“Development of Tourism on the Silk Road: VISA, BORDERS & LOGISTICS”

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Silk Road Countries in Central Asia
Key obstacles of CA countries as destination

Main
- Visa
- Borders
- Logistics

Secondary
- Marketing
- Infrastructure
- Investments
Visas

- Impossible to obtain visa upon arrival at the country borders except for Turkmenistan.
- Heavy process to obtain visas for all CA republics upon arrival, for example in Tashkent. Since consular sections are not working everyday it takes up to 3 days to issue the visa to one country.
- Visa fees are reasonably high comparing to other destinations, to visit all Central Asian countries.
MAIN obstacles of destination

Borders

- No special check points or counters for tourists (Fast Track)
- No English speaking staff at the borders
- No porter services in Buffer zone
- No Public Transport from borders to city centers for FIT’s
- No facilities like phone or toilet, internet access at the check points
- No information in English or other foreign languages
- Borders are not working 24 hour
MAIN obstacles of destination

Logistics

- Week roadside infrastructure
- Absence of low-cost airlines for CA route
- High tariffs for air tickets on all major carriers
- Lack of express trains between major cities as alternative to flights.
- Week appearance of Silk Road Brand
Proposed Solutions

Visa

Option 1: Unique tourist visa for all Central Asia countries, code T-SR (Silk Road) 1 month multiple entry validity. For ex: if tourist has such visa to Uzbekistan, he should also be able to travel to other 4 countries with same visa. Each country Consular fee paid on arrival on spot.

Option 2: Recommend to country authorities to simplify the procedure of getting visa up to 2 days for tourists who already obtained visa of one of 5 CA countries – Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan & Turkmenistan. For this purpose, CA governments approve list of countries which tourists fall under this procedure.

- Obtain entry visa at the country borders.
- Special low-cost visa Fee for TSR
Proposed Solutions

Borders

- Special check points or counters for tourists
- English speaking staff at the borders
- Allow to escort in buffer zone (for guides, drivers with badges)
- Public Shuttle service from borders to the city-center
- First aid facilities
- Signs & Boards in English
- Working hours 06am-Midnight
Proposed Solutions

Logistics and Investments

- More flights between major cities within CA republics.
- More direct flights to major world cities in Western Europe, APAC region.
- Recommend major air carries of CA to conduct & sign mutual local Special-Pro-Rate-Agreements (SPA) to let tourists have all flights on CA route in one ticket issued on preferable airline. For ex: Rome – Tashkent – Urgench – Tashkent – Bishkek – Almaty - Rome on Uzbekistan Airways.
- Improve the roadside infrastructure.
- Express trains between CA capitals as an alternative to flights.
Creation of new “5Stan’s” branding.

• Week appearance of “Silk Road” Brand allows to recommend for creation separate “5Stans” brand for 5 CA countries – Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan & Turkmenistan.

• To develop official logo for new brand & initiate of its use by all Tour Operators of Central Asia.

• To promote new logo through advertisement campaigns on TV, Media, Information materials & e.t.c.

• Participation on united CA countries stand on WTA & ITB by Tour Operators representing the country under new “5Stans” brand & logo.
Possible Ways

- UNWTO recommendations to CA Republics on Boarder Crossing
- UNWTO recommendations to CA Governments on Unique Silk Road Tourist Visa
- UNWTO support at Worldwide arena promoting Silk Road Brand & New “5Stans” Brand
- Joint cooperation of National Tourism Boards with UNWTO
- Executive Training Programs for National Tourism Board staff
Thank you and Welcome to Central Asia