PROJECTS UNDER IMPLEMENTATION

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Message from the Director:
Charting a Resilient Path Forward

Dear Member States and Partners,

As I take on the role of Technical Cooperation and Silk Road Director at UNWTO, I am both honoured and excited to address you for the first time through this newsletter, particularly as we convene for the 25th UNWTO General Assembly. The timing could not be more fitting as we reflect on our journey and set the course for the future.

Beyond COVID-19: A New Phase of Resilience and Innovation
The resilience of the tourism sector has been evident, with 2022 witnessing a stronger-than-expected recovery. As we look to 2023, our focus has shifted from immediate recovery to sustainable growth and development. Projects that were on hold, such as tourism plans in selected Chinese provinces, have been reactivated.

Milestones and Future Directions
By mid-2023, we successfully concluded the majority of our COVID-19 recovery projects. These initiatives have been instrumental in mitigating the pandemic’s impact and have set the stage for accelerated recovery. The expertise gained will continue to enrich our technical assistance to Member States.

A New Strategic Vision
In alignment with emerging trends and needs, we are in the process of developing a new strategy to better promote our work, establish increasing partnerships, and deliver new products and approaches. This strategy will leverage our solid expertise and extensive outreach to explore new areas of collaboration.

Expanding our Reach
Since 2022, we are overseeing 50 technical projects that benefit 32 countries. These are partly funded by beneficiary countries and through contributions from our esteemed partners, including the World Bank, UNDP, AfDB, ADB, EBRD, EIF, and JICA. New collaborations are also in the pipeline, broadening our scope and impact.

Inside this Issue
This newsletter provides insights into our diverse project portfolio, from initiatives focused on immediate pandemic recovery to those aimed at comprehensive tourism planning and development.

As we embark on this new chapter, your continued support and collaboration are invaluable. Together, we will build a tourism sector that is not only diverse, sustainable and competitive, but also resilient and forward-looking.

Thank you.
Jaime I. MAYAKI
When the COVID-19 pandemic hit the tourism sector in 2020, UNWTO and EBRD started collaborating to deliver technical assistance to a selected group of EBRD priority countries to help mitigate the impacts on the tourism sector and accelerate recovery. Joint projects were implemented in: Croatia, Egypt, Greece, Georgia, Jordan, Montenegro, Morocco, Tunisia, Turkey, and Uzbekistan.

In 2023, final activities were completed for the projects in Jordan, Morocco, Turkey and Uzbekistan, and a concise overview of tourism recovery activities in these countries is presented below.

Jordan

UNWTO and the European Bank for Reconstruction and Development (EBRD) worked hand in hand with the Ministry of Tourism and Antiquities of Jordan (MOTA) to further support the positive recovery results recorded in the years following the outbreak of the pandemic. The project, based on the UNWTO Tourism Recovery Technical Assistance Package, included four main activities:

**Strengthening the Tourism Market Intelligence System for Better Planning and Management**

The type of tourism data and insights collected and generated by the Jordan authorities were reviewed. This included an assessment of the data and information that is currently available, as well as an analysis of the needs of the Ministry of Tourism and Antiquities (MOTA). Based on this assessment, recommendations were made for the development of an advanced Tourism Market Intelligence System (TMIS), and a Tourism Dashboard was created. The TMIS recommendations provided MOTA with guidelines on creating a centralized repository of critical data and information on the tourism sector that could be used to guide data-driven decisions and policy making. The Dashboard, based on current and available data, was developed to visualize the insights available, promoting interactivity and helping MOTA and the sector track trends and monitor progress.

**Development of a Roadmap on the Future of Tourism for Jordan**

This Future of Tourism Roadmap identified more than 30 global and regional trends that are relevant to Jordan and provided a set of actions per stakeholder group so that the sector can capitalise on the forthcoming changes, opportunities, and manage challenges in a timely fashion. The roadmap outlined the strategies that Jordan needs to adopt to recover from the pandemic and to ensure the long-term sustainability of the tourism sector.

**Review of Operational Protocols for Tourism Enterprises (SOPs)**

The SOPs prepared by MOTA and the coordinating authorities were reviewed during the pandemic. These SOPs outlined the safety and hygiene protocols that tourism enterprises and stakeholders in Jordan were required to follow. The review of the SOPs identified a number of areas where the protocols could be improved, including the inspection and monitoring mechanisms.

