Enhancing Business through Collaboration

The Central Asian Tourism Association

Fattokh Nabievich Faizullaev, Tadjik Association of Tour Operators

Meerim Matkulova, Kyrgyz International Business Council

Berlin, March 8th 2012
Content
1. Central Asian Tourism Associations: Overview
2. Regional co-operation model
3. Founding members
4. Membership conditions
5. Objectives
6. Regional tourism conference
7. Events in the frame of ITB
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
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
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.
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
Objectives

2. Improve quality of businesses

• Develop basic handling standards

• Product quality and sustainability standards

• Training and coaching activities
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.
Objectives

4. Promote Central Asia as a destination

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

- Bishkek, autumn 2012
- Stakeholders from public and private sector
- Policy declaration of private sector
- In co-operation with UNWTO
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!
Thanks for your attention!