



ADB



Proposed Regional Tourism Office

Central Asia Regional Economic
Cooperation (CAREC) Program

June 2024

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Agenda



01

Making the Decision
for Continued Cooperation

02

8-Step Cooperation
Scoping Framework

03

Key Considerations



01. Making the Decision for Continued Cooperation



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Do we want to continue ?



Do we see the value of regional tourism cooperation?

Remember GMS Tourism Results



10% of ADB GMS investment made into tourism



TA projects in tourism assessed **successful**



Cross-border infrastructure investments



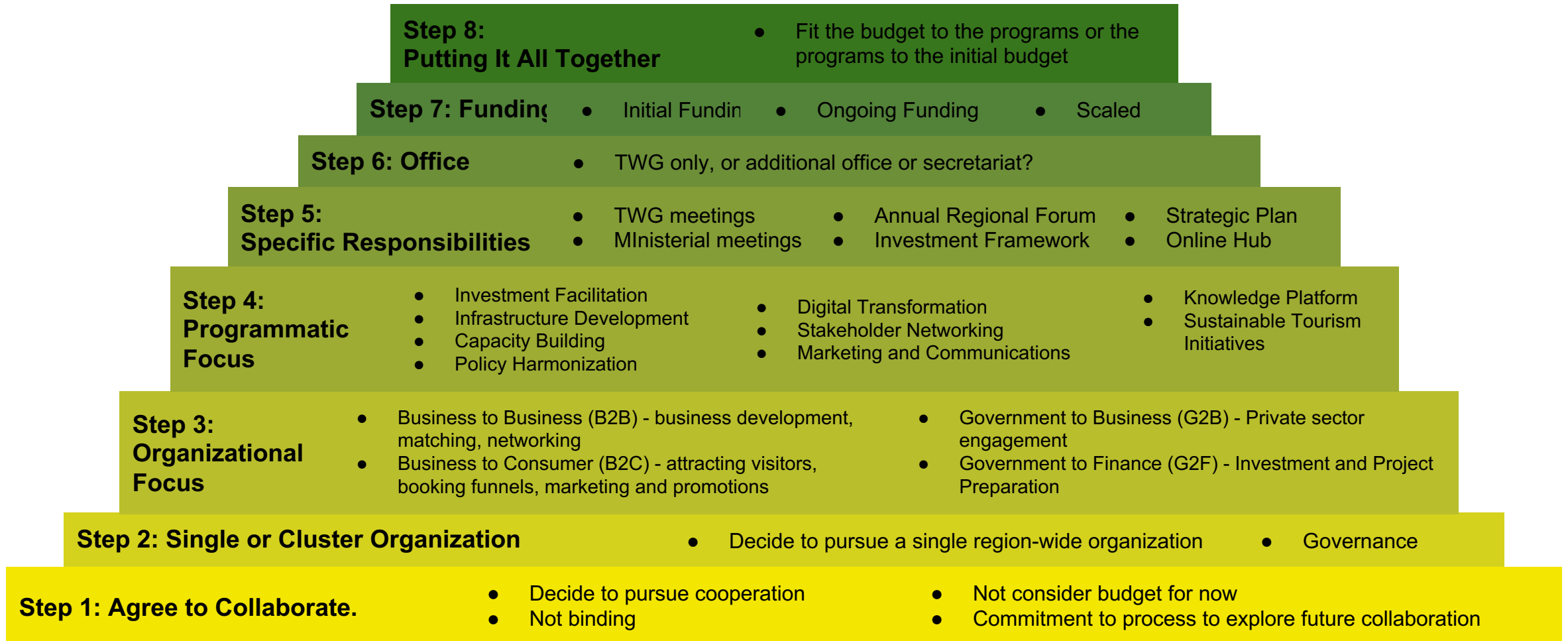
02. 8-Step Cooperation Scoping Framework



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Creating a thematic regional circuit: Step-by-Step





03. Key Considerations



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Considerations



Focus on **"Big Ticket"** Items and **"Low Hanging Fruit"** from Approved Strategies

Leverage CAREC Program and Current Momentum

Joint Requests from Member Countries are Powerful Voices to Donors/Funding Agencies

Align with Known Agendas (**Climate, Gender, Digitalization, Economic Growth**)

Start **Small and Scale** Gradually - TWG and 2X annual meetings is a sufficient start

Utilize ADB Informal Support

Ensure **Sustainable and Inclusive** Practices

Foster Regional Cooperation and **Mutual Benefits**

Regularly **Monitor and Evaluate Progress**

Thank You.

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