**Building Resilience of Tourism Enterprises to Adapt to the COVID-19 Reality, including Safety and Hygiene**

A tailor-made training programme on Tourist Safety and Security, Health and Hygiene was developed and delivered for inspectors and key stakeholders of Jordan. The training programme helped the inspectors to ensure that tourism enterprises are complying with the safety and hygiene protocols.
Morocco

In the context of the UNWTO/EBRD tourism recovery technical assistance project, UNWTO is developing a Tourism Dashboard for the Ministry of Tourism, Handicrafts, and Social and Solidarity Economy of Morocco. This new tool is based on a comprehensive understanding of the Ministry’s current data model and accessible statistics. The development of the Dashboard entailed several crucial procedures, including the consolidation and revision of databases from the Ministry’s resources, classification of each type of resource, revision of the current data model, data loading and model construction, data processing for visualization, identification of Key Performance Indicators (KPIs), and the creation of an interactive dashboard using Microsoft Power BI. The draft Dashboard was subsequently submitted to the Ministry for a final round of feedback in July 2023.

In March 2023, UNWTO carried out a first mission to Morocco to facilitate meetings between key Ministry staff and representatives of other relevant institutions, including the Moroccan National Tourism Office (ONMT), the Tourism Observatory, and the Moroccan Society of Tourism Engineering (SMIT). The meetings helped align the strategic approach of the project, identify the Ministry’s challenges and requirements, and clarify the data needs of different stakeholders. During the mission, the UNWTO delegation was received by Mr. Mohamed Msellek, Secretary-General of the Ministry of Tourism, Handicrafts, and Social and Solidarity Economy of Morocco.

A second mission took place in May 2023, which enabled UNWTO to present the improvements made to the Dashboard and increase awareness of the tool among representatives of the Ministry and other stakeholders. With a clear understanding of the Dashboard’s future needs, additional features, such as data on air connectivity, sustainability, and employment, were proposed for future development.

Given UNWTO’s recognized expertise in tourism dashboard development, the collaboration with EBRD, and the Ministry promises significant advancements for the high-quality development of Morocco’s tourism sector.
UNWTO and EBRD partnered with UNDP’s Office in Türkiye and the Ministry of Culture and Tourism of the Republic of Türkiye to produce a Digital Marketing Assessment and Product Development Report, and hold three capacity building workshops, as part of its “COVID-19 Tourism Recovery Technical Assistance Cooperation Package: Facilitating Tourism Recovery in Aftermath of Covid-19 in Turkey”.

The Digital Marketing Assessment and Product Development Report focused on the pilot provinces of Isparta, Mardin and Erzurum, and assessed the following key areas:

- Evaluation of the 2023 Türkiye Tourism Strategy, plus key focus point recommendations for the pilot provinces.
- An analysis of the work and activities implemented by the Turkish Tourism Promotion and Development Agency (TGA).
- An assessment of the tourism value chain and tourism product development actions.
- Recommendations on product development for each pilot province; and
- Improvements based on the examination of the digital marketing platforms used by the destinations, tourists and the business community.

As to the second main project deliverable, three capacity building workshops were organized in Mardin, Erzurum and Isparta in January 2023. The trainings, aimed at presenting the main findings of UNWTO’s assessment, ensured the participation of representatives and relevant provincial stakeholders from the tourism sector and beyond. Key themes addressed included: enhancing the awareness around diversity of tourism products, understanding the economic impact of developing cultural tourism products for sustainable tourism, and highlighting the importance of communication for brand identity. Within the Ministry of Culture and Tourism, special gratitude is due to the Department of European Union and Foreign Relations, and the General Directorate of Promotion, for their active contribution to this project.
Uzbekistan

The project “Facilitating Tourism Recovery in the Aftermath of COVID-19 in Uzbekistan” was completed in January 2023. To support the country in tackling the consequences of the pandemic, a series of specialised reports and online capacity building workshops were produced.

Review of the Effectiveness of Operational Protocols on Safety, Hygiene and Security

UNWTO reviewed the COVID-19 operational protocols and safety measures prepared by the Uzbek Government, benchmarked against international best practices. Based on the review, a recommendations report was produced, supported by a five-day training course aimed at public and private tourism stakeholders at the forefront of the pandemic.

