



**SECRETARIAT OF THE CONFERENCE ON INTERACTION
AND CONFIDENCE BUILDING MEASURES IN ASIA**

**СЕКРЕТАРИАТ СОВЕЩАНИЯ ПО ВЗАИМОДЕЙСТВИЮ
И МЕРАМ ДОВЕРИЯ В АЗИИ**

№ 14-5/563

*Enclosure:
1. Report on the
Tourism Forum*

The Secretariat of the Conference on Interaction and Confidence Building Measures in Asia (CICA) presents its compliments to the CICA Member States and has the honour to forward herewith detailed information on the outcomes of the *Forum on Tourism Development in the Post-Pandemic Period* organized by the Republic of Kazakhstan on 30 June 2021.

The summary information will also be available in the open part, section “Publications”, and in the restricted part, section “Economic Dimension”, of the CICA Secretariat’s website.

The Secretariat avails itself of this opportunity to renew to the CICA Member States the assurances of its highest consideration.

Nur-Sultan, 6 September 2021

**MEMBER STATES
OF THE CONFERENCE ON INTERACTION
AND CONFIDENCE BUILDING MEASURES
IN ASIA**





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Секретариат Совещания по взаимодействию и мерам доверия в Азии (СВМДА) свидетельствует свое уважение государствам-членам СВМДА и имеет честь направить развернутую информацию по итогам Форума «Развитие туризма в постпандемический период», организованного Республикой Казахстан 30 июня 2021 года.

Приложение:

*1. Отчет по итогам
Форума в сфере туризма.*

Итоговая информация также будут доступна для ознакомления в разделе «Публикации» открытой части и в разделе «Экономическое измерение» закрытой части веб-сайта Секретариата СВМДА.

Секретариат пользуется случаем, чтобы возобновить государствам-членам СВМДА уверения в своем весьма высоком уважении.

город Нур-Султан, 6 сентября 2021 г.

**ГОСУДАРСТВА-ЧЛЕНЫ
СОВЕЩАНИЯ ПО ВЗАИМОДЕЙСТВИЮ И
МЕРАМ ДОВЕРИЯ В АЗИИ**



*Қосымша:
1. Туризм
саласындағы форум
нәтижелері туралы
есеп*

Азиядағы өзара іс-қимыл және сенім шаралары кеңесінің (АӨСШК) Хатшылығы АӨСШК мүше мемлекеттеріне өзінің зор ілтипатын білдіре отырып, 2021 жылғы 30 маусымдағы Қазақстан Республикасы ұйымдастырған «Пандемиядан кейінгі кезеңде туризмнің дамуы» атты форум бойынша толық ақпаратты жолдауды өзіне мәртебе санайды.

Қорытынды ақпарат АӨСШК Хатшылығының веб-сайтының ашық бөлігіндегі «Жарияланымдар» және жабық бөлігіндегі «Экономикалық өлшемі» бөлімдерінде танысу мақсатында қол жетімді болады.

Хатшылық осы мүмкіндікті пайдалана отырып, АӨСШК мүше мемлекеттеріне өзінің зор ілтипатын тағы да растайды.

Нұр-Сұлтан қаласы, 2021 жылғы 6 қыркүйек

**АЗИЯДАҒЫ ӨЗАРА ІС-ҚИМЫЛ ЖӘНЕ
СЕНИМ ШАРАЛАРЫ КЕҢЕСІНІҢ МҮШЕ
МЕМЛЕКЕТТЕРІ**

Forum of the Conference on Interaction and Confidence Building Measures in Asia (CICA) on Tourism Development in the Post-Pandemic Period

30 June 2021, Nur-Sultan
online

REPORT

As part of its CICA Chairmanship in 2020-2022, the Republic of Kazakhstan hosted an online Forum on Tourism Development in the Post-Pandemic Period on 30 June 2021. The meeting was attended by representatives of government agencies and tourism organizations of CICA Member States.

Welcoming remarks

Vice Minister of Culture and Sports of the Republic of Kazakhstan Gabidulla Abdrakhimov chaired the meeting. In his speech, Mr. Abdrakhimov noted the importance of discussing the issue of tourism development in the post-pandemic period. The tourism industry had been recognized as one of the hardest hit by the impact of the pandemic. In 2020, Kazakhstan had experienced decrease in incoming tourists by 75%; in general, that situation was observed around the world.

