

Uzbekistan: Capacity Building of the State Committee for Tourism Development in Khiva and Khorezm Region

People 1st
International



The tourism sector in Uzbekistan is reliant on ancient artifacts and historical assets and uncontrolled development and poor management, preservation, and maintenance of such assets may quickly deplete these resources and not only diminish the overall competitiveness of the sector, but risk degrading and losing priceless cultural and heritage treasures. Managing well the synergy between the cultural sector and the tourism sector would enable the tourism sector to be an engine for both strong cultural heritage management and broad economic development.

Background

People 1st International engaged with EBRD to use our extensive experience in tourism and in particular on cultural tourism, to train, advise and guide the local representatives of the committee on how to ensure an active oversight, a strategic and coherent tourism promotion, and a coordinated support for the protection, preservation, and maintenance of cultural heritage on one hand and a sustainable tourism development on the other.

The aim of the EBRD's Integrated Cultural Heritage Framework ("ICHF") is to foster holistic regional economic growth by leveraging cultural heritage resources to stimulate sustainable tourism development. Complemented by policy dialogue and institutional engagement, eligible sub-projects will target sustainable management and commercialisation of cultural heritage as an integral part of sustainable tourism development. The ICHF will promote private sector and community involvement along the local and national tourism value chain. Under the ICHF, sub-projects consisting of sovereign and non-sovereign debt, bond and equity financing are invited from private sector entities, municipalities, municipality-owned utility companies, governments, and state-owned companies. The priority goals for the SCTD under the ICHF were defined as:

- 1.) Ensure active oversight;
- 2.) Provide a strategic and coherent tourism promotion;
- 3.) Balance support for the protection, preservation and maintenance of cultural heritage with that for sustainable tourism development.

Our solutions

- 1.) Preparation of a stakeholder road map that identified the main stakeholders in the tourism economy for Khiva and Khorezm region with recommendations for development
- 2.) Train, advise and guide the local representatives of the State Committee for Tourism Development and the Project Coordinator in four key areas:
 - How to ensure an active oversight
 - Strategic and coherent tourism promotion
 - Coordinated support for the protection, preservation and maintenance of cultural heritage
 - Support for sustainable tourism development
- 3.) Follow-up activities to support the Project Coordinator and the Committee with:
 - Engagement and coordination of stakeholders
 - Implementation of the recommendations and action points

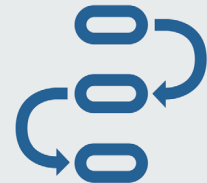
Outcomes and impact

To ensure sustainability, a set of templates were provided to the SCTD to help with business processes. People 1st International delivered the professional development programme. As well as introducing the principles of project management for sustainable development in tourism, the activities also included development of a Road Map. This Road Map provided clear and transparent activities that were specific, measurable, achievable, relevant and time bound. In addition to year 1, the participants also identified activities for the medium and long term.

Tourism Development in the Khiva and Khorezm Region

1.)

Preparation of a stakeholder road map that identified the main stakeholders in the tourism economy with recommendations for development



2.)

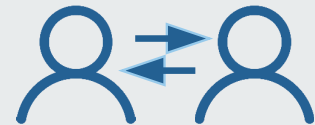
Train, advise and guide the local representatives of the State Committee for Tourism Development and the Project Coordinator



3.)

Follow-up support to:

- Engage and coordinate stakeholders
- Implement recommendations and action points



About People 1st International

People 1st International partners with industry, development banks, government agencies, NGOs and education providers to create sustainable approaches to workforce development. Providing consultancy, research and training solutions globally, we develop skilled, productive and inclusive workforces that help drive social and economic growth.

With over 50 years' experience in developing effective skills models and technical vocational education and training strategies, we use our unparalleled expertise to develop collaborative partnerships that foster positive change.

Building on our heritage as a sector skills council, we are proud to have worked in more than 50 countries to deliver responsive skills solutions that challenge social and gender exclusion, address the barriers to work and support continuous professional development.

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