

Previous CAI projects and achievements
how the new project will build on the work done

Naut Kusters
ECEAT

18 September 2020



European Centre for Eco and Agro Tourism (ECEAT)



- * Not for profit organization for rural and sustainable tourism
- * Founded in 1993 (Poland, Check Republic and Hungary)
- * Branches in 12 European countries
- * Green Holiday Guides with 1.500 rural accommodations
- * Sustainability standards for rural accommodations
- * Following a business oriented approach
- * Supported the establishment of the Kyrgyz Community Based Tourism Association (2002)

Vind een fijne vakantiebestemming

MEER DAN 1500 GROENE VAKANTIE-ADRESSEN IN 28 EUROPESE LANDEN

Welk land wilt u bezoeken? 



Logeren op boerenhoeven • Kamperen bij biologische boeren • Vakantieverblijven in de natuur • Authentiek, gastvrij en kleinschalig



EuroGites - 32 national associations from 28 countries



Austria
Belgium
Bosnia-Herzegovina
Bulgaria
Cyprus
Czech Republic
Estonia
Finland
Georgia
Germany
Greece
Hungary
Iceland
Latvia
Lithuania
Luxembourg
Norway
Poland
Portugal
Romania
Russia
Serbia
Slovenia
Slovakia
Spain
Switzerland
United Kingdom

www.eurogites.org

Central Asia Invest projects

1. **CAI I: *Tajikistan*** regional approach is Pamirs and Zerafshan valley (lead partner ECEAT with Aga Khan and Welt Hunger Hilfe).
2. **CAI II: *Kyrgyzstan***, strengthening of CBT, establishment of CBT's in new regions (lead partner ECEAT with KCBTA and International Business Council)
3. **CAI III:** National approach in ***Tajikistan***, establishment of Tadjik Community Based Tourism Association (lead partner ACTED)
4. **CAI IV:** Establishment of national CBT associations in ***Uzbekistan*** and ***Kazakhstan***. (lead partner ECEAT with APTA, KTA, KCBTA and TATO/TCBTA)

Strengthening Rural and Community tourism Organisations for Inclusive Economic Development in Kazakhstan and Uzbekistan 2017-2020



Project objectives and scope

1. Develop and strengthen **Community Based Tourism (CBT)** in Kazakhstan and Uzbekistan (focus)
2. Establish national Uzbek and Kazakh Community Based Tourism **Associations**
3. Create an **enabling policy** environment for rural and community tourism
4. Develop and implement service and sustainable **standards for accommodation and tour operators**
5. Develop common Central Asian **cross border products** involving community services.
6. Market Central Asia as a cultural and rural tourism destination at the **European market.**
7. Establish an Central Asian and EU – CA **partnership** for rural and community tourism

1. Establishments of new homestays (MSME's)

- * **Train-the-trainer** workshops: 30+ CBT trainers trained
- * In Uzbekistan and Kazakhstan
- * Training by Kyrgyz (KCBTA) trainers



1. Establishments of new homestays

- * Training and coaching of 800 MSME's in 4 countries
- * Personal coaching of 400 entrepreneurs

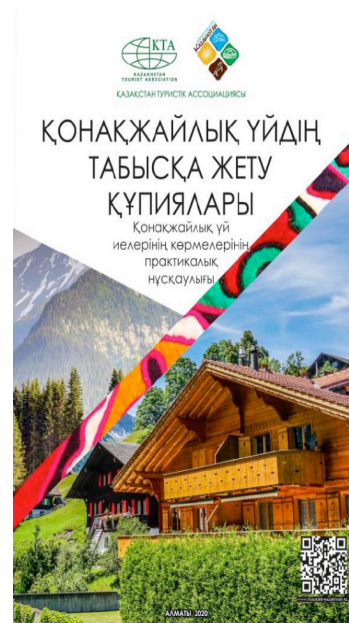


1. Establishments of new homestays (MSME's)



1. Establishment of new homestays (MSME's)

- * Training manual for SME's (120 pages) for UZ and KZ
- * Welcome
- * Technical standards (beds, sanitation)
- * Service standards
- * Food preparation
- * Financial administration
- * Marketing and promotion



