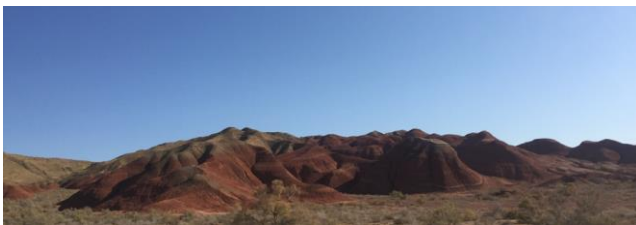


Project fact sheet

Year 3

Implementation of SCP practices and sustainability schemes in the MSMEs of the Tourism Sector in Kazakhstan (SUSTOUKA Project)

Implementing organisation(s)	<i>EKOTEK, ECEAC, KTA and KAGIR</i>
Duration	<i>01/03/2020 – 28/02/2024</i>
Project budget	<i>Total budget: € 1,545,547 EU contribution: € 1,236,438</i>
Location	<i>Kazakhstan</i>
Keywords	<i>Sustainable Tourism, Travelife, green economy</i>
Contract number	<i>ACA/2019/413-581</i>



Project Description

The Tourism Sector in Kazakhstan suffers from the absence of quality and sustainability standards, poorly planned facilities, climate change devastating consequences on natural resources, low-skilled human resources, limited understanding of Tourism Sector by financial institutions, and insufficient destination marketing and promotion.

The objective of the SUSTOUKA project is to boost the transformation of Kazakhstan towards a green economy by enhancing the sustainability and competitiveness of the Tourism Sector. To this end, the project will:

- Better equip MSMEs to seize opportunities for green business development;
- Promote green consumption and better informed public and private consumers;
- Advocate for clearer and more efficient Sustainable Consumption and Productions (SCP) policies;
- Make green financing more accessible to MSMEs.

Main target groups

- 225 MSMEs of the Tourist Accommodation Sector
- 25 tour operators
- Over 400 key MSMEs of the Tourism Sector
- Tourism Industry Associations in Kazakhstan (KTA, KAGIR, EIRC, ATAK)
- Government institutions and local authorities
- Financial institutions

Results achieved in Year 3

1. More than 240 employees from Tourism MSMEs trained on sustainable management, SCP practices and Travelife certification system;
2. A panel of 29 national experts on sustainable management of the Tourism Sector created;
3. Process of implementation of SCP practices and Travelife in local accommodations and tour operators in progress;
4. More than 740 participants in the project events, with a percentage of high degree of satisfaction exceeding 90%;
5. Majority of female participating in the project events and training sessions (around 60%);
6. A Networking Platform for tourism sector stakeholders of Kazakhstan is available;
7. Project Website and Social Media Profiles updated periodically;
8. About 800 MSMEs reached by Dissemination Activities and Materials.

Contact	<i>Name: Juan Antonio Gascon Telephone: +34 902998368 Email: jagascon@ekotek.es</i>
Website & social media	<p><u>Websites:</u> www.sustouka.kaztour-association.com</p> <p> Sustouka Project</p> <p> @Sustouka</p> <p> Sustouka</p>