COVID-19 Measurement and Tourism Support

A Situation Analysis report focused on assessing the pandemic’s impact on the tourism sector was prepared, which also included targeted recommendations on how to improve data collection, data dissemination and communication. Closely related to the area of COVID-19 measurement, a Tourism Support Plan was also delivered. Apart from evaluating the economic measures adopted by the Uzbek Government to support the sector, a set of short-, medium- and long-term structural recommendations were produced aimed at building tourism resilience against future external and internal shocks.

Strengthening the Domestic Tourism Market

One of the main lessons of the pandemic is to ensure a balance between domestic and international visitation. Hence, to counter the effects of a rapid and sudden downturn in international arrivals, a Domestic Marketing Strategy was prepared containing a series of recommendations ranging from domestic marketing initiatives and strategies to product development and tourism diversification proposals targeting the local Uzbek population.
At the end of 2020, with the support of the World Bank, UNWTO signed agreements with the Republic of Benin to enhance the country’s tourism sector through three projects: capacity building for 54 tour guides (Project I), the refinement of the tourism statistics system and the development of an experimental Tourism Satellite Account (Project II), and the update of the system for granting approvals, licenses, and classification of tourism companies (Project III).

For Project I, an extensive training program was deployed, encompassing 54 selected tour guides from five regional clusters (Ouidah/Avlékété/Grand-Popo, Abomey/Dassa/Kétou, Ganvié, Porto-Novo, and Nikki/Natitingou/Boukoumbé). The training incorporated diverse components, such as practical guiding skills, cultural and heritage knowledge, demographic segmentation, and activity management techniques. Additionally, the training included specialized courses for active guides aiming to become trainers themselves, thereby setting a sustainable, ongoing training mechanism in motion. This was supported by the introduction of specialized guide training for niche products, tailored to the unique tourism offerings of Benin.

Project II aims to create a pilot Tourism Satellite Account (TSA) for Benin and enhance the tourism statistics system, which will provide a comprehensive understanding of the economic contribution of the sector to the country’s economy. UNWTO has already assessed Benin’s tourism statistics system and is working with the Benin National Institute of Statistics and Demography (INSTaD) as well as other institutions in collecting pertinent data and conducting tourism surveys for the development of the Tourism Satellite Account.

Regarding Project III, which aims to update the system for granting approvals, licenses, and classification of tourism companies, UNWTO has devised new regulatory texts governing the allocation of licenses and accreditations for tourism-related trades and activities. It also overhauled the existing hotel classification system, proposing new classification procedures and criteria. Furthermore, UNWTO is developing an automated system to streamline the process of formalities and approval granting via a one-stop shop.

These initiatives showcase the collaborative efforts among UNWTO, the World Bank, and Benin, with a shared vision of enhancing Benin’s tourism sector. The projects underscore the importance of capacity building, data-driven decisions, and efficient regulatory frameworks in creating a resilient and vibrant tourism industry for Benin.
Botswana

Preparation of Development Guidelines and Customised Investment Models for Priority Tourism Sites in Kasane-Kazungula

Botswana is focusing on attracting tourism investment in the Kasane-Kazungula area, in the north of the country, due to its promising potential and strategic location. The area is known for its natural beauty and its variety of wildlife, notably in the Chobe National Park, as well as the Chobe River, which lie adjacent to Kasane-Kazungula. Strategically, it boasts a unique ‘Africa four corners’ border location where four countries (Botswana, Namibia, Zambia and Zimbabwe) converge. The full potential of the region, however, remains largely untapped. The current project between the Ministry of Environment and Tourism and UNWTO aims to develop comprehensive investment guidelines to provide potential investors with a clear understanding of opportunities in the Kasane-Kazungula area, outlining legal and regulatory frameworks, incentives, and support mechanisms, including effective Governance.

Four priority tourism projects were identified during a previous collaboration between the Ministry of Environment and Tourism and UNWTO when a tourism strategy and master plan were prepared for the region. The master plan was largely focussed on the development of tourism infrastructure and identification of areas for improvement, including the priority tourism projects. It was also prepared through active engagement with local communities, government bodies, private sector entities, and international stakeholders to identify common goals, address challenges, and develop sustainable tourism practices that benefit both the local economy and the environment.

