

Approved by the Government Decree
of the Republic of Tajikistan dated May 3, 2014, No 301

Action Plan of the Government of the Republic Tajikistan on Improvement of Investment Climate in Tourism Sector the Republic of Tajikistan

№	Name of activity	Purpose of activity	Duration	Executive organ	Notes
Visa, Licensing, Permits and Registration of Tourists					
1.	<p>To purchase and install equipment and special integrated computer program for Border Forces Main Department of the State Committee of National Security that register tourists on arrival and departure through the airports and land borders and automatically disseminates such information to all security bodies as well as to Office for Visas and Registration for Foreign Citizens of the Ministry of Internal Affairs (MIA), Ministry of Foreign Affairs (MFA), Migration Service (MS), and Statistics Agency (SA). This should serve as a central database for all of security bodies.</p>	<p>Simplify and make transparent the processes of arrival and departure for foreign citizens, including tourists.</p> <p>Eliminate registration of tourists arriving through visa and visa-free regimes in Office for Visas and Registration of the Ministry of Internal Affairs.</p> <p>a) Strengthen national and border security, prevention of terrorism, drug trafficking and other negative transnational actions.</p> <p>b) Ensuring effectiveness of borders crossing points, security and border control.</p>	2014 - 2016	<p>Border Forces Main Department of SCNS, MIA, MFA, Ministry of Transport, Migration Service, Statistics Agency, international airports of republic, development partners.</p>	<p>The recommended system would register tourists on arrival and departure and inform the relevant bodies.</p> <p>This system is developed and submitted in a Model of Tourism Development in Tajikistan: Analysis and Recommendations, an analytical paper by the working group on improvement of investment climate in tourism with private sector and development partners regarding implementation of Protocol decision of 10th Session of the Council.</p> <p>According to the analyses of this paper, the Border Forces Main Department of SCNS, Consular Department of MFA and its departments, Office for Visas and Registration of the MIA have taken comprehensive actions to</p>

					improve foreign citizens' servicing, but continuing reform is necessary. For example, according to the current system it would be difficult to find information about tourists arriving by air and leaving by road.
2.	<p>a) Introduce an electronic system for the submission of documents of tourists for obtaining visas by tourist businesses and foreign tourists in the Consular Department of MFA and country's consular departments abroad.</p> <p>b) Open a dedicated window for the services of tourist businesses in the Consular Department of the MFA.</p> <p>c) Obligatory submission of "tourist" type of visas on request of foreign citizens intending to travel to Tajikistan as a tourist.</p>	<p>a) Simplify, make more transparence and easier the process of obtaining visas for foreign tourists.</p> <p>b) Improve services for the tourist businesses on obtaining arrival and departure visas for groups of tourists.</p> <p>c) Eliminate tourists' difficulties with control bodies during departure from country that are provided with other types of visas instead of "tourist" type of visas, including "personal" visas.</p>	<p>2014-2015</p> <p>first half of 2014</p>	<p>MFA, Border Forces Main Department of SCNS, MIA, Migration Service, Statistics Agency, Committee on affairs of Tourism, Youth and Sport, private sector and development partners.</p>	<p>a) A range of comprehensive works have been done by Consular Department of MFA on simplification of obtaining visas, especially for the tourists, but transition to the electronic system of documents submission used by developed countries will be a valuable continuation of the reform in this sphere and will contribute to the simplification, easy and transparence access of visa as well as more attraction of tourists.</p> <p>b) The tourist businesses are busy with services of groups of tourists by spending a lot of their time in queues for the documentation process to obtain visas and registration. Therefore, opening the dedicated window would improve effectiveness of activity of tourist businesses.</p> <p>c) Experience is evidence that</p>

