

## DEVELOPING ECOTOURISM ALONG THE SILK ROAD

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**“Already Silk Road countries account  
for 30 percent of international  
tourism arrivals and 20 percent of  
international tourism receipts”**

*Taleb Rifai  
The secretary-general of UN's World Tourism  
Organisation (UNWTO).*

## Major Stops on the Road



In the cities built along the Great Silk Road, between China and Europe, there are over **four thousand** architectural monuments of different historical epochs beginning from the early Middle Ages. That stretch from the Stone Age, through the eras of Alexander the Great, Genghis Khan and the Tamerlane Empire

## Tourists flow to Uzbekistan

Year	No of tourists
1997	252,000
2000	500,000
2011	1 300 000



## The tourism industry is one of the biggest employers

Country	People (thousand)
USA	15,800
Great Britain	2,500
Hungary	250-300
Uzbekistan	12-15



**Natural science eco-tours** around specially protected nature zones - nature reserves and national parks - give you the opportunity to scientifically observe and explore flora and fauna, unique natural formations such as grottos, caverns, waterfalls, earth crust strata openings, etc. This type of tourism also embraces scientific expeditions and field practice of natural science students.

- The territory of modern Uzbekistan is situated where ancient trade routes crossed, the most famous one is the Great Silk Road.
- The “Great Silk Road” existed for more than 14 centuries, and it ran mostly on the territory of Uzbekistan.
- Before the Russian invasion of Central Asia (before 1860) there were more than 700 caravan routes in Uzbekistan, making commercial and tourist trips to the different countries of East and West.

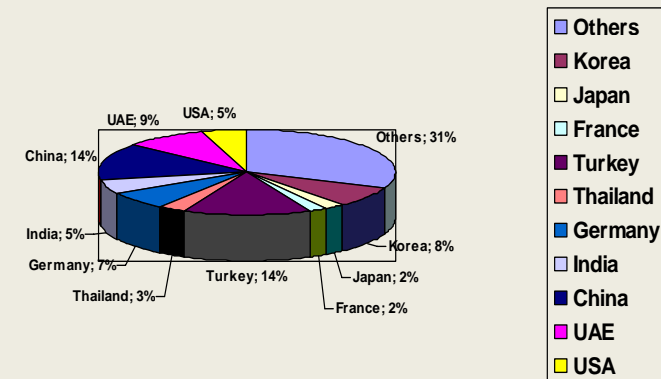




## The Silk Road is one of Asia's most dynamic economic growth areas.

- Basing on the information of National Company (NC) "Uzbektourism" in 2010 Uzbekistan has achieved, so far, considerable increase of tourism service export rate – 105,6% to prognosis rates, and 123,3% to actual rate of 2011.

## Tourist arrivals by country



## Natural resources in Uzbekistan

### Advantages

- Mountains – Chimgan, Chatkal, Turkestan Ranges
- Deserts – Kiyl kum, Kara kum
- Rivers – Syr Daryia, Amu Daryia, Ugam, Chirchic
- Many mineral springs
- Favorable climate – sun whole year long

### Disadvantages

- Lack of sea
- Lack of wood, forests

## The Nature of Ecotourism

- The terminology used to describe various forms of tourism is diverse, imprecise, and has expanded rapidly in recent decades. A wide variety of adjectives have been used to qualify tourism and to indicate a concern for particular manifestations or types of tourism.
- A review of the literature on ecotourism suggests that ecotourism is usually defined on the basis of one or more of three criteria: the characteristics of the destination, the motivations of participants, and the organizational characteristics of the trip. Each of these will be considered in turn.

## Ecotourism destinations



## Mountain bicycle

- A really exciting tour can be made on a **mountain bicycle** - one of the most environment-friendly vehicles. The route of the tour runs through gorgeous ravines, along the rivers Oygaing, Maydantal and Koksus, and includes the visit to the Eastern Ayutur glacier.

## Adventure eco-tourism

- is among the most exciting types of tourism. It includes hiking, biking, horse-riding and camel-riding tours, as well as some extreme types of tourism such as mountaineering and rock climbing, speleology activities, rafting, diving and paragliding.

