



switchasia
GRANTS PROGRAMME



Ανάπτυξη Ηρακλείου
Heraklion Development Agency



PRESS RELEASE -

ROUND TABLE: SUSTAINABLE TOURISM AND THE GSTC'S ROLES IN THE GLOBAL AND LOCAL TOURISM INDUSTRY

On 15-th December 2020 in the conference hall of "Atlas Hotel" in Dushanbe city the first round table discussion with stakeholders on the project "a Model for sustainable tourism in Central Asia: building capacities, creating awareness, introducing technology (MOST)" was held.



The event discussed sustainable tourism and the GSTC's roles in the global and local tourism industry.

The round table discussion was organized by Tajik Association for Promotion of Tourism Development (TATO) with the support of The Committee on the Tourism Development under the Government of the Republic of Tajikistan, European Union through "Switch Asia, Europe Aid" Programme, and Heraklion Development Agency (Greece).



The event was held online (ZOOM) with the participation of foreign partners:

- Professor Gian Andrea Garancini General coordinator of the MOST project,
- Mr. Doniyor Kuchkarov, Projects Manager & Representative of Contracting Authority - Delegation of the European Union to the Republic of Uzbekistan
- Francesco Straniero- SWITCH-Asia programme referent in Tajikistan,
- Professor George Pavlidis - MOST Project Consultant, international expert, University of Patras



The roundtable discussion touched upon enhancing the role of government in ensuring sustainable tourism development, the importance of public dialogue between government and tourism stakeholders, and the need for constructive partnerships with international organizations to raise investment and other technical support tools.

The round table has become a platform for dialogue between tourism business leaders, experts and authorities that is expected to have a positive impact on the implementation of new technologies that promote environmental protection and inclusive economic development.



In accordance with the programme of the round table, presentations were given at the event by:

- Professor Andrea Garancini, General coordinator of MOST project, who gave an overview of the project progress: "a Model for sustainable tourism in Central Asia: building capacities, creating awareness, introducing technology and perspectives for its implementation,
- Francesco Straniero, representative of the Secretariat of the Switch Asia Programme, who highlighted the results and importance of implementation of the Switch Asia Programme activities in Tajikistan,
- Muminzoda Kamoliddin, Deputy Chairman of The Committee on the Tourism Development under the Government of the Republic of Tajikistan, who highlighted the measures implemented by the Government of the country for the sustainable development of the tourism industry in the country.



Presentations were heard:

Chairman of TATO, F.N. Faizulloev, on the MOST project action plan and forthcoming tasks to establish feedback with tourism organizers and state agencies to ensure sustainable tourism in the republic,



Presentation by a representative Imomnazar Imomzoda head of the Department of international relations of The Committee on the tourism development under the Government of the Republic of Tajikistan on the role of state authorities in providing sustainable tourism and support to tourism companies under COVID 19,

Presentation by international expert, Professor George Pavlidis on "A Sustainable Tourism Solution in Tajikistan,

Presentation by Sergey Chutkov, Director of ACTED an international non-governmental organisation (NGO) in Tajikistan on Energy efficiency and renewable energy as important part of green and sustainable tourism.



Following the speeches and presentations an open discussion was organised where the participants made their assessment of the current situation and suggestions regarding the topics of the round table. Representatives of the Ministry of Economic Development, Ministry of Culture, Tourism Development Committee, TATOS Association and tourism companies of the country actively participated in the discussion.

Based on the wishes expressed and specific proposals from the participants, it was decided that the participants will submit their written proposals to the organizers for further consolidation and submission to the Committee on the tourism development under the Government of the Republic of Tajikistan, which will subsequently be taken into account in the formation of sectoral development programmes for the short and long term periods.

The participants noted that the strategic objectives of tourism organizers and governing bodies for the coming period should be to:

- ❖ Enhancing the role of local and regional authorities in planning and implementing sustainable tourism policies,
- ❖ Establishing constructive links with investment and other technical support tools from development partners,
- ❖ Strengthening public and policy dialogue between key stakeholders and tourism operators
- ❖ Capacity building of medium small and micro enterprises (MSMEs) in view of enhancing their knowledge of the World Sustainable Tourism Council (GSTC) criteria for sustainable tourism,
- ❖ Equipping targeted tourism enterprises (MSMEs) with standards and certification, software for real monitoring of water and energy consumption as well as comfort parameters in the hospitality infrastructure premises (Hotels, Guest Houses, catering facilities).
- ❖ Organisation of educational trainings on sectoral marketing, identification of financial sources for adaptation of practices of tourism entities and implementation of interaction with investors and Development Partners,
- ❖ Organisation of activities to raise awareness of the users of tourism services on sustainable water consumption, energy consumption and waste management and control methods, and to raise public awareness on sustainable tourism.