22 New CBT regions: Uzbekistan (13), Kazakhstan (5), Kyrgyzstan (2) and Tajikistan (2)



2. Establishment of national CBT associations in Uzbekistan and Kazakhstan

- * **3 Institutional trainings:** 30 persons from BIO's and local leaders
- * Establishment of two new national CBT associations: **Hospitality Uzbekistan** and **Hospitality Kazakhstan**.
- * **Launch event** in Kazakhstan and Uzbekistan.



2. Establishment of national CBT associations in Uzbekistan and Kazakhstan

“Hospitality” branding: the common Unique
Selling Point of Central Asia



2. Establishment of national CBT associations in Uzbekistan and Kazakhstan

Brand manuals



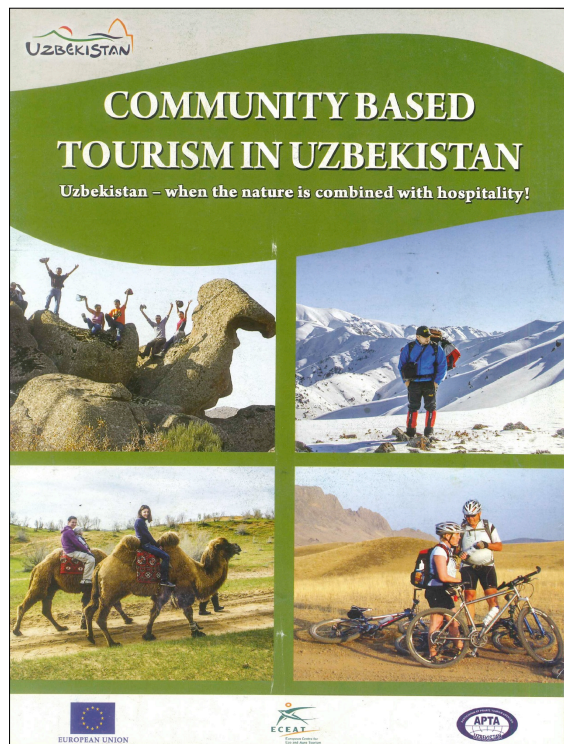
2. Establishment of national CBT associations in Uzbekistan and Kazakhstan

- * Hospitality Uzbekistan and Hospitality Kazakhstan web sites



2. Establishment of national CBT associations in Uzbekistan and Kazakhstan

- * Hospitality Uzbekistan and Hospitality Kazakhstan leaflets



3. Institutional exchange within CA and Europe

Study tours

- * Study tours in **Kyrgyzstan** (Northern region and Jalal Abad)
- * Study tours in **Germany, Latvia and Lithuania** (interaction with entrepreneurs and associations): inspiration and motivation



Asiatische Touristiker zu Gast

AKA Studientour durch den Harz führt auch nach Aschersleben.

(ITB) in Berlin zu einer kurzen Studentour in den Harz genutzt und unter anderem Station in Aschersleben gemacht. Am Vormittag hatten die Männer und Frauen den Reiterhof Nordmann in Stangerode besucht, ehe sie am Mittag in Aschersleben eintrafen.

ASCHERSLEBEN/MZ - Eine Gruppe von Touristikern aus dem ostasiatischen Raum hat am Montag auf Einladung der Aschersleber Kulturanstalt (Aka) die Stadt besucht.

Nach einem Mittagessen im Grauen Hof brachen sie zu einer Stadtführung auf, die Aschersleben im Wandel der Zeiten zeigen sollte. Themen waren unter anderem das Bauhausjubiläum in diesem Jahr sowie die Landesgartenschau und die Internationale Bauausstellung 2010. Am Nachmittag reisten die Gäste weiter zum Forsthaus Friedrichshohenberg in Ermsleben.



