Community-Based Tourism (CBT) is a form of tourism that seeks to empower rural communities to manage tourism development and achieve sustainable economic growth.

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

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**Learn**

**AIM**

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

1. Establishing CBT Training Hubs in Uzbekistan + Tajikistan
2. Cultural and historical site mapping
3. Online destination map
4. Knowledge exchange with European Tourism Associations
5. Establishing CBT in new regions of Uzbekistan + Tajikistan
6. Digitalizing Tourism Information services
7. Grants and study tours for Tourism Information Centers

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**Advocate**

**AIM**

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

1. Advocacy for historical and natural site protection
2. Training on representation and advocacy
3. Public-private dialogue for tourism development
4. Advocacy for regional cooperation
5. Regional Peer Mentoring
**3. 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. 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
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)

Contact:
+ 996 (770) 70-10-21
zarina.sagynbaeva@acted.org

Websites:
https://www.acted.org
https://eu-cai.org/
https://www.facebook.com/ngoACTED/
https://twitter.com/ACTED