



ФОРУМ ВА НАМОИШГОҶИ БАЙНАЛМИЛАЛИИ
САЙЁҶИИ ТОҶИКИСТОН - 2019

INTERNATIONAL TOURISM FORUM AND EXHIBITION
TAJIKISTAN - 2019



**AUGUST 8-10, 2019
DUSHANBE, TAJIKISTAN**

**CONCEPT
OF THE FORUM AND EXHIBITION**

ORGANIZERS:

GOVERNMENT OF THE REPUBLIC OF TAJIKISTAN

COMMITTEE OF TOURISM DEVELOPMENT
UNDER THE GOVERNMENT OF THE REPUBLIC OF TAJIKISTAN

SPONSOR: TAJIKISTAN FOOTBALL FEDERATION



International Tourism Forum and Exhibition of Tajikistan – 2019 will take place in Dushanbe on 8-9 August 2019 within the 2019-2021 Period of Rural Development, Tourism and Folk Crafts proclaimed by the Founder of Peace and National Unity, the Leader of the Nation, President of the Republic of Tajikistan His Excellency Emomali Rahmon. These events are aimed at presenting the tourism potential and attracting investments for tourism infrastructure of the country. The forum will provide an excellent opportunity to attract foreign tourists, present tourism destinations of Tajikistan and present recreation, ecotourism, historical, cultural, mountaineering and hunting tourism varieties of the country, information about the international evaluation of travel and tourism to Tajikistan, and strengthen and plan further cooperation between local and foreign tourism agencies.

Forum and Exhibition objectives

- Promote tourism potential and its appropriate presentation;
- Promote development of modern tourism infrastructure;
- Ensure competitiveness of tourism products through improvement of service quality;
- Protect, develop and ensure efficient use of natural and recreational resources, and historical and cultural heritages;
- Promote ensuring international standards of services and safety of tourists;
- Sign memoranda of understanding to attract more foreign tourists.

Event Format

The International Tourism Forum and Exhibition of Tajikistan, as the first event of this type and scale, will take place with participation of representatives from other countries.

The event's participants and speakers include Members of the Government and Parliament of Tajikistan, heads of ministry and agency, representatives from the Secretariat of the United Nations World Tourism Organization (UNWTO), World Tourism Cities Federation (WTCF), high-ranking representatives from reputable global and regional tourism agencies, scholars and experts in the field of tourism, tourism infrastructure, cooperation and other tourism issues.

It is expected to sign a number of cooperation agreements between the local and foreign tourism agencies, organize B2B meetings, and present tourism investment projects within the Forum.

The event organizers will cover the cost of ground transportation (airport-hotel-forum venue) and provide lunch and dinner throughout the duration of the events.



Participants of the Forum: About 400-450 people

- Representatives of the Government of Republic of Tajikistan;
- Heads of ministry and agency of the Republic of Tajikistan;
- Representatives from the governments of neighboring countries;
- Secretariats of the United Nations World Tourism Organization (UNWTO);
- World Tourism Cities Federation (WTCF);
- Domestic and foreign investors;
- Tourism associations and sectorial institutions;
- Reputable foreign and local travel tourism companies;
- Diplomatic corps in Tajikistan;
- International organizations and development partners;
- Mass media; and
- Tourism educational institutions

Official Opening Ceremony

Masters of ceremony will moderate the Forum and Exhibition Opening Ceremony and the Ceremony of signing memoranda of understanding.

High-ranking Representative of the Government of the Republic of Tajikistan will open the Session followed by opening remarks of high-ranking guests and investors.

Session Moderators

Session moderators and co-moderators include representatives from the Government of the Republic of Tajikistan, heads of ministry and agency, experts, specialists from international institutions based on recommendations.

Group Discussions

The session will discuss important and priority issues of tourism sector and draw recommendations and conclusions for further reform of the sector.

- Representatives from tourism companies shall play an important role in sessions:
- Moderators, by focusing on the most important issues, run discussions in relevant directions and summarizes the views of the participants;
- Participants will also have an opportunity to discuss the issues of common interest and projects at **B2B** meetings or bilateral meetings;
- Q&A sessions of **15 minutes** each will be organized at the end of sessions.



Penal Sessions

Panel 1: “Attracting investments for tourism infrastructure, rural development for tourism and priority projects”

Discussion Topics:

- Opening up Tajikistan's doors for investors interested in tourism sector and its infrastructure;
- Presentation of tourism investment projects;
- Measures to improve the tourism infrastructure and services;
- Regional cooperation - use opportunities provided by partners;
- Implementation of projects on rural infrastructure and attractive tourism sites;
- Taxation and customs incentives for tourism in the Republic of Tajikistan.

Panel 2: “Ecotourism, Trekking, and Cultural and Historical Tourism”

Discussion Topics:

- Promoting sustainable development of ecotourism, trekking and cultural and historical tourism;
- Potential for expansion of ecotourism and cultural and historical tourism in Tajikistan;
- Existing challenges in development of ecotourism;
- Tajikistan’s biodiversity and habitat;

Panel 3: “Medical, Rehabilitation and Recreational Tourism”.

Discussion Topics:

- Effective use of mineral and healing waters, herbs and health potential of Tajikistan;
- Thorough presentation of medical tourism and indicators of Tajikistan's sanatoriums;
- Ways of attracting foreign tourists to medical tourism in Tajikistan;
- Healing sources in Tajikistan (climate, springs of mineral waters, peloid, medicinal herbs and modern medicine).

Panel 4: “Folk Crafts Development and its Economic Benefits”

Discussion Topics:

- Public support to development of folk crafts;
- Tourism products and sites ambassadors of the Tajik culture and architecture;
- Handicrafts as a factor of rural population employment;



- Exploring and gaining international markets for handicrafts.

Tourism and Souvenirs Exhibition

International Tourism and Souvenirs Exhibition will be held within the forum.

The exhibition venue will be provided for free during the first year and the participants have to submit their applications to present their tourism products and souvenirs.

The expo lounge will be decorated in the national and modern arts style, and the participants shall submit their application electronically or by mail for a kiosk one month ahead of the event.

The exhibition will also create a favorable environment for sale of tour packages, souvenirs and negotiations between its participants.

B2B (Business-to-Business) and B2G (Business-to-Government) bilateral meetings between participants.

The B2B meetings will primarily focus on revitalization of cooperation between tourism companies in the region, as well as potential investors and partners.

Publicity

- ❖ Particular attention will be attached to promotion, encouragement and high quality of information on the event:
- ❖ Participants can register for the event at www.forumtourism.tj, via email tourism.tajikistan@mail.ru or by phone at (+992) 37 227 84 81; (+992) 93 462 00 01; (+992) 918 42 39 39.
- ❖ Tentative agenda and information on logistics will be available on the Forum website no later than 30 days prior to the event.
- ❖ Short presentation on all priority projects will be shared with potential investors to ensure their comprehensive effective introduction.
- ❖ Post-forum questionnaire: a poll will be organized after the forum and exhibition to get feedback of participants on the quality and method of event arrangement.
- ❖ It is expected that bilateral and multilateral cooperation agreements and memoranda between the Committee of Tourism Development under the Government of the Republic of Tajikistan and relevant agencies, as well as travel companies and tourism service providers will be signed at the end of the Forum.