## Culture





## Cuisine



## THE MAIN BARRIERS OF TOURISM DEVELOPMENT IN UZBEKISTAN

- infrastructure underdevelopment,
- internal and international relations of local tourism institutions
- lack of qualified human resources.

## THE SILK ROAD ACTION PLAN COMPRISES OF STRATEGIES WORKING TOWARDS THE FOLLOWING OBJECTIVES:

- The Silk Road will be an established brand, supported by extensive cooperative marketing campaigns
- High quality infrastructure will facilitate smooth travel across international borders
- Governments will value and support the tourism sector and gain significant return for their investment
- The Silk Road will offer high quality tourism infrastructure
- Tourism will generate significant direct and indirect employment
- Strong co-operation between Silk Road countries
- Profitable partnerships between public and private sectors
- Increased visitor length of stay and yield across all regions
- Advanced cultural management systems in place
- Environmental sustainability will underpin every aspect of tourism development
- Promotion of cultural pluralism and intercultural dialogue
- Intercultural cooperation as a key instrument to strengthen social cohesion, solidarity and peace

## The Silk Road presents many opportunities and Uzbekistan to maximize its potential by promoting the Silk Road as:

- A unique network of historic routes linking cultures, people and heritage
- A vehicle for fostering peace, cooperation, cultural understanding and education
- A platform for encouraging best practice in heritage and environmental management and conservation
- An attractive brand for marketing and investment
- An instrument for addressing travel facilitation issues and encouraging cross-border initiatives
- A channel for creating public-private partnerships
- A vital link for regional areas, with the potential to generate dispersal of visitation beyond major cities and encourage investment and sustainable development in regional areas.





## ADMINISTRATIVE-ECONOMIC BARRIERS AND THE WAYS OF IMPROVEMENT

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- *Insufficient measures are taken to develop new touristic products in regions of Uzbekistan;*
  - *small and private business sector is not being motivated enough to create new touristic products, infrastructure development and building of hospitality objects;*
  - *insufficient amount of foreign investments are being attracted to local tourism market;*
  - *lack of NC Uzbektourism coordination with NAC "Uzbekistan Airways" on development of service rendered at airports of the country;*
  - *lack of knowledge and experience of the participants of local tourism service on requirements to the level of service and hospitality;*
  - *current standards and certification system do not conform to international standards;*
  - *foreign operators are not being informed about year-round possibility for foreign tourists to visit the country;*
  - *low activity of local tourism companies in organization of international tourism fairs abroad;*
  - *insufficient amount of advertisement on touristic products and possibilities of Uzbekistan;*
  - *lack of representative offices of NC Uzbektourism abroad.*




## Problem of tourism development in Uzbekistan

### Advantages

- Diversity of natural resources
- Favorable location on Great Silk Road
- Large number of historical monuments
- Rich cultural heritage
- Friendly, hospital people
- Adequate hotel facilities

### Disadvantages

- Poor infrastructure in some tourist centers
- Lack of auto service facilities on intercity roads
- Few entertainment events
- Quality of service below international standards



Taking into account the above mentioned issues, following actions are to be taken to get major increase of service export in 2011:



- to create small and private business crediting for building new hotels and tourism infrastructure objects with period of loan – from 12 to 15 years;
- define tax exemptions for building and operating tourism infrastructure objects;
- to create special investment projects in regions and organize their presentation and business-forums for foreign investors;
- to organize specific events on service development at airports of the country;
- to organize special broadcasts (Hospitality trainings) for local audience to make them more aware on up-to-date requirements to service and hospitality level;
- to work out rules on certification of hotels and touristic products, and also human resources management in tourism sphere;
- to realize specific marketing campaigns, as “mega-info-tours” – evaluation tours for foreign operators’ and mass-media representatives to Uzbekistan.