					some of consular department of Tajikistan abroad and international airports of the country submit “personal” type of visas instead of “tourist” type of visas which costs more expensive. Therefore for the purpose of do not facing difficulties with control bodies during departure from country it is necessary to envisage obligatory providing tourists with “tourist” type of visas
3.	<p>Development, publishing and dissemination of agreed guide on visas, registration and obtaining permits for entering the border regions, especially for foreign citizens wishing to visit Tajikistan. This guide:</p> <p>a)Should provide transparent and reliable information on visas, registration and obtaining permits for entering the border and special zones.</p> <p>b)Should be used by all government websites and consular offices abroad.</p> <p>c)Should be presented to domestic and foreign tourist businesses.</p> <p>d)Should be posted in the relevant government buildings in the country and abroad, at the airports and other land crossing borders.</p>	To provide transparent and reliable information on visas, registration and other conditions of staying tourists in the country.	2014-2015	Consular Department of MFA, Office for Visas and Registration of the Ministry of Internal Affairs, Committee on affairs of Tourism, Youth and Sport, Migration Service, Border Administration of SCNS, private sector, development partners	<p>This information is currently available from official, government sites and private company sites. None of the information is comprehensive or completely consistent, however, which can lead to tourists being reluctant to travel to the country. Many of the apparent discrepancies can be explained by simple translation errors and it is impossible obviously to control the content of private web sites or the information posted by foreign governments.</p> <p>Therefore developing, publishing and distribution of a definitive and comprehensive guide would be useful.</p>

	<p>e) Should be available in Tajik, Russian and English.</p> <p>f) Should be presented to all responsible staff as a unified guide in this sphere.</p> <p>This information should be presented as a package of services.</p>				
4.	<p>Customer attitudes surveys should be done in the international airports of the country, tourist destinations of Tajikistan as well as international exhibitions, where Tajikistan participates, for understanding opinion and views of tourists.</p>	<p>Accept proposals and suggestions of tourists, determine the main barriers impeding the visits of tourists from different foreign countries to Tajikistan and eliminate them. To contribute to more visits of tourists to the country.</p>	<p>2014 and regularly, every year</p>	<p>Committee on affairs of Tourism, Youth and Sport, MFA, Ministry of Transport, Chamber of Commerce and Industry, private sector, travel agencies, international airports of the country, development partners</p>	<p>Conducting surveys of tourists in travel locations to get data on opinions, views and information of different social and economic groups about Tajikistan as a place for having rest and tourism destination will serve as a way for tourism development. It can contribute to the development of pilot promotions. Conducting surveys in Frankfurt and Dubai is important because Tajikistan has direct flights with them and Frankfurt is one of the central cities for Western Europe; Dubai is a hub airport for European, Asian and Arabic countries. This will yield “live” market research.</p> <p>For more information see the analytical paper a Model of Tourism Development in Tajikistan: Analysis and Recommendations.</p>

5.	The various systems of visas, permits and registration should be reviewed regularly and, where possible, any barriers to tourism travel should be removed. Rules and procedures on obtaining visas, necessary permits as well as licensing and registration should be clear, consistent and published widely on-line; acquisition of any necessary visas, registration, licensing and permits should be easy, available on-line and low cost.	Determine and eliminate barriers on obtaining visa, permit, licensing and registrations. Simplify and make transparency procedures on obtaining visas, necessary permits as well as licensing and registration of tourists.	2014 and regularly, every year	Consular Department of MFA, MIA, Committee on affairs of Tourism, Youth and Sport, private sector, development partners	In relation to reviewing the noted procedures concrete recommendations are submitted in the analytical paper a Model of Tourism Development in Tajikistan: Analysis and Recommendations. States with a particular interest in growing tourism are focusing increasingly on removing - or at least reducing - such barriers as much as possible consistent within the constraints of essential access control requirements.
6.	The industry and its supporters, particularly the Diplomatic Corps, need to lobby at home and abroad to have open borders and easy, visa free access – as much as is consistent with national security – with Tajikistan’s neighboring countries of CIS.	Attract tourists visiting the countries of the former Soviet Union.	2014 and regularly, every year up to 2020	MFA, Committee on affairs of Tourism, Youth and Sport, private sector.	Tajikistan is well placed in the heart of central Asia to attract tourists not only for trips exclusively to the country but also on trips that will include several countries of Europe, Central and South Asia and Pacific ocean region. There are also important markets closer to home in countries of the former Soviet Union and the high growth economy of China where access may be easier overland.
7.	Discuss and suggest comprehensive proposals on issues of entry to borderline zones and specially protected areas.	Simplify and make transparent arrival formalities for tourists to the tourism destinations of the country and promote the development of the tourism sector within the constraints of national	2014-2015	MIA, MFA, Border Forces Main Department of SCNS, Committee on affairs of	Currently, the process of obtaining permits for entry to borderline zones is difficult and transparency is inadequate. Tourists spend a lot of time obtaining permits for entry to

