

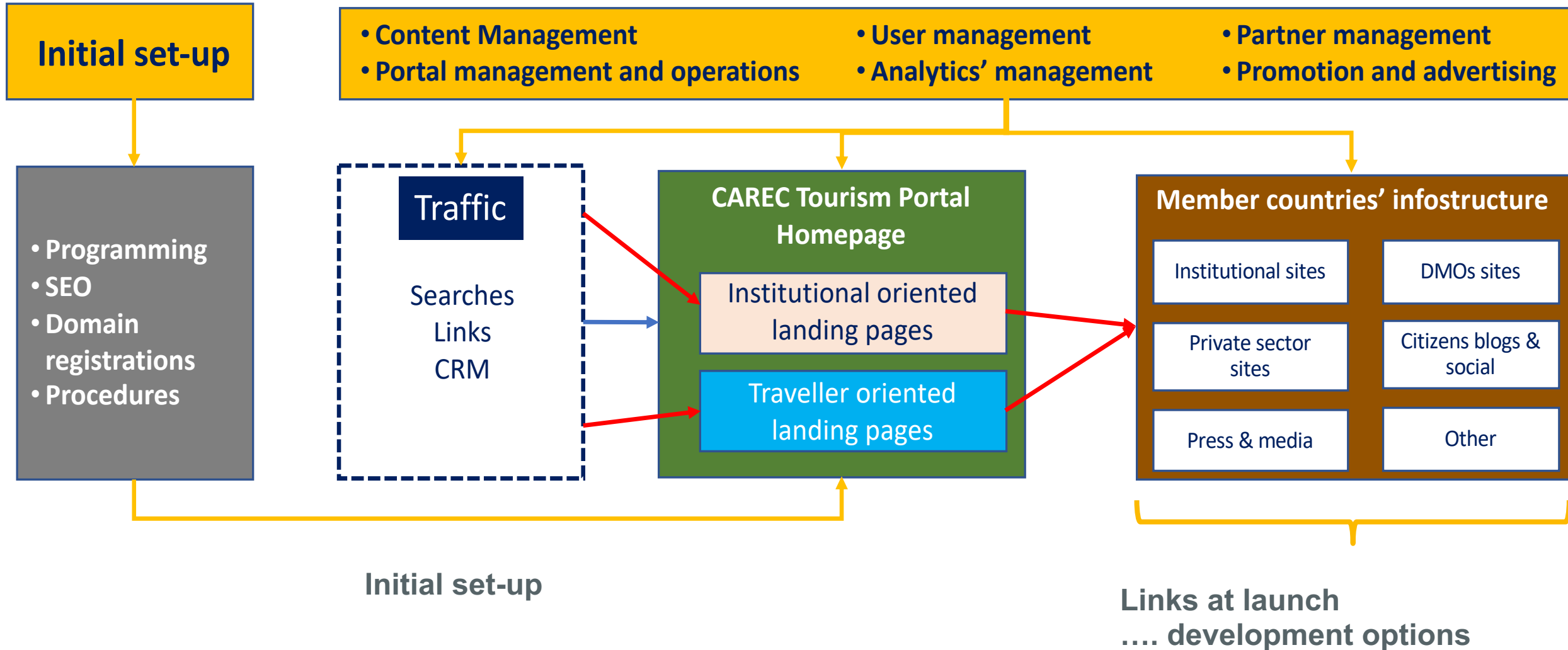


CAREC Tourism TA9776-REG Tourism Portal

**Presentation
Istanbul 25-27 June, 2024**



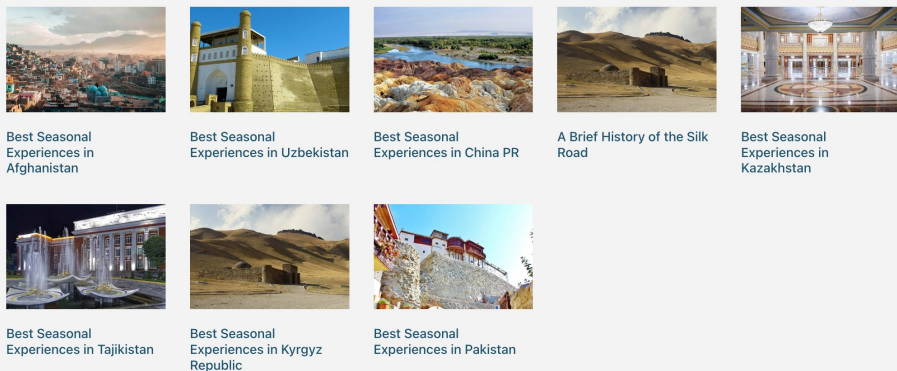
Visitsilkroad virtual portal concept: institutional and information source to visitors (B2C) and trade (B2B) ...