Die Gäste sehen sich das Aschersleben-Modell an. FOTO: AKA

3. Institutional exchange within CA and Europe Conferences and partnerships

- * **Training in Berlin** with ASR Travel association
- * CA delegation and presentation at 2018 **European Rural Tourism Congress** in Lithuania. Networking with AirB&B, Booking.com
- * First **Central Asian rural tourism congress** (18 November Tashkent) with 6 representatives from EU tourism associations
- * **Partnerships signed** between CA associations and Eurogites



4. Sustainability Training and Travelife certification



- * Sustainability training by ABTA trainer Chris Thompson of 2 x 30 **tour operators** and 2 x 45 **hotels** in Uzbekistan and Kazakhstan.
- * **Sustainability award** for 10 Central Asian tour operators as of complying to international sustainability standards. Award ceremony at ITB Berlin international travel fair
- * Green standard for **CBT guesthouses**.



4. Sustainability Training and Travelife certification



Transavia Tours
Outfitter KZ
Asia Adventures
Novotours Silk Road

Kazakhstan
Kazakhstan
Uzbekistan
Uzbekistan





Online Courses

TRAVELIFE HOME » ONLINE COURSES » ВЕДУЩИЙ ПУТЬ! - ОБУЧЕНИЕ РУКОВОДСТВА

Ведущий путь! -Обуче ▾

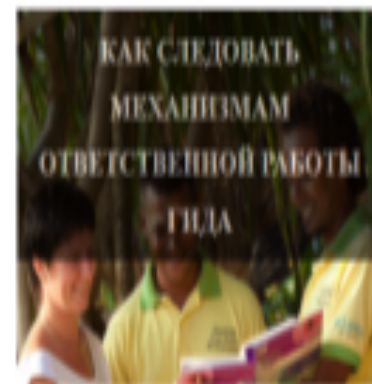
Ведущий путь! -Обучение руководства

Completed 0 from 4

Начать заключительный экзамен

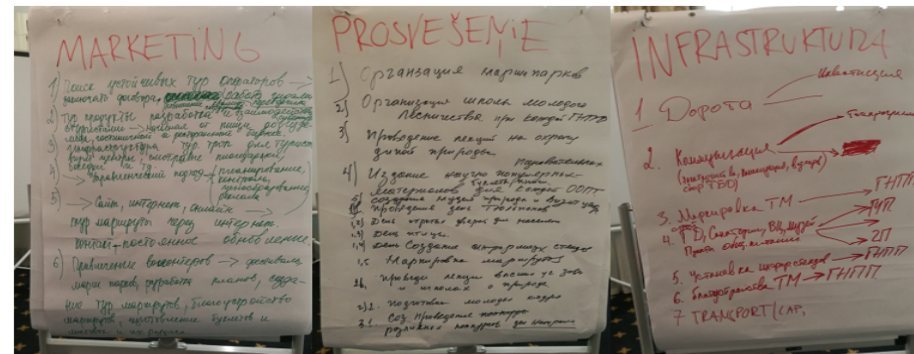
О данном курсе:

Указывая путь ответственно - это курс о том, как проводить такие туры, которые будут помогать общинам и окружающей среде меняться к лучшему, превосходя ожидания клиентов. Этому всегда сопутствует удовлетворение от сделанной работы, которое будет освещать ваш путь и иметь решающее значение для вашей репутации и репутации вашей организации.



5. Protected area sustainable tourism training and manual

* Protected area manager training by **Juris Smaļinski** from Latvia in UZ and KZ, 40 participants