		<p>security.</p> <p>Simplify and facilitate obtaining permits to borderline zones and specially protected areas.</p>		<p>Tourism, Youth and Sport, Committee of Environment Protection, local executive authorities.</p>	<p>these areas. In accordance with observations in some cases, obtaining permits for entry to borderline zones and specially protected areas causes decisions not to travel to the country.</p>
8.	<p>Undertake measures on developing the necessary background in tourism sector for declaring GBAO, Khatlon and Sogd Provinces, Rasht and Hisor valleys as international tourism zone.</p>	<p>Strengthen development of tourism in mentioned regions and, in general, in the country.</p>	2015-2017	<p>Local executive authorities of GBAO, Khatlon and Sogd Provinces, Rasht and Hisor valleys, Committee on affairs of Tourism, Youth and Sport, private sector, development partners</p>	<p>Presently, GBAO, Khatlon and Sogd Provinces, Rasht and Hisor valleys are main and the most important tourism regions in the country. The majority of tourists are informed about high, famous mountains, beautiful nature and other unique places and they are interested to visit these places. Therefore, to proclaim these areas as a tourist place would significantly contribute to the development of tourism.</p>
9.	<p>a) Attract domestic entrepreneurs and foreign businesses to invest in the construction of tourism infrastructure including roads, hotels and restaurants and other tourism facilities in rural areas.</p> <p>Promote to rural population regarding the construction of small guesthouses in bases of habitation.</p> <p>b) Implement relatively low-cost</p>	<p>a) Contribute on intensive tourism development, especially in rural areas and support tourism businesses which have a seasonal nature.</p> <p>b) Use opportunities of public-private partnership for tourism development.</p> <p>c) Increase effectiveness of implementation of state programs</p>	2014 and regularly	<p>State Committee on Investment and State Property Management, Ministry of Transport, Committee on affairs of Tourism, Youth and Sport,</p>	<p>a) Hotels, restaurants and other tourist oriented facilities have a very important role in the development of tourism. To encourage entrepreneurs' possibilities, it is necessary to create favorable conditions so that entrepreneurs could contribute on improvement of tourism infrastructure. Also special funding should be allocated taking</p>

	<p>projects on a public-private partnership basis and thus attract investments from the private business sector for tourism development.</p> <p>c) Expand state budget investments for implementation of state programs on tourism.</p> <p>d) Envisage annually necessary funds in the budgets of provinces, cities and districts in regard with implementation of action plans on rural programs of tourism development.</p> <p>e) Introduce best experience of tourism programs providing customers with set of services including transportation, hotel and food as well as traveling tours.</p>	<p>supporting tourism.</p> <p>d) Using foreign and internal investment for the development of tourism.</p> <p>e) Develop set of tourism services for tourists.</p>		<p>Ministry of Finance, Committee of Tax, local executive authority, private sector, development partners</p>	<p>into account requirement of tourism. As the current situation of tourism infrastructure, particularly in rural areas, does not meet the requirements fully.</p> <p>b) One of the main directions of improvement of tourism is using the mechanism of public-private partnerships. This mechanism gives an opportunity to attract private sector investment for the development of tourism. This mechanism would also attract, on a par with investment, new technology, specialists and modern management to the tourism sector.</p> <p>c) On a par with attraction of private sector investment, state budget financing for improvement of tourism would be productive. Because currently budget financing is not enough for the development of tourism.</p> <p>d) Attraction and using local budgets funding on prioritized directions for the purpose of implementation of programs and action plan would be worthwhile.</p> <p>e) Currently most of tourist</p>
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10.	Improve licensing system for tourist businesses in the process of tourism development in accordance with international standards requirements.	Simplify starting a tourist business.	2014-2017	Committee on affairs of Tourism, Youth and Sport, development partners and private sector	Certain works have done by the sector authority in concern with making easy and transparence licensing system for tourist businesses. However continuation of reforms in this direction is still necessary.
11.	Undertake standardization of vacation homes, guesthouses, hotels, camps and other tourist facilities in provinces.	Provide sanitary, hygienic and ecological standards in tourism destinations.	2014 – 2016 and regularly every year	Tojikstandard, Ministry of Health and Social Protection, Committee of Environtment Protection, Committee on affairs of Youth, Sport and Tourism, local executive state bodies, private sector, development partners.	In most guesthouses, vacation homes, camps and hotels in provinces a failure to comply with sanitary and hygiene requirements sometimes spoils the pleasure of tourists and causes of their diseases.
12	Improve acting legislation on tourism taking into account tourism development and economic state of the country, as well as develop and adopt a new Law of the Republic of Tajikistan	Strengthen legislative legal base of tourism development.	2014-2015	Committee on affairs of Youth, Sport and Tourism, other relevant	In general, the incomplete nature of the legal framework in the tourism sector of Tajikistan is a serious obstacle for industry development. The law of the