The current project aims to develop various investment models catering to a different type and range of investors, from large-scale to small and medium-sized enterprises contributing to the local economy and sustainable tourism growth. Land use and urban design concepts for each site will also be reviewed since it is important that the projects are integrated into the wider urban development of Kasane-Kazungula and play an active role in the overall upgrading of the towns.

In conclusion, the Kasane-Kazungula tourism project presents an exciting opportunity for investors to capitalize on the region’s untapped potential. By developing investment guidelines and models, Botswana aims to provide a conducive environment for tourism investment, fostering sustainable growth and economic development while preserving the area’s natural beauty and cultural heritage. By collaborating with stakeholders, Botswana is paving the way for a prosperous tourism industry in the Kasane-Kazungula region, benefiting both visitors and local communities.
China

UNWTO Continues Implementation of Technical Assistance Projects in China

Between 2016 and 2020, UNWTO provided technical assistance in various provinces, cities, and districts in China to formulate and implement master planning and marketing strategy projects. The long-term collaboration started in Shandong Province with the development of the Provincial Tourism Master Plan and marketing strategies for the Japanese, Korean and West European source markets and by providing specific tourism planning advice for Chang Dao and Muping districts. Subsequently, activities were rolled out in Hainan and Yunnan Provinces for the formulation of marketing strategies and Nanxun District and in Heilongjiang Province for the development of tourism master plans, including a specific plan on Snow and Ice Tourism in Heilongjiang.

During the pandemic, contacts with provincial tourism authorities in China were maintained through teleworking arrangements and several project reports were finalized, follow-up advice was provided, and work plans for new and ongoing projects were prepared and adjusted. As soon as China re-opened its borders for international travel in the beginning of 2023, arrangements were made to resume field work, starting with a tourism master planning project for Jinan City, the capital of Shandong Province. In mid-2023, UNWTO fielded a mission of a team of international experts to the city to meet with tourism stakeholders from the public and private sector and visit selected attractions to carry out the situational analysis for the plan. In the second half of 2023, the international experts will undertake two more missions to Jinan to complete the master plan for the city.

During the first half of 2023, UNWTO held meetings with tourism authorities from various provinces of China, both in Madrid when delegations visited the UNWTO Headquarters and in China during missions undertaken by UNWTO officials to the country. The meetings revealed that provincial tourism authorities still have a high interest in benefiting from UNWTO technical assistance, and arrangements are being made to formulate and implement new technical cooperation projects, both follow-up projects in provinces where UNWTO already extended technical assistance and new projects in provinces that expressed an interest to start collaborating with UNWTO.
UNWTO is currently implementing a project on “Empowering Young Women: Sustainable Livelihoods through Tourism” in the Republic of Moldova, in collaboration with a wide range of tourism stakeholders in the country and with the financial support from the Estonian Development Cooperation.

The objectives of the project are to achieve an increased number of young female entrepreneurs and employees in the tourism sector; increased awareness on the role and opportunities of sustainable tourism to promote gender equality, both among young women and public and private tourism sector stakeholders; and better skilled workers for the tourism sector.

During Phase I, a rapid tourism training needs assessment was completed, through focus group consultations with a range of stakeholders, such as: donors/partners currently active in Moldova in tourism development and gender equality; central and regional tourism authorities; private tourism enterprises; women’s entrepreneurial associations; women currently employed in the tourism sector; private and public tourism employers; tourism training institutions.

An exhaustive and multi-component training programme is currently being developed, to be implemented during Phase II in close collaboration with Moldova State University, which has been appointed by the Ministry of Culture of Moldova as the local tourism training institute responsible for the implementation of the train-the-trainers programme; skills training programme for women and youth, and gender and tourism training for stakeholders.
With the progressive recovery of the tourism sector, the National Secretariat of Tourism of Paraguay (SENATUR) partnered with UNWTO to update the country’s Sustainable Tourism Master Plan for the period 2023 – 2030.

Apart from reviewing approaches, forecasts and operational recommendations, the updated plan contains:

- A detailed analysis of the current state of the tourism sector, following COVID-19’s impact on the country’s industrial fabric and tourism value chain.

- A detailed analysis of structural challenges and how to overcome them, including changes in tourist behaviour and perceptions, the importance of new technologies, prioritization of certain touristic products over others in a context of sustainable development, and the increased importance of digital marketing.