In that regard, the Government had taken a number of measures to maintain stability: resumed international flights, granted access to public places using the Ashyq application, etc.

Taking into account the relevance of tourism development, the Vice Minister of Culture and Sports of the Republic of Kazakhstan proposed mutual recognition of vaccination passports, which would open the borders and resume air traffic between the CICA countries, and lead to the revival of the tourism industry in the region.

While addressing the participants on behalf of CICA Executive Director **Kairat Sarybay**, Deputy Executive Director **Chi Fang** noted that measures to contain COVID-19 required not only active engagement at the national level, but also decisive coordinated efforts generated by international cooperation. The approach was consonant with the priority tasks of CICA in the context of discussions on tourism recovery and development prospects in the Asian region in the post-coronavirus period, including through the use of innovation, digitalization, as well as by ensuring sustainability and building partnerships.

The main topics for discussion were support for the agenda and exchange of experience on the following:

Session 1. Modern crisis management techniques within CICA confidence building measure in the field of tourism

Session 2. Development of IT technologies in tourism

Both sessions were addressed by speakers from 14 countries: Qatar, Uzbekistan, Russia, Iran, Kyrgyzstan, Bangladesh, Palestine, Azerbaijan, Sri Lanka, Tajikistan, China, UAE, Thailand and Kazakhstan.

Session 1. Modern crisis management techniques within CICA confidence building measure in the field of tourism

In her speech, **Kristina Bagateliya**, representative of the marketing and promotion sector of VisitQatar, noted the current situation of tourism development in Qatar and measures to support the tourism market by the state during the pandemic. The decision to reopen borders was under consideration by the Strategic Task Force and depended on many factors, including the main one - global vaccination and travel policies both locally and globally.

Qatar was working to ensure safe and memorable travel for tourists. That included full vaccination of the population, the use of innovation and new technologies, and the provision of high standards of hospitality.

Feruz Dodiyeu, Director of the International Cooperation Department of the Ministry of Tourism and Sports of the Republic of Uzbekistan, made a presentation on the development strategy for tourism in the post-pandemic period in Uzbekistan. He informed about the use of the situation to attract investment, bring in order all tourist facilities and conduct image campaigns to promote the country's tourism potential. Uzbekistan welcomed cooperation in both bilateral and multilateral formats on the mutual development of tourism along the Silk Road and was ready to share its experience in the respective area.

Demyan Smilevets, head of the International Cooperation Department of the Federal Tourism Agency of Russia, drew attention to the anti-crisis measures taken by the country. In particular, tax incentives, payment of minimum wages to workers in the travel industry, etc. Domestic tourism was strongly supported by the program for buying tours and tickets with cashback, for which the Russian government allocated 15 billion rubles. Tourists received 20% of the cost of a trip across Russia to the Mir card when they paid for their vacation online. In addition, the number of domestic flights to such destinations as the Republic of Altai, Buryatia, Khakassia, Kaliningrad, etc. had been increased.

It was also announced that Russia was ready to join the development of joint measures to restore and revive tourism on the territory of CICA Member States.

In her speech, **Leyla Agdari**, Director of the Department for Marketing and Development of International Tourism of the Ministry of Foreign Affairs of the Islamic Republic of Iran, noted that the tourism industry was one of the main victims of the pandemic in the country. In the Republic of Iran, measures were also being taken to recover from the crisis and seize the opportunity to strengthen the tourism sector. In addition, there were special instructions and rules for the development of tourism during the pandemic, which required the cooperation of all parties in the tourism sector.

Kyyal Kenzhematova, Deputy Director of the Department of Tourism under the Ministry of Economy and Finance of the Kyrgyz Republic, also spoke about the measures taken by the Kyrgyz Republic to restore the tourism industry. Meanwhile, new tourist destinations and new regulatory framework were being developed, adapted to the current situation in the country, and standards for health care and safety of the tourism sector were being updated.

In his speech, **Ahmed Youssef**, CEO of the Tourism Promotion Board of the Arab Republic of Egypt, noted the difficulties that had arisen with the spread of COVID-19 and ways of solving those issues. Given that the country's economy is directly related to tourism, the Egyptian government had taken active and targeted measures to further develop the sector. In Egypt, it was allowed to operate hotels that had received a sanitary safety certificate, while the maximum occupancy of hotels should not have exceeded 50%. More than 100 hotels in Egypt had received the health certification required to resume operations as part of the COVID-19 response. That ensured that the hotels complied with all health and safety regulations required by the Egyptian Cabinet of Ministers in accordance with the guidelines of the World Health Organization.

