

Enhancing Business through Collaboration

The Central Asian Tourism Association



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Central Asian Tourism Associations

Founded since early 1990's

Learning experience..

- Competitors working together
- Role of private associations in democratic market economies
- Relation to government



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Regional co-operation

EU project Central Asian Invest programme

Supporting capacity of independent tourism business associations in 5 CA countries:
2011-2012

Creation of regional umbrella association →

Central Asia Tourism Association



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Founding members

- Tadjik Association of Tour operators (TATO)
- Kazak Tourism Association (KTA)
- Kazak Hotel Association (KHA)
- Kyrgyz Community Based Tourism Association (KCBTA)
- Kyrgyz Association of Tour operators (KATO)

Uzbek and Turkmeen associations are invited to join !





Membership conditions

- National private sector tourism business associations.
- Tour operator associations, Hotel and restaurant associations, Community Based Tourism associations.
- Independent
- Democratic (all members equal voting rights)
- One common representative per country.



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Objectives

1. Improve the capacity and sustainability of associations

- Improve constitutions based on international best practices
- Strengthened private sector tourism Associations internal capacity and (financial) sustainability
- Training and exchange workshops for board and executive office



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Objectives

2. Improve quality of businesses

- Develop basic handling standards
- Product quality and sustainability standards
- Training and coaching activities



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Objectives



3. Promote a favourable business environment

- Promote their members' interests (lobby)
- Establish institutionalised Public – Private co-operation models (policy dialogue, round tables)
- Key issues: visa's, border crossing, tax regime, etc.



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Objectives



4. Promote Central Asia as a destination

- Common online information platform
- Common Central Asian product offer
- Common presentations at fairs / fam trips



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Regional Tourism Conference

- Bishkek, autumn 2012
- Stakeholders from public and private sector
- Policy declaration of private sector
- In co-operation with UNWTO



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Events in frame of ITB

- Two day training event on association development and marketing (pre-ITB)
- Launch of the Central Asia Tourist association
Today at 15.00 hours, Kyrgyz stand hall 7.2.b-101
- After ITB Study tour to German industry and destination marketing associations.

Places are still available!



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Thanks for your attention!



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