- An updated analysis on the issuing markets and main drivers of tourism development in Paraguay, and

- A review of the financing frameworks and the actors responsible for the implementation of the identified activities.

After a time of crisis focused on avoiding the collapse of the sector, the updated Sustainable Tourism Master Plan will provide the Paraguayan tourism administration with a new growth strategy capable of catalyzing solid economic development. With the free movement of travelers once again established, Paraguay is now in a good position to compete in an increasingly globalized and complex tourism market.
Qatar

Boosting Tourism by Organizing Qatar Tourism Awards

Qatar Tourism, in collaboration with UNWTO, is organizing the first Qatar Tourism Awards to recognize exceptional contributions to the country’s tourism sector. The awards aim to attract global attention, promote tourism potential, and foster sustainable growth in the tourism industry. The awards honour individuals, organizations, and initiatives that have contributed to delivering on the excellence and uniqueness of the Qatar visitor experience through showcasing the country’s diverse offerings. The programme encourages collaboration between the Government, the private sector, and local communities, and fosters a shared understanding of the challenges, opportunities, and future of Qatar’s tourism industry.

The Tourism Awards also aim to showcase Qatar’s unique attractions, heritage sites, cultural experiences, and hospitality offerings to a global audience, capturing the attention of international travellers and positioning Qatar as a premier tourist destination. By showcasing the country’s diverse landscapes, iconic landmarks, and immersive activities, the Tourism Awards generate increased awareness and interest, nurturing curiosity among potential visitors and inspiring them to explore Qatar’s hidden gems.

The Tourism Awards also recognise sustainable tourism practices, as well as companies or individuals that implement eco-friendly initiatives, support cultural preservation, and responsible tourism practices. By recognizing and promoting sustainable tourism models, Qatar aims to protect its natural and cultural heritage, minimize its environmental impact, and ensure a positive and enriching experience for visitors.

The organization of the first Tourism Awards in Qatar reflects the country’s dedication to promoting its vibrant tourism sector and achieving sustainable growth. By showcasing its unique attractions and advocating for sustainable tourism practices, Qatar is poised to capture worldwide attention and solidify its position as an leading travel destination.
Saudi Arabia

Evaluation of the Tourism Statistical System for the Kingdom of Saudi Arabia

In March 2023, UNWTO and the Ministry of Tourism of the Kingdom of Saudi Arabia successfully completed a project on tourism statistics.

The main objective of this collaboration was to provide technical assistance in the evaluation of the full process of tourism data analysis, and to strengthen capacities to implement a model for data processing in alignment with international recommendations for tourism statistics and with best practices. As a key outcome, the Ministry of Tourism of Saudi Arabia sought to strengthen its capacity to incorporate new data sources from Mobile Phone Devices (MPD) and Point of Sales (PoS) data, while also identifying a roadmap to develop Artificial Intelligence capacities at its Tourism Intelligence Centre (TIC).

This project, launched in 2021, follows on from the technical assistance mission completed in the country in February 2020. Working with the Ministry of Tourism and its Tourism Intelligence Centre, the project was implemented in two phases.

During Phase I, a series of workshops were conducted first with staff from the Tourism Intelligence Centre to review the surveys, current methodologies, data sources, and data processing modalities. Interviews and workshops were then conducted with key stakeholders and data providers, including the General Authority for Statistics (GaSTAT), the Ministry of Human Resources and Social Development (HRSD), the Saudi Data and Artificial Intelligence Authority (SDAIA), the Ministry of Interior (MOI), the Saudi Central Bank (SAMA), the Doyof Al Rahman Program (DARP) and the Communication and Information Technology Commission (CITC).

Phase I was completed with the delivery of a Situation Analysis Report and a New Methodology Report, and its key outcomes resulted in a series of recommendations to redesign the tourism surveys, including the questionnaires, and their survey sampling designs, which were implemented prior to Phase II.

Phase II of the project was completed in March 2023 and resulted in a comprehensive set of reports on the review and evaluation of the system of tourism statistics program at TIC, its Point of Sales data program, its Mobile Phone Data program, and consideration to implement of an artificial intelligence program at the TIC.
Tajikistan

ADB / UNWTO Collaboration in the Republic of Tajikistan

Under the umbrella of the Asian Development Bank (ADB), UNWTO, together with the Committee for Tourism Development (CTD) under the Government of the Republic of Tajikistan, is currently implementing a multi-year technical cooperation project focused on the following main deliverables:

- **Assistance in the area of Tourism Statistics**: capacity building and an Assessment Report aimed at guiding Tajikistan towards its first experimental TSA (completed in 2021)
- **Development of a Sustainable Tourism Development Plan**, plus the organization of a series of capacity building workshops (completed in 2022).

