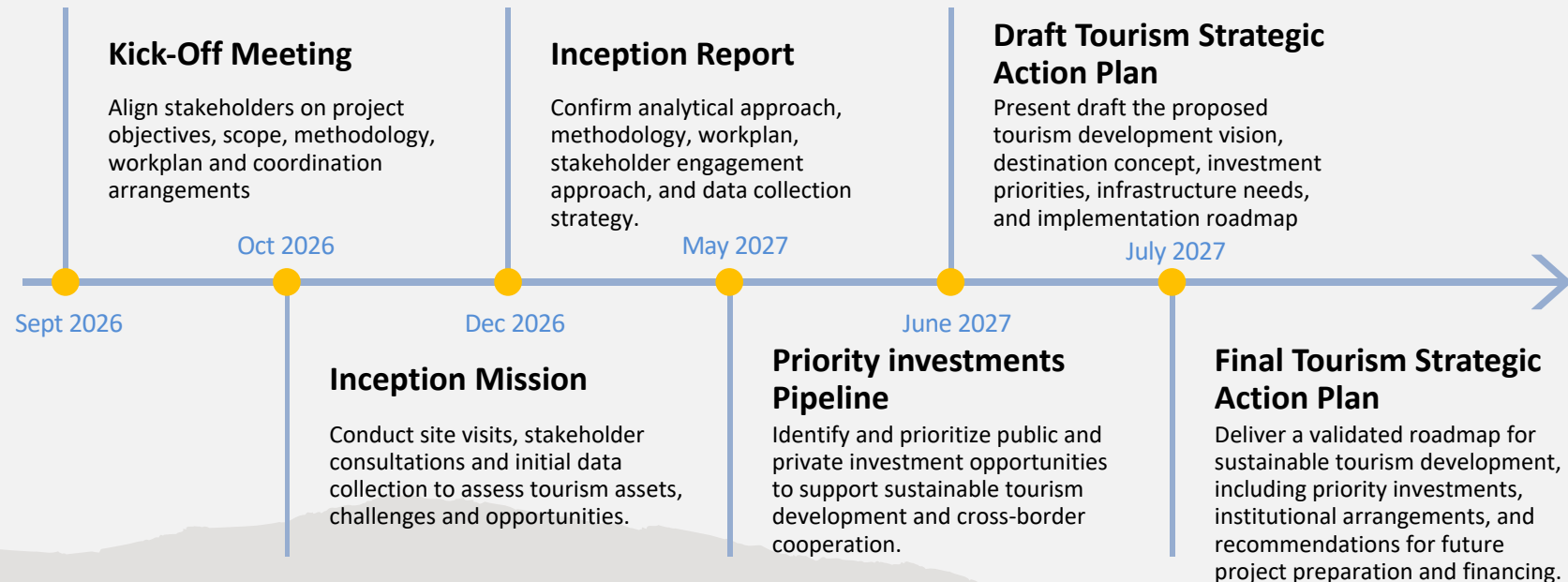
Implementation Arrangements and next steps

Executing Agency: State Agency for Tourism Development under the Cabinet of Ministers of the Kyrgyz Republic.

Supporting Agency: Tourism Committee of Uzbekistan

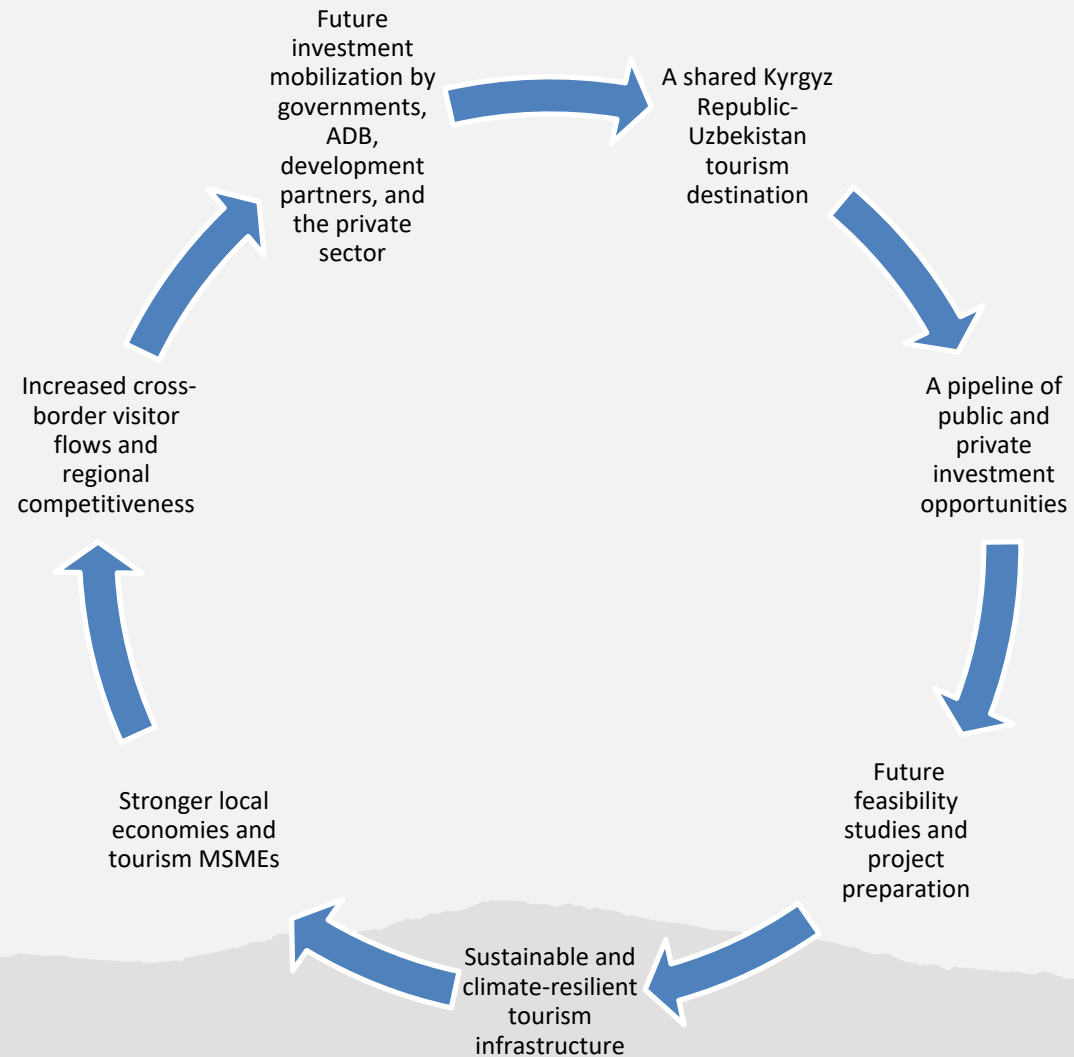
Consulting Firm: JV Hidria Ciencia, Ambiente y Desarrollo (Spain) and Unison Group (Kyrgyz Republic)

Timeline



Beyond the Strategic Action Plan

This TA will establish the foundation for:





Thank You!



Questions