5. Protected area sustainable tourism Coaching visits

- * Coaching visits to 4 protected areas in KZ and UZ



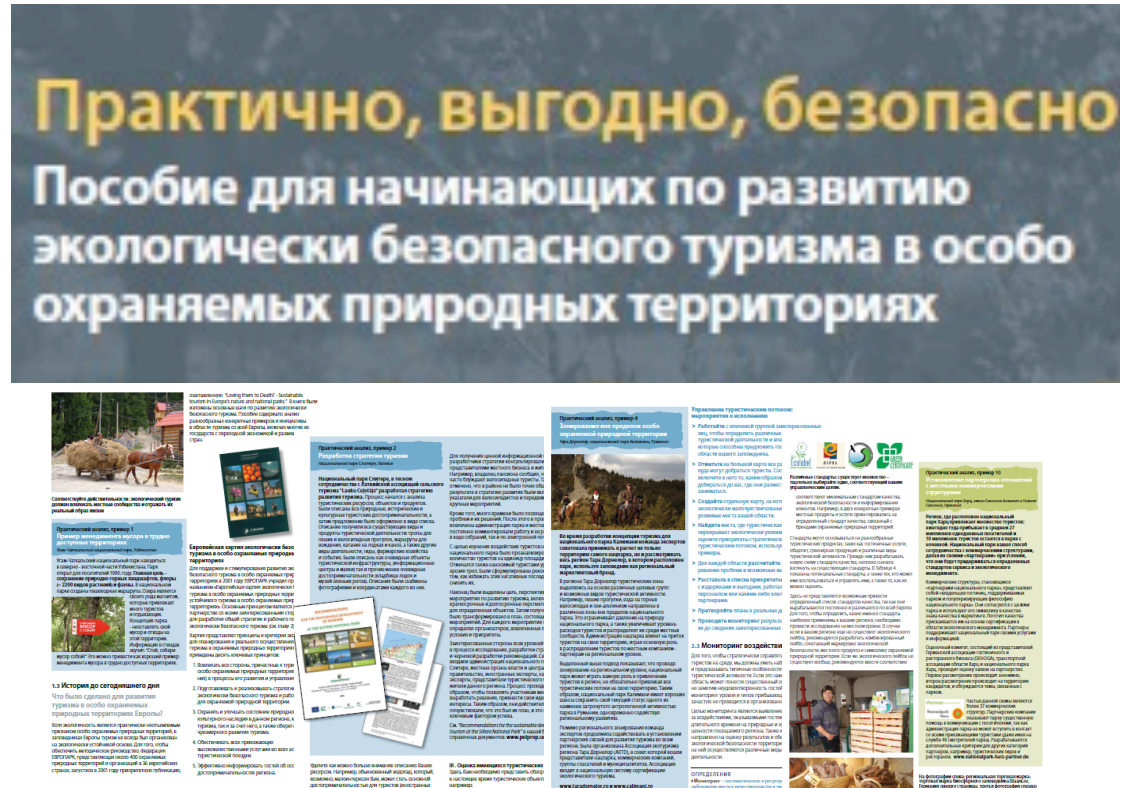
Information stand in
Chatkal national park



Meeting with the delegates of
Kolsay Lakes national park

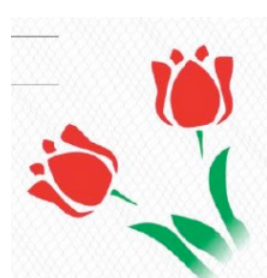
5. Protected area sustainable tourism Training handbook

* European Federation of National parks training handbook on sustainable tourism translated and adapted to Central Asia



6. Quality standards and accreditation

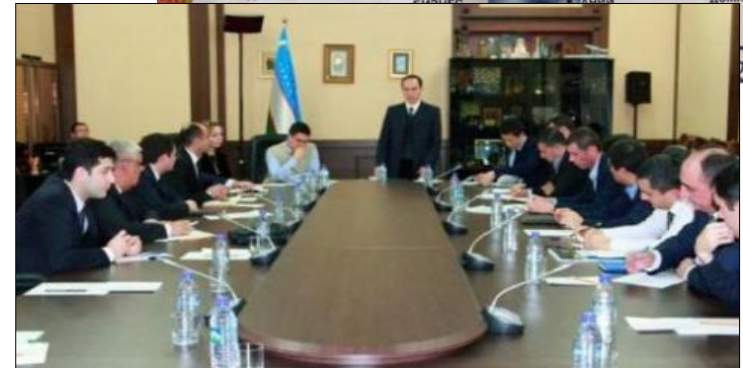
- * Minimum standards for guesthouses, transport services, food services, etc
- * Accreditation and classification of guesthouses
- * Tour operator training on handling standards



Certificate handout in Samarkand

7. Policy national round tables

- * Uzbekistan, Kazakhstan, Tajikistan
- * National policy propositions made
- * Many policy improvements



7. Regional policy meeting, Almaty April 2018

- * 80 participants
- * Associations and governments from 4 CA countries
- * Policy declaration with identification of regional bottlenecks
- * National follow-up



Visa Regime

Improved **visa regimes**: common CA visa; visa-on-arrival; online electronic visa.



