



Ministry of Tourism and Sports of the Republic of Uzbekistan

**ONLINE MEETING**  
**“TOURISM POTENTIAL OF KARAKALPAKSTAN:  
NEW OPPORTUNITIES AND CHALLENGES”**

**PROGRAMME**

**16 June 2021**

## INTRODUCTION

The UNESCO Tashkent Office in close cooperation with the Ministry of Tourism and Sports of the Republic of Uzbekistan is organizing an Online Meeting “Tourism Potential of Karakalpakstan: New Opportunities and Challenges” on 16 June 2021. The event is organized within the Joint Programme “Addressing the urgent human insecurities in the Aral Sea region through promoting sustainable rural development”.

The meeting is aimed to bring together all stakeholders to discuss new opportunities and challenges in the promotion of the tourism potential of Karakalpakstan and therefore its contribution to the development of sustainable tourism in the region. The meeting will be conducted in the format of THINK TANK.

Karakalpakstan can offer tourists (domestic or international) something very special. Whether this is an extreme eco-journey to the Aral Sea, a visit to the State Museum of Arts named after A. I.V. Savitsky or a tour of the archeological heritage of the Ancient Khorezm, the tourism offer of Karakalpakstan includes culture and traditions possessing significantly distinctive features from other regions of Uzbekistan and certainly tourist products and experiences which are unique to this region. This is exactly what the post Covid-19 traveller is looking for.

The anticipated rise in demand for adventure, gastronomic and original ecotourism in the post Covid-19 market opens new opportunities for destinations like Karakalpakstan. The key words for tourism destinations in the immediate future are likely to be ‘pristine, authentic, unknown, uncrowded’. Karakalpakstan offers all of these new and authentic experiences but can we benefit from this opportunity?

It is for this reason the UNESCO Tashkent Office has launched a series of awareness-raising and capacity-building activities at this time as tourism is showing early signs of recovery after pandemic. There is need to examine the whole range of the tourism offer from improvements in infrastructure to training, transport, budgeting, hospitality, quality and, perhaps most importantly to marketing both internationally and domestically at a time when, due to the problems caused by the pandemic, very little new capital is available to invest in tourism. These activities are aimed at addressing those challenges and therefore could not have come at a more appropriate time.

This meeting is the first meeting of a series launching a new project component which aims to raise the awareness of the cultural and natural heritage of Karakalpakstan at the international level (and, as an indirect outcome, at a national level too) by bringing together all interested stakeholders to act jointly in raising the level of engagement of the local private-public sector and local community.

The online meeting will be followed by the practical training on “Media and Tourism: New Approaches for Development” (23–24 June 2021, Nukus, Karakalpakstan – but which will also be available on-line) and the online incubator for creation of media content on tourism in Karakalpakstan, its potential, including cultural and natural heritage (30 June – 6 August 2021).

The UNDP-UNESCO Joint Programme “Addressing the urgent human insecurities in the Aral Sea region through promoting sustainable rural development” is funded by UN Multi-Partner Human Security Trust Fund for the Aral Sea region in Uzbekistan (MPHSTF). The aim of the project is to address the environmental, social and economic insecurities in the most vulnerable communities of the Aral Sea region through comprehensive solutions in addressing the environmental issues, promoting access to basic services, improving living standards and developing sustainable tourism in Karakalpakstan. Moreover, the project’s objective is to enhance the social wellbeing of the rural population, including women and youth, through expanding income generation opportunities and promoting inclusive sustainable growth of the tourism sector in Karakalpakstan through supporting and strengthening the development of community-based and eco-tourism in the Aral Sea region.

# Programme

(Zoom-link: [https://us02web.zoom.us/meeting/register/tZ0pduCurDgqGd3viVl22BJBUxAHkwHGGuPQu](https://us02web.zoom.us/join/https://us02web.zoom.us/meeting/register/tZ0pduCurDgqGd3viVl22BJBUxAHkwHGGuPQu)  
To register and enter the online conference, please use this link)

## 16 June 2021 (Wednesday)

13:45–14:00	Participants joining the virtual meeting room
	<b>Opening ceremony</b>
14:00–14:30	<b>Welcome speeches by:</b> - Mr Jan Hladík, Head of the UNESCO Tashkent Office (video message) - a Representative from the Ministry of Tourism and Sports of the Republic of Uzbekistan (TBC) - Mrs Alla Peresolova, International expert on sustainable tourism and Silk Road specialist
<b>Session 1</b>	<b>Setting up the scene</b>
14:30–14:50	<b>Overview of post-Covid travel trends and opportunities for Karakalpakstan</b> <i>Mrs Alla Peresolova, International expert on sustainable tourism and Silk Road specialist</i>
14.50–15.10	<b>Presentation of Tour Operators survey - results and analysis</b> <i>Mr Kevin Harris, Digital tourism marketer</i>
15.10–15.30	<b>Presentation of the Media Coverage Research of Karakalpakstan</b> <i>Mr John Bell, Journalist and tourism specialist</i>
<b>Session 2</b>	<b>Open discussion and Q&amp;A on topics:</b>
15.30–16:30	<ul style="list-style-type: none"><li>• Stakeholder expectations from tourism</li><li>• Priorities in improving the tourism infrastructure of Karakalpakstan</li><li>• Every visitor is my friend. Opening tourism to all incoming markets.</li><li>• Post Covid - when will tourism re-start and what will these visitors expect in the future.</li><li>• Engagement of the all interested stakeholders in this project component. Making it all inclusive</li></ul>
16.30–16.40	<b>Conclusions and Closing remarks</b>

**Facilitators:**

Mr John Bell, Journalist and tourism specialist (newspapers, Radio and TV). John has taught degree courses on sustainable tourism at a number of universities world wide and currently teaches at Monash University, Melbourne, Australia. He's a moderator for tourism conferences and a consultant on tourism and the media and continues to work in radio and television.

Tel: +44 7715 370 447

E-mail: travelwriterjb@yahoo.co.uk

Mrs Alla Peresolova, the former head of the Silk Road Programme at the UN World Tourism Organization, International expert on sustainable tourism and thematic routes development with strong expertise on the Silk Road destinations and specific experience and success in creating and implementing regional, national and local tourism initiatives, development of marketing strategies and action plans. She is a special advisor to the Tourism Development Institute under the Ministry of tourism and sports of Uzbekistan.

Tel: +34 655 22 62 58

E-mail: aperessolova@gmail.com

Mr Kevin Harris, Travel Marketing Specialist with over 25 years' experience leading a creative solutions agencies delivering industry-recognised, leading-edge advertising and marketing campaigns across travel, leisure and tourism. That extensive experience has lead him to working with destinations the world over including, for example, New York, Las Vegas, Texas Tourism, Kenya Tourism, and Bermuda Tourism.

E-mail: kevin@mdsg.eu

**UNESCO:**

Ms Muhayyo Makhmudova, Culture Programme Specialist, UNESCO Tashkent Office;

Tel: (+99878) 1207116, 1207154, 1207155

E-mail: m.makhmudova@unesco.org