We find following ideas effective enough for the purpose of further development and promotion of local touristic products and services:

- during 2011-2015 years, evaluation tours for foreign operators’ and mass-media representatives are to be organized – to present them local touristic products, services and historic-cultural objects of Uzbekistan;
- local administration at the places should organize free shows and excursions for foreign participants of “Mega-info-tour” campaigns making them exempted from any entrance, recording and other fees;
- local administration at the places should organize and hold sport / horse-sport events for foreign participants;
- local administration at the places should organize free craft shows and demonstrations for foreign participants;
- during the campaign, free meal and accommodation at hotel should be provided for foreign participants;
- NAC “Uzbekistan Airways” is to provide participants service tickets for international and domestic flights, and organize free CIP service at airport terminals;
- GAJK “Uzbekistan Railways” is to provide participants service tickets for domestic routes;

## The new sector of the market

- Since 1998 private hotels of “B&B” type (Bed and Breakfast) in the form of small and family enterprises have been emerging throughout Uzbekistan

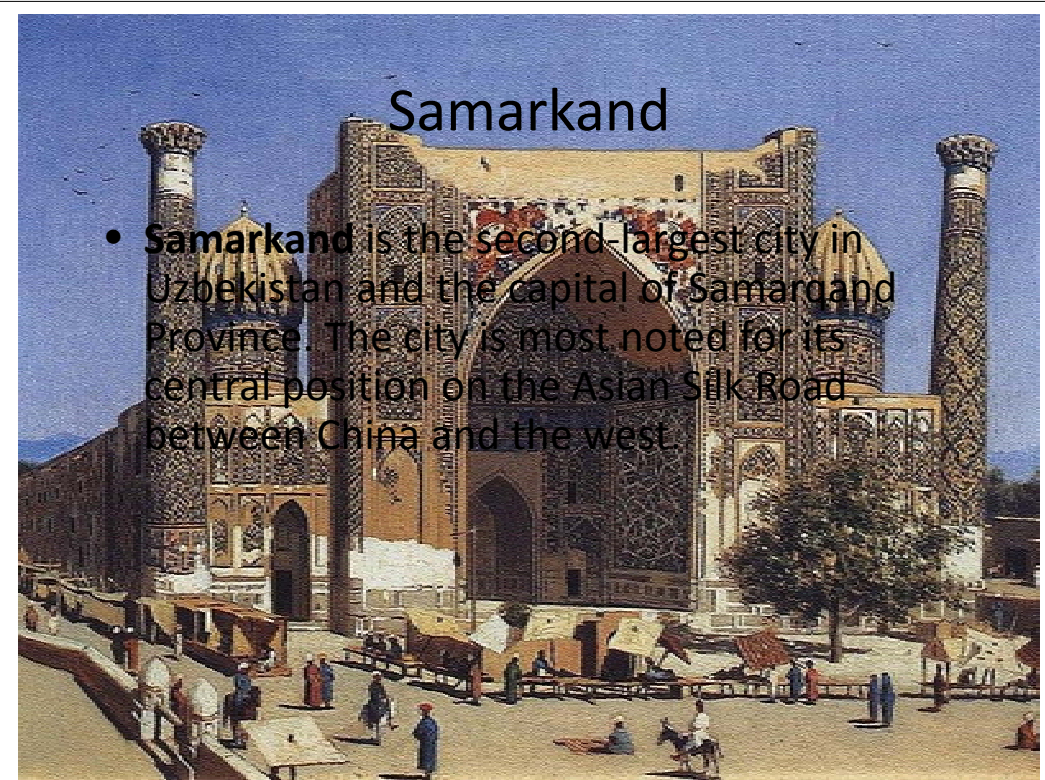


## (2) PSYCHOLOGICAL PROBLEMS AND VECTORS OF DEVELOPMENT

- Besides the indicated administrative-economic barriers, psychological aspect of underdevelopment is lack of innovation and creativity. This situation needs re-thinking and implementation of the new ways of innovative governance in order to get rid of psychological barriers that exist in the community of Central Asian region.

Uzbekistan is considered to have the greatest tourism potential of all the Central Asia countries.

Uzbekistan holds ninth or tenth place in the world for its recreational resources.