Aidos Sakenov, Deputy Chairman of the Committee of Tourism Industry of the Ministry of Culture and Sports of the Republic of Kazakhstan, shared a study on the introduction of vaccination passports in the world for unhindered travel within tourist corridors. In recent months, it had become apparent that vaccination passports in one form or another would be the key to resuming travel and healthier tourism in the post-quarantine period. A number of countries were discussing “mutual recognition” of special certificates that would allow tourists to avoid testing and quarantine. The implementation of that document would significantly speed up the return to normal life, simplify and facilitate travel and border crossing for safer travel between our countries.

Jabed Ahmed, CEO of the Bangladesh Tourism Board, discussed the development of tourism in the post-pandemic period, the possibilities of regional tourism and the strengthening of cooperation between the CICA partner countries. He also called on the Forum participants to create all conditions for the safe movement of tourists between the CICA Member States.

Session 2. Development of IT technologies in tourism

Yerzhan Yerkinbayev, Chairman of the Board of Kazakh Tourism NC JSC spoke about the new system called “eQonaq” for registering tourists, which had successfully proven itself effective in the tourist market of Kazakhstan. That was a unified information system for registering tourists, analyzing the tourist flow and carrying out migration control. The primary objective of the eQonaq system was to simplify the collection and transmission of tourist data. The eQonaq system made it possible to automate the process of informing the Ministry of Internal Affairs of the

Republic of Kazakhstan about the arrival of foreign tourists to the places of stay, by timely sending a notification immediately after the guest had been registered in the system.

Florian Sengstschmid, CEO of the Azerbaijan Tourism Board, presented digital projects created as part of the plan for the recovery of the tourism sector in the post-pandemic period. The projects “Adventure is near” and “Trip planner” were aimed at the traveler who made independent travel for little money, most often fundamentally refusing the services of tour operators. The backpacker planned and carried out all his/her trips independently. That platform allowed to compare routes, prices and destinations before starting a trip. The *elearnig.azerbaijan.travel* platform was designed to form a tourism ecosystem that united market participants through a single communication platform. The platform enabled to receive all the necessary information about tourism and exchange the latest trends in the field of tourism through fora, webinars, live presentations and quizzes.

Salim Davlatzoda, Head of the International Cooperation Department of the Tourism Development Committee under the Government of the Republic of Tajikistan informed that the Government of Tajikistan paid special attention to the development of the tourism industry, given its role in shaping the gross domestic product, enhancing the foreign trade balance, ensuring employment and creating additional jobs. In order to develop the tourism industry in Tajikistan, the Government of the Republic, under the leadership of the President, announced 2019-2021 as *the Years of Rural Development, Tourism and Folk Crafts*. Its main goal was to ensure favorable conditions for the effective organization of the work of tourism entities and, on that basis, to create an effective and competitive tourism market that provides opportunities to meet the needs of foreign and local citizens in the Republic of Tajikistan.

In her speech, **Kimarli Fernando**, Chairperson of the Tourism Development Authority of Sri Lanka, noted that Tourism in Sri Lanka was one of the most developed sectors of the economy, facilitated by a large number of both historical and natural attractions in the country. All precautions had been taken to make the island's holiday for visitors as safe, reliable and serene as possible. The Government was actively introducing modern technologies in the development of tourism, in particular, online streaming of wildlife, the development of the Visit Sri-Lanka application for tourists, the creation of a database with more than 5,000 unique attractions using a mobile application. In addition, foreign investment was actively raised for the development of tourism in the country through digital technologies.

Ning Deng, Vice Dean and Associate Professor at the Beijing International Studies University, School of Tourism Management, presented the possibilities of social networks in the development of tourism. Currently, social networks like *Instagram, TikTok* had become very popular, which enabled travel organizations to advertise travel products through active

promotion on the pages of bloggers and celebrities with a large number of followers.

As a result of the Forum, the parties agreed to continue the exchange of experience between the countries in the search for new mechanisms for reviving the tourism industry in the post-pandemic period.

In addition, the Kazakh side assured of the importance of mutual recognition of vaccination passports, which would open the borders and resume air traffic between CICA countries for the development of tourism in the region.