<http://www2.unwto.org/publication/tourism-visa-openness-report-silk-road-countries>



No Visa !

Enhancing Transport linkages

More and cheaper regional **air connections**, e.g. low cost airlines, direct flights

#	Return flight		Airlines	# per week	KM	Average price (€)	South – East Asia	Route in South – East Asia
1	Tashkent	Almaty	Air Astana Uzbekistan Airways	24	666 Km	€ 204	€ 97	Bangkok - Luang Prabang (690 km)
2	Tashkent	Dush.	Uzbekistan Airways	2	335 Km	€ 190	€ 130	Bangkok - Siem Reap (360 km)
3	Tashkent	Bishkek	Air Astana Uzb. Air..	4	457 Km	€ 320	€ 215	Ho Chi Minh - Siem Reap (450 km)
4	Bishkek	Almaty	Air Astana Uzb. Air. Scat airlines	25	217 Km	€ 180	€ 130	Bangkok - Siem Reap (362 km)
5	Bishkek	Dush.	Air Astana Avia traffic	3	663 Km	€ 480	€ 97	Bangkok - Luang Prabang (689 km)
6	Dush.	Almaty	Air Astana Somon Air China South	16	874 km	€ 215	€ 96	Bangkok - Hanoi (997 km)
7	Almaty	Issyk-kul	-	0	200 km	-		-
8	Almaty	Samarkand	-	0	931 km	-		-

→ 40 % cheaper in South East Asia

Connecting tourism regions



Cross border tourism opportunities

Uzbekistan

Tashkent (UZ-6) → Jalalabad / Osh (KG 5)

Ferghana (UZ-7) → Osh (KG 8)

Jizzakh (UZ-10) → Zafashan (TJ 9)

Surkhandarya (UZ- 11) → Dushanbe (TJ 12)

Kazakhstan

Almaty (KZ 1) → Issyk-Kul (KG 2)

Almaty (KZ 14) → Bishkek (KG 13)

Zhambyl (KZ 3) → Talas (KG 4)

7. International silk road policy event, Berlin March 2017



- * UN-World Tourism Organisation – Silk Road tourism promotion initiative
- * Ministers and private sector meeting
- * Presentations by project partners



8. Central Asian Tourism Association (CETA)



**CENTRAL
ASIA**

Members

All tourism associations

- * **Kazakhstan** Tourism Association (KTA)
- * Association of Private Tourism Agencies (APTA) (**Uzbekistan**)
- * **Tajik** Tour Operator Association (KATO)
- * **Tajik** Community Based Tourism Association
- * **Kyrgyz** Association of Tour operators
- * **Kyrgyz** Community Based Tourism Association (KCBTA)



CENTRAL ASIAN TOURISM ASSOCIATION

Find a holiday
destination

Promoting Sustainable and Inclusive Tourism in Central Asia

[Home](#)

[About CATA](#)

[Community Based Tourism](#)

[CBT Tours](#)

[EU project](#)

THE LAND OF WONDERS
KAZAKHSTAN

OASIS ON THE GREAT SILK ROAD
KYRGYZSTAN

FEEL THE FRIENDSHIP
TAJIKISTAN

TURKMENISTAN

NATURALLY IRRESISTIBLE
UZBEKISTAN



www.visitcentralasia.org was developed by the financial assistance of the European Commission under the Central Asia IV Programme.