Samarkand



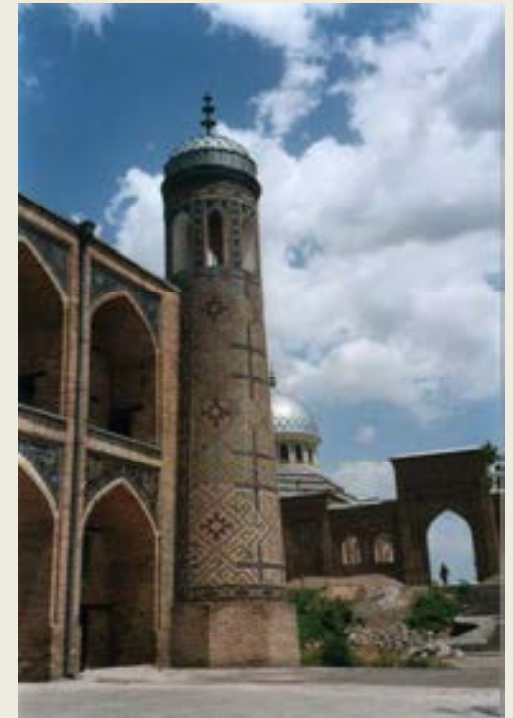
Alexander the Great said about Samarkand: “Everything I have heard about the beauty of Samarkand is true – except that it is even more beautiful than I could imagine”



View of the three academies.



Minaret in  
Samarkand



Old couple in Samarkand



Samarkand bazaar

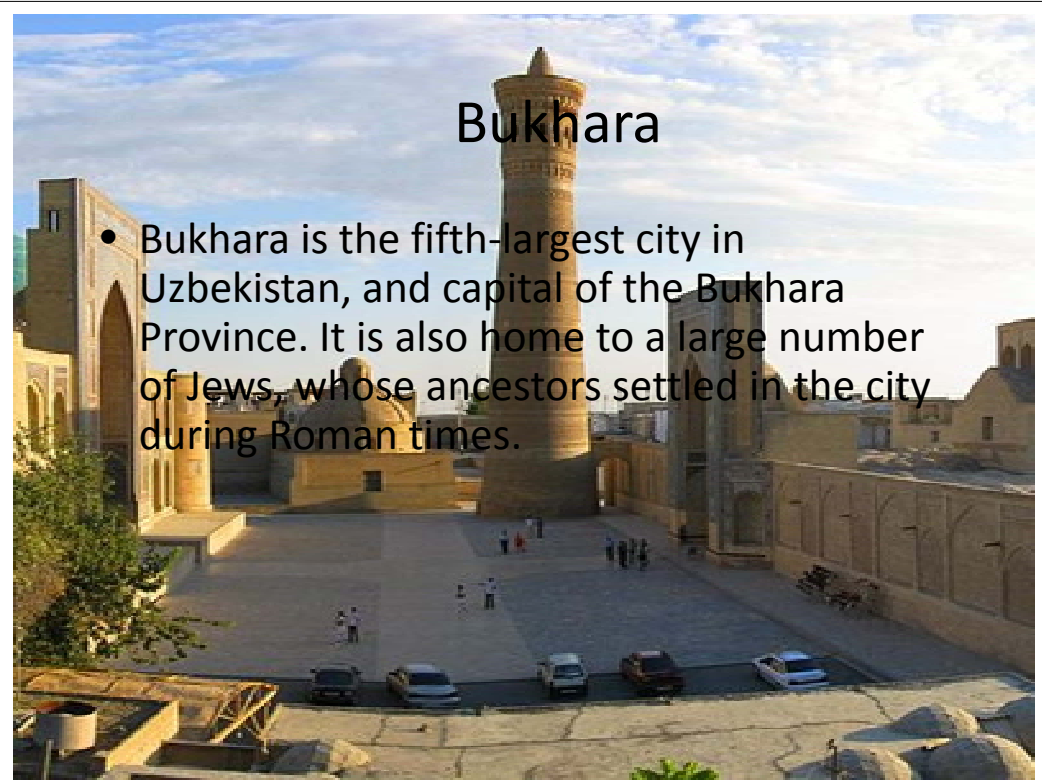


Gur Emir, Tamerlane's mausoleum in  
his capital, Samarkand



Bukhara

- Bukhara is the fifth-largest city in Uzbekistan, and capital of the Bukhara Province. It is also home to a large number of Jews, whose ancestors settled in the city during Roman times.