... with specific features designed for each relevant audience ...

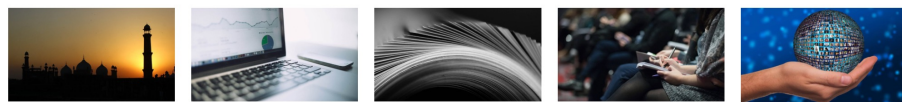
Institutional features

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

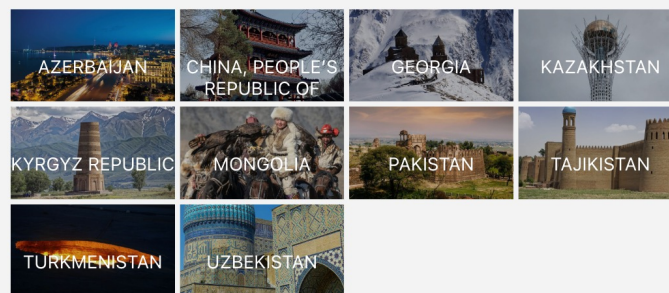
If you're an investor you can search among hundreds of projects.

[Search Projects](#)

Travel oriented features

Explore SilkRoad Destinations

Country Guides



Destinations and Experiences

- Archaeological, Ancient Monuments
- Shopping, Market, Bazaar
- Culture, Festivals
- Eco-tourism, Nature, Parks, Gardens
- Entertainment
- Monuments, Museums
- Religious Tourism
- Ski, Hiking, Resorts
- Villages, Culture

[Advanced Search >>](#)

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

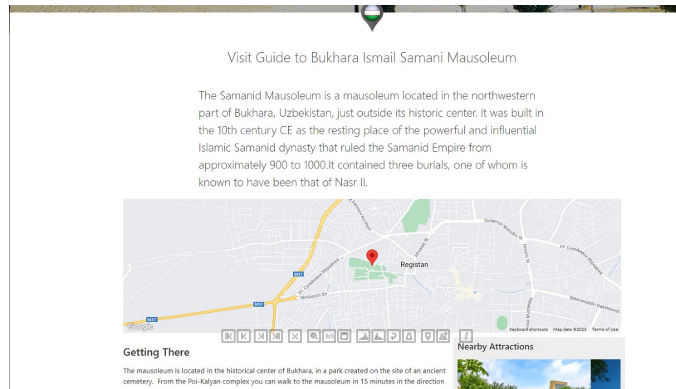
The CAREC tourism virtual portal has been officially launched during the CAREC Ministerial Meeting held in Tbilisi, Georgia, in November 2023.

A Video of the Portal ...

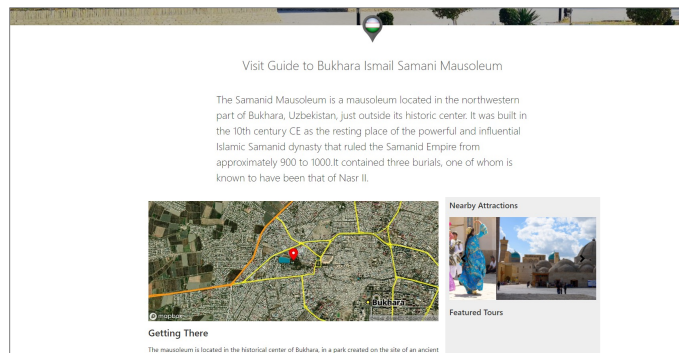
... maps and cartography

All maps are ADB compliant, which involves a thorough scrutiny process of compliance and design

Non-compliant map



Compliant map



Maps is a critical element in any tourism related website, particularly for VisitSilkRoad:

All tourist attractions (1,485 main assets) are in a **georeferenced** database in VisitSilkRoad.