9. Community Tourism Product Development

- * CBT Product training for 40 tour operators (UZ and KZ) by Peter Richards
- * Development of 15 cross border CBT related travel itineraries



10. Marketing and promotion

- * Inventory and **approach of 100+ tour operators** from Germany, Benelux, UK, Scandinavia, Spain and Italy.
- * **Match making** event at ITB 2019 travel market in Germany



10. Marketing and promotion

- * 7 Travel journalists from Italy, Germany, UK, USA and Spain. Articles to be expected in 25+ media outlets.





Find a nice holiday destination

250+ RURAL ACCOMMODATIONS IN CENTRAL ASIA

Which country would you like to visit?



Kazakhstan (78)

Tajikistan (0)

Kyrgyzstan (87)

Uzbekistan (0)

Kazakhstan (78)

Lodging on farmsteads • Small campsites at organic farms • Holiday-addresses surrounded by nature • Authentic and welcoming



Kazakhstan
CBT Lenger



Kazakhstan
CBT Uryl Samay



Kyrgyzstan
CBT Arslanbob Nazira



Kazakhstan
CBT Basshi Yurt town



KAZAKHSTAN - THE LAND OF WONDERS

Login

Find a nice holiday destination

250+ RURAL ACCOMMODATIONS IN CENTRAL ASIA

Choose a region

Choose a tour >



Lodging on farmsteads • Small campsites at organic farms • Holiday-addresses surrounded by nature • Authentic and welcoming



Kazakhstan
CBT Basshi Ulzhan



Details



Kazakhstan
CBT Poperechnoe Roman



Details



Kazakhstan
CBT Basshi Shygan



Details



Kazakhstan
CBT Uryl Shapagat



Details



Kazakhstan
CBT Basshi Aigaikum



Details



Kazakhstan
Yerlan house Kabylov



Details



Kazakhstan
CBT Karabulak Guldana



Details



Kazakhstan
CBT Karabulak Bereke



Details



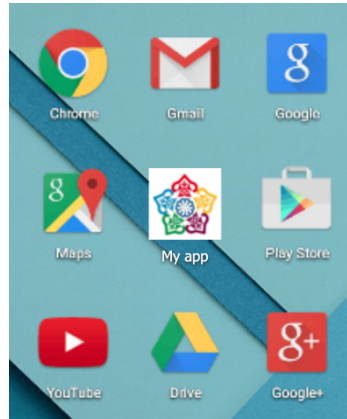
Find a nice holiday destination

250+ RURAL ACCOMMODATIONS IN CENTRAL ASIA



- > Lodging on farmsteads
- > Small campsites at organic farms
- > Holiday-addresses surrounded by nature
- > Authentic and welcoming

Aliquam sit a
eget orci eu,
libero, et put
ac, rhoncus r
placemat enim
porttitor finit
pellentesque



REGIONS

Aqmola (4)

Aqtobe (0)

Almaty (76)

Atyrau (0)

Qaraghandy (2)

Qustanay (0)

Qyzylorda (0)

Mangghystau (0)

Paylodar (0)

ALMATY

CBT Lepsinsk The historic spy guest house of Tsarist Russia
Lepsinsk (Lepsinsk)

CBT Lepsinsk Myth
Lepsinsk (Lepsinsk)

CBT Lepsinsk The farm-guest house "Batkalov"
Lepsinsk (Lepsinsk)

CBT Lepsinsk Oi-Zhailyau
Lepsinsk (Lepsinsk)

CBT Lepsinsk Zhanerke
Lepsinsk (Lepsinsk)

CBT Lepsinsk Guest house "Margarita"

CBT Lepsinsk Guest house "Under the lindens"
Lepsinsk (Lepsinsk)

CBT Lepsinsk Guest house "Rinat"
Lepsinsk (Lepsinsk)

CBT Lepsinsk Guest House «Mnir»
Lepsinsk (Lepsinsk)

Final regional conference Tashkent, November 2019



MoU's signed with Eurogites and 5 national rural tourism associations





Thanks for your attention



This project is funded by the European Union
(Central Asia Invest program V)