Entrance to the Ark Fortress



Mausoleum of Sufi Bakhautdin  
Naqshband





Beautiful mosaic work



Bukhara rooftops

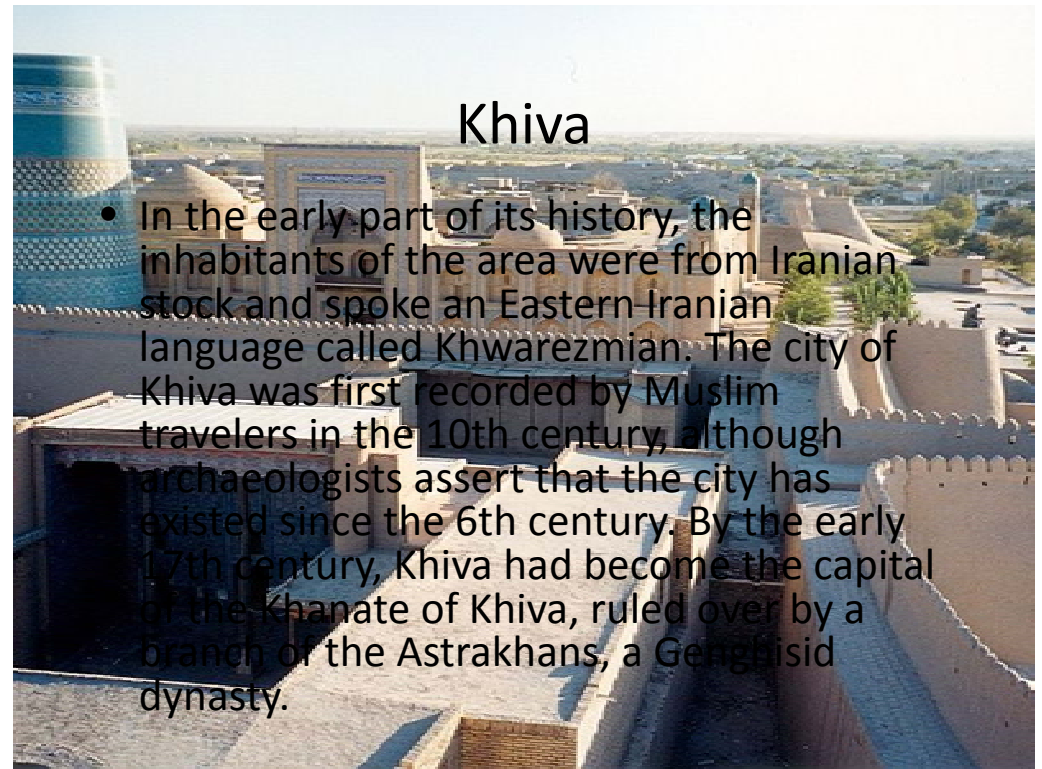


Old shopping mall still in operation



Khiva

- In the early part of its history, the inhabitants of the area were from Iranian stock and spoke an Eastern Iranian language called Khwarezmian. The city of Khiva was first recorded by Muslim travelers in the 10th century, although archaeologists assert that the city has existed since the 6th century. By the early 17th century, Khiva had become the capital of the Khanate of Khiva, ruled over by a branch of the Astrakhans, a Genghisid dynasty.



Old entrance to Kukhana Ark



Serpentine  
walls of Khiva



Central square of Khiva



Strolling through Khiva





Many monuments of historical architecture are included in UNESCO's catalogues

The Mausoleums:

- Gur- Emir in Samarkand;
- Ulugbek's medrese;
- Sherdar;
- Ismail Samany in Bukhara;
- Minaret Kalian in Bukhara
- The city museums Khan in Khiva
- Tilla-Kory and others