  - National and International Visitor Surveys focused on qualitative assessment of visitors to the country (to be finalized in 2023); and
  - A regional Central Asian capacity building workshop aimed at building tourism synergies between neighbouring countries (to be organized in late 2023).

This multi-layered approach that includes interlinked plans and strategies aims to optimise the sector’s contribution to the national economy by:

- Positioning Tajikistan as an emerging tourism destination.
- Outlining a broad spatial strategy for tourism development.
- Reviewing existing tourism products while suggesting improvements.
- Encouraging the development of small and medium sized enterprises in the tourism sector.
- Establishing appropriate institutional structures to support and manage the development of tourism.
- Ensuring the sustainable management of natural and cultural heritage
- Improving the country’s statistical assets, and
- Identifying marketing and promotional activities to support the development of the sector.
With support of the Enhanced Integrated Framework (EIF), UNWTO has been collaborating with the Ministry of Tourism, Commerce, and Industry (MTCI) and the East Timor Development Agency (ETDA) in Timor-Leste to implement a project titled “Women Empowerment and Tourism Recovery Project – Timor-Leste”. The aim of the project is to mitigate the impact of the COVID-19 crisis on women entrepreneurs and employees in the tourism sector and enhance tourism’s contribution to gender equality and women’s empowerment.

Project activities were launched in the second semester of 2022, with the support of both international and national tourism training experts and tourism gender experts. A Tourism and Gender Assessment was carried out between August and November 2022 and a subsequent report has been widely disseminated among tourism and development stakeholders in the country to raise awareness on women empowerment in the tourism sector.

Furthermore, a tourism and gender training needs analysis were carried out in August 2022, which formed the basis to deliver a Training of Trainers Seminar in November 2022 to trainers from ETDA and other training institutes. Subsequently, a vocational training programme was rolled out, including several short seminars for women working in the tourism sector on the following topics: food safety and hygiene, guest house management, financial management, digital marketing, and basic supervisory skills. The seminars were delivered in the capital Dili and the country’s second city Baucau between November 2022 and March 2023 with a total participation of 245 women.

Both the Government and the private sector expressed their strong appreciation for the project activities undertaken and showed a high interest in replicating and expanding the vocational training seminars. In view of this, stakeholders started undertaking concerted efforts to mobilize resources for delivering the training seminars in other destinations in the country and to explore possibilities to adopt the curricula prepared by the project at high schools and superior level to further roll out and sustain the curricula in tourism education in Timor-Leste.
UNWTO has partnered with EBRD to deliver a Tourism Diversification Strategy for the Khorezm and South Karakalpakstan regions of Uzbekistan.

The overarching objective of the Tourism Diversification Strategy is to allow for improved tourism planning, marketing, and implementation through training, and to support the goals of the current Uzbek National Development Strategy. Of participatory nature and with the Sustainable Development Goals ("SDGs") as guiding principles, cultural heritage, carrying capacity and universal accessibility, biodiversity, energy use, water usage, waste disposal, and climate change are also widely considered within the Strategy.

As to specific focus areas aimed at diversifying the tourism offer of the two regions, the development of sustainable agri- and ecotourism products, tourism routes and activities, the tourism assessment of Tuprok-qala, the ecotourism potential of the lakes located within the destination, and the use of capital city Urgench as a tourism base, are given wide consideration.

As a follow-up to the Tourism Diversification Strategy, two specific case studies focused on the legal framework, and the cultural and ecotourism tourism potential of the Mennonites site and selected "Tourist Mahallas", in addition to a series of capacity building workshops, will also be delivered.

Ultimately, following overall benefits are envisioned as part of this project:

- Improvement of the foreign and domestic attractiveness of Khorezm and South Karakalpakstan.
- Increase in the length-of-stay and tourist spending through active use of proposed tourist routes and the development of specialized tourism products.
- Community participation and integration through the development of locally based tourism products and services; and
- Diversification of the regional tourism offer by exploring ecotourism and culturally based products unique to the two regions.