

The Eurasian Tourism Association was established in 2017 with the aim to get the stakeholders of the tourism industry of CIS and Eurasia countries to develop tourism along the Great Silk Road, popularize sustainable tourism, and develop effective ways of cooperation in tourism between countries. The main strategic partners of the association are the CIS countries, especially the countries of Central Asia, as well as China.

The Association is a member of the World Tourism Alliance (China), «The World without Borders» Tourism Association (Russia), the Almaty-Bishkek Economic Corridor working group of the Central Asia Regional Economic Cooperation Program (Asian Development Bank) and a partner of the Chinese Academy of Tourism.

The Association was the initiator and co-organizer of the international festival "Traveling along the Great Silk Road of Kazakhstan", and organized the nomination "Leader of the Destination of the Silk Road of Kazakhstan". In 2017, for the first time, the festival was held in three cities of Kazakhstan. The fam-tours, blog tours, artisan fairs, concerts, photo exhibitions, seminars and trainings for the tourist business were organized. Travel companies from Central Asia, Russia, Ukraine and China attended the festival. Following the results of the festival, the Association awarded prizes to the sales leaders of the Silk Road Kazakhstan tourism destination.

In order to develop children's and educational tourism, the Association studied the experience of Russia in the implementation of the "Live Lessons" project. Currently, preparatory work and negotiations with the public sector are underway to implement the project in Kazakhstan. The objectives of this project are to study school subjects and the country's historical and cultural heritage in museums, reserves, farms and factories. The implementation of this project implies uniform requirements for the development and description of excursions and routes, high requirements for all participants in the tourism market.

At the same time, the experts of the association are participating in the study of international standards for assessing the quality of tourist services for their further implementation in Kazakhstan. In addition, the association develops training programs to improve the qualifications and competencies of the tourism staff.

Taking into account the new realities of the pandemic, the association is working on a project aimed at organizing recreation for medical workers in Kazakhstan.

On an ongoing basis, the Association raises issues of the development of interregional and domestic tourism at various sites, participates in working groups to improve legislation, and conducts guest lectures at colleges and universities.