

TAJIKISTAN

Strengthening Tourism Business Intermediary Organisations for Sustainable Economic Development

The small amount of arable land of the Pamirs and Zerafshan areas, their remoteness and the harsh climatic conditions limit economic opportunities. Yet the breathtaking landscape, the hospitality of its people, their rich cultural and historical heritage have a high tourism potential and could become one of the main longer-term sources of income for the population.



Lead Partner

European Centre for Eco and Agro Tourism (The Netherlands)

Partners

•Mountain Societies Development Support Programme (Tajikistan)

•Pamir's Eco-Cultural Tourism Association (Tajikistan)

•Zerafshan Tourism Development Association (Tajikistan)

•Deutsche Welthungerhilfe (Tajikistan)

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Project Background

Although the tourism potential is high, Tajikistan still has difficulties to catch up with its neighbouring countries. The collapse of the Soviet Union, the 1992 civil war and security warnings prevented an earlier development of tourism. Since 2006 two EU-funded tourism development initiatives have resulted in regional networks of service providers in the Pamirs and Zerafshan region. The present project will further strengthen the two established local tourism associations, link them within a national structure and provide international marketing support.

Project Objectives

The project aims to develop the tourism sector in Tajikistan while protecting and preserving the historical, cultural and natural resources of the mountainous areas of the Western Pamirs and Zerafshan Vally. Tourism Associations will be supported in order to be able to better promote their members' interest, to engage national and international tourism service providers and to enhance cooperation between Tajik and European tourism associations and tour operators.

Project Activities

- Capacity building activities for tourism associations ;
- Setting up of the organisational structure of a national tourism association;
- Study visits ;
- Development of tour packages ;
- Identification of quality and sustainability standards ;
- Destination branding and marketing ;
- Organisation of a national tourism conference.

Facts and figures

Total budget: € 504 238 (EU contribution: 85%)

Duration of the project: 24 Months, January 2009 - December 2011