Map compliance is the **single most important element** in relation to any map solution: **either yes or no**

There is an association of every asset to a specific map location, where **critical aspects** need to be considered and subject to **trade-off choices: attractiveness and appeal; integrability** with other systems and functionalities; **cost per API call** (visualization); **modularity** of building blocks of features (borders, roads, trails, rivers, ...); **scalability** to allow massive simultaneous usage; **cost of operation** (managing the maps).

The **maps that are now available in the portal**, are the result of **compliance with the trade-offs** subject to choice for CAREC Tourism at this stage.

When the **countries take the ownership**, everything changes, because compliance will not be the most important element for choosing any system.

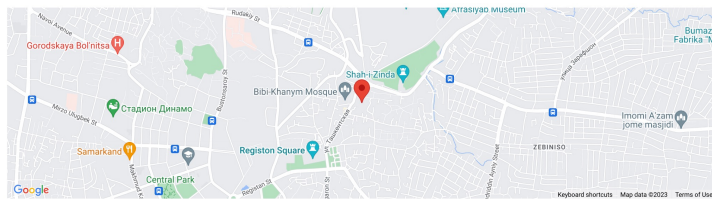
..., still the portal needs to be enhanced and further developed, as a key instrument for branding, marketing, and promotion ...

Extend the nr of attractions' visit guides



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



Private sector development and visitor engagement

Full coverage of all assets

Professional tourism specialized writing and edition for the remaining assets, regions and clusters of the VisitSilkRoad portal

Featured Tours

Tour operators offer package tours that include the attraction

Restaurants

Hospitality establishments that are located in the vicinity of the attraction

Accommodation

Accommodation establishments that are located in the vicinity of the attraction

Entertainment

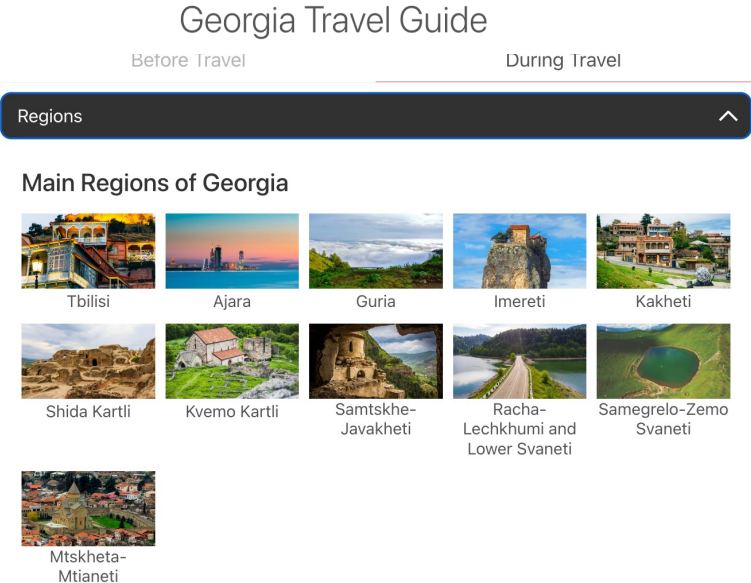
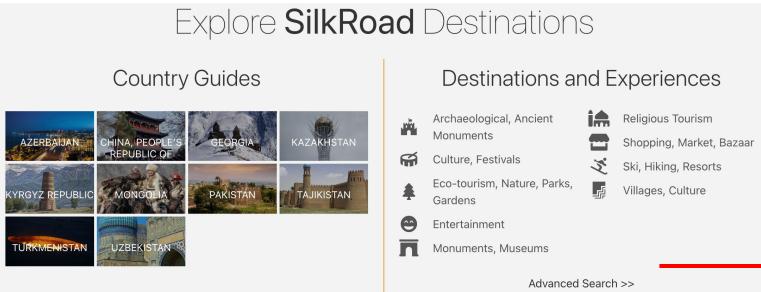
Entertainment establishments that are located in the vicinity of the attraction

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

... Leveraging the utilization of the web portal, as main infrastructure to deploy critical tools ...

B2B , G2C, and B2C

For National Tourism Organizations



- Design product/ grouping
- Quick Publishing and time – to – market
- Basic unit of digitalization in tourism
- Join branding. Marketing, and promotion



- Business inventory
- Visibility of quality before bookings



Social media management



Thank you

