



**A model for sustainable tourism in Central Asia: capacity building, awareness raising, technology adoption ”
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TOURISM SPHERE MANAGEMENT SCHEME IN THE REPUBLIC OF TAJIKISTAN



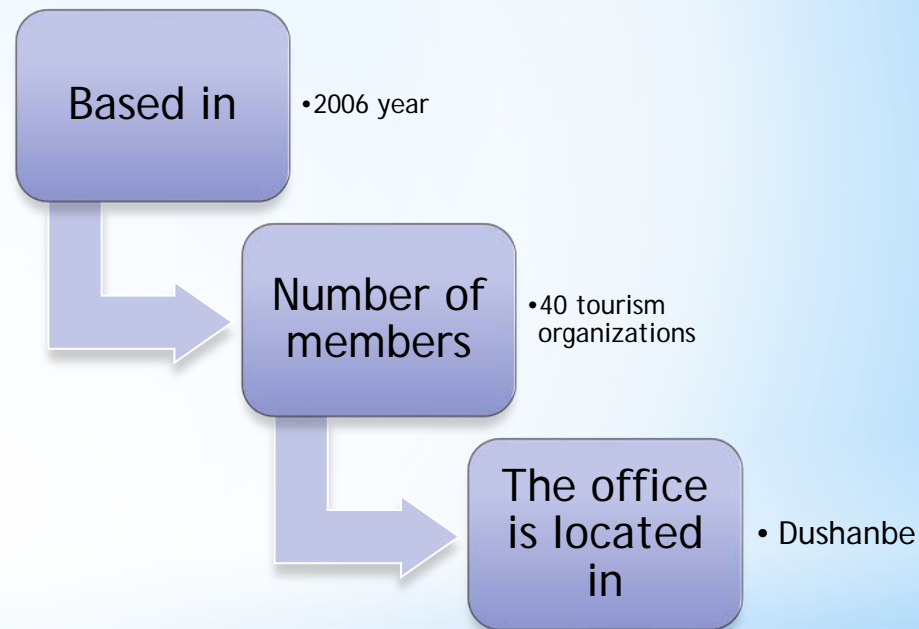
TATO is a national tourism business association that provides access to networking opportunities, business development and advocacy for tourism organizations.

Mission

The development of the tourism industry in Tajikistan, supporting members, offering quality services, introducing innovative products and training for the tourism industry.

Vision

Sophisticated tourist offers offered by tour operators for an increasingly demanding tourism market, which should be in harmony with the environment, its community and culture



- ✓ Close cooperation with institutions involved in tourism development, in particular with the Committee of Tourism Development under the Government of the Republic of Tajikistan
- ✓ Development of strategies and action plans
- ✓ Marketing events
- ✓ Organizing dialogue platforms such as the National Tourism Conference.





TATO BUSINESS OVERVIEW

- Cooperation with the Committee of Tourism Development under the Government of the Republic of Tajikistan on the development of the legislative and regulatory framework,
- Promotion of tourism products and services of organization members
- Lobbying the interests of members of the organization
- Consulting and educational services
- Fundraising - attracting financial resources to the tourism sector, for members of the organization and activities of the Association
- Organization of national and international platforms for interaction and dialogue





The provision of educational programs and training for members of the organization

Trainings on industry standards, eco-tourism, hospitality industry, methods of organizing the reception of tourists.





Development of quality standards and implementation (hotels, tourist products, transport, etc.)

TATO participated in the Central Asian Standards Workshop in Central Asia, which discussed an agreement on common standards for tourism activities that will guide associations and tour operators in the region.

In this regard, a training was held for members of the Association and subjects of CBT groups to explain the experience of other organizations in implementing standards and defining assessment criteria.

The training presented a presentation of standards and mechanisms for implementing standards of tour operator activities in order to improve the quality of services provided on the basis of the Standards Workshop in Central Asia





Fundraising - raising financial resources for members of the organization and the tourism industry

TATO assists in attracting additional sources of financing to strengthen the component of arrangement (construction) of guest houses, create additional external infrastructure and promote services, members of CBT groups, including from funds provided by the World Bank mission for the development of tourism.





Lobbying the interests of members of TATO and PBT groups at the local level

In terms of the implementation of the project, a survey was conducted among the members of TATO and subjects of CBT groups about the problems that need to be addressed at the district, regional and republican levels and the needs for services.

Members of the CBT groups in the Sh. Shokhin district requested assistance in the development and adoption of a Marketing Plan for the development of ecological tourism in the Sh. Shokhin region, which was developed jointly with local communities and adopted by the Hukumat of the Sh. Shokhin district.

