



SILK ROAD CBT INITIATIVE

Community-Based
Tourism (CBT) is a form of tourism

that seeks to **empower rural communities** to
manage tourism development and achieve
sustainable economic growth

2020—2023

The Silk Road CBT
Initiative aims to boost

the competitiveness of
CBT in Central Asia by
empowering Business
Associations and other
champions to drive a
**local tourism
development** that
benefits **local actors.**



*project funded by the
European Union*



SILK ROAD
CBT INITIATIVE

1

learn



AIM

Build the capacity of Business Associations to provide training services to Community-Based Tourism MSMEs

Establishing CBT Training Hubs in Uzbekistan + Tajikistan

Cultural and historical site mapping

Online destination map

Knowledge exchange with European Tourism Associations

Establishing CBT in new regions of Uzbekistan + Tajikistan

Digitalizing Tourism Information services

Grants and study tours for Tourism Information Centers



2

advocate

AIM

Build the capacity of Business Associations to represent Community-Based Tourism sector interests and advocate for regional cooperation

Advocacy for historical and natural site protection

Training on representation and advocacy

Public-private dialogue for tourism development

Advocacy for regional cooperation

Regional Peer Mentoring

3

finance



AIM

Improve Community-Based Tourism MSMEs' access to affordable micro-finance products

Access to Finance Survey

Working group with MFIs

Piloting new affordable loan products

Financial literacy training hubs

Business Plan Competition

4

connect



AIM

Promote Central Asia as a regionally connected tourist destination on the European Market

Ferghana -Valley Roundtable on cross-border destination marketing

Geographical Indications (GIs) for tourism destination marketing

Silk Road Promotional tours for journalists and bloggers

Local Destination Management Committees

Establishing a Regional B2B Platform

International Silk Road Tourism Conference

Regional Branding Action plan

Partners

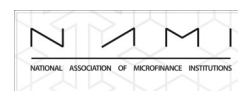


The **Silk Road CBT Initiative** is led by **ACTED**, an international NGO with headquarters in Paris and present in Central Asia since 1993, with support of the European Centre for Eco and Agro Tourism, **ECEAT**



Uzbekistan

- The Association of Private Tourism Agencies (**APTA**)
- The National Association of Microfinance Institutions (**NAMI**)



Kyrgyzstan

- The Kyrgyz Community-Based Tourism Association (**KCBTA**) "Hospitality Kyrgyzstan"
- The Association of Microfinance Institutions (**AMFI**)



Tajikistan

- The Tajik Community-Based Tourism Association (**TCBTA**) "Hospitality Tajikistan"
- The Association of Microfinance Organizations of Tajikistan (**AMFOT**)



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