Aspects of the Marketing Plan:

1. Analysis of the state of the domestic tourism market of the region.
2. The objectives of the marketing plan.
3. SWOT analysis of the state of tourism in the region.
4. Domestic market segmentation and statistics.
5. The main areas of tourism in the region.
6. Positioning the region as an attractive tourism area.
7. Identification of priority areas of tourism based on 4P Marketing.
8. Definition of goals, objectives and practical activities.





Cooperation with the Government of the Republic of Tajikistan and the Committee of Tourism under the Government of the Republic of Tajikistan

Together with the Committee of Tourism Development under the Government of the Republic of Tajikistan, an International Ecotourism Development Conference was held, where the Chair of the TATO prepared a presentation-presentation within the framework of the project for the further development of ecological tourism through the SBT groups.





TATO cooperates constructively with the Committee on Tourism Development under the Government of the Republic of Tajikistan in order to create a favorable legislative and regulatory framework for tourism development.

- ❖ TATO took an active part in the development of proposals in the adopted Law of the Republic of Tajikistan “On Amendments and Additions to the Tax Code of the Republic of Tajikistan”. (Dushanbe, April 21, 2017, No. 742). In accordance with this law, in Article 110 of this Code, newly registered tourist organizations are exempted from paying income tax for 5 years of activity, and also in part 4 of Article 169 is exempted from paying value added tax “- import of equipment, machinery and building materials for tourist facilities (including hotels, medical sanatoriums and resorts, tourist centers and other tourist facilities).”



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- ❖ TATO initiated proposals to the adopted Law of the Republic of Tajikistan dated May 30, 2017 No. 1422 “On Amendments and Additions to the Customs Code of the Republic of Tajikistan” in accordance with which “-import equipment, machinery and building materials for tourist facilities” for newly created tourism organizations also exempt from customs duties.
- ❖ When lobbying the TATO and the Committee on Tourism Development, the production of home-made handicraft products and their sale, which is an important measure, to create new jobs and revive folk crafts, are exempt from tax.

Using customs and tax benefits from the import of equipment, machinery and building materials for the construction of tourism infrastructure and a 50 percent reduction in customs duties on the import of new cars increases the motivation and attention of entrepreneurs to tourism, the revival of crafts and the development of sectoral infrastructure.



- ❖ In collaboration with the Committee on Tourism Development under the Government of the Republic of Tajikistan, TATO, a new version of the Law of the Republic of Tajikistan “On Tourism” has been developed, which has more than 20 amendments.
- ❖ In collaboration with deputies of the lower house of the Parliament of the Republic of Tajikistan, TATO participated in the development and adoption of the Law of the Republic of Tajikistan “On Internal Tourism”.
- ❖ TATO, as part of the Government Working Group, took an active part in the development of the Tourism Development Program in the Republic of Tajikistan for 2018-2020 and the Tourism Development Strategy in the Republic of Tajikistan for the period up to 2030 (Decree of the PRT of August 1, 2018 No. 372).



Within the framework of the European Union Central Asia Invest III Program, the Tajik Community Based Tourism Association (TATOS) was created in partnership with ECEAT, TATO, and ACTED.



Today, the activities of TATO and TATOS are aimed at developing community-based tourism (TOC) in Tajikistan. Communities that are members of TATO and TATOS are located in many regions of Tajikistan





For the project, target areas along the international route Dushanbe-Kulyab-ShShokhin-Khorog-Kulma were identified.

Within the framework of the project, the target region of Sh. Shokhin of the Khatlon region was selected. Convenient location along the international route and the availability of climatic and recreational resources, cultural and historical sights, the location on the border with the Gorno-Badakhshan Autonomous Region make this region extremely favorable for creating new demanded tourist services.

In 2018, more than 12,000 foreign citizens received permission to visit the Gorno-Badakhshan Autonomous Region of the Republic of Tajikistan, and almost 90% of them traveled along the international highway, Dushanbe-Kulyab-Sh. Shokhin-GBAO-Kulma.





DEVELOPMENT DIRECTIONS FOR EXISTING CBT:

- Promotion of the CBT model at the national level;;
- Development of standards for guest houses and tour operator activities
- Vocational training of CBT members;;
- Introduction of energy efficient and environmental models in CBT;
- The development of related tourism services (food, roadside services, souvenirs, crafts);
- Improving Economic Welfare communities (new jobs, organization productions, etc.)
- Information support of the CBT;



Большое спасибо за внимание!
Ба диккатон ташаккур!
Thank for your attention!



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