	“On Tourism” in case of necessity.			ministries and agencies, private sector, development partners	Republic of Tajikistan “On Tourism” was adopted in 1999 during last years amendments and modifications have been introduced to it. Simultaneously for the purpose of unimpeded development of the sector and more strengthening the legal framework it would be worthwhile to improve the sector’s legislation.
Access, Transport, Borders and Customer Service Training					
13.	Provide allocation of places in the international airports, land borders crossing points and borderline transport crossing points for displaying the products of tourist companies and information about the country’s tourism destinations and other necessary information for tourists in Tajik, Russian and English.	Direct tourists on arrival to Tajikistan. Strengthen promotion of country tourism destinations and products in airports and other land borders crossing points.	2014 and regularly	Ministry of Transport, international airports of the republic, Committee on affairs of Youth, Sport and Tourism, airline companies, private sector, development partners	Currently, no poster or reference information exists in the international airports nationwide about country’s tourism destinations. When entering the country, tourists do not know where to obtain information about the country’s tourism destinations. For example, in main buildings of International Airport of Dushanbe there is no information or tourist corner in arrival hall. There is no information in English even in the main building information bureau.
14.	a) Introduce mandatory requirement for employees of authorities engaged in tourism to know foreign languages (Border Forces Main Department, Customs and Migration Services operating in Dushanbe International Airport and other land borders crossing points, OVIR, consular offices, guides,	a) Provide widely tourists’ with good services and improve their quality in the state authorities. b) Employ new, capable staff, knowing foreign languages and meeting the modern requirements	2015 and regularly	MFA, MFI, Ministry of Health and Social Protection, Committee of Emergency Situations, Border Forces Main	a) The majority of employees of these bodies do not sufficiently know foreign languages and therefore are not able to adequately understand the needs of tourists and guests of the country. This can cause nuisances to tourists during their arrival.

	<p>medical service etc.).</p> <p>b) Establish an independent commission on assessment of the qualification level of servicing structures' employees at country's international airports. To conduct an assessment of these structures' employees and admission criteria for new employees on the basis of competition by this Commission.</p>	of relevant structures.		<p>Department of the State National Security Committee, Migration Service, private sector, travel agencies, international airports of the country, development partners</p>	<p>Such situations often happen in areas.</p> <p>b) Airports and other Land borders are the first places reflected in the experience of tourists and country guests. Warmest welcoming and most hospitable departure services are important factors for the development of tourism in the country. Therefore it is necessary that all employees of relevant structures should have high professional skills, know foreign languages, be affable and realize the importance of developing tourism. Therefore it is necessary to establish an independent commission and this commission should explain all requirements and importance of tourism development to staff of relevant structures, experience required and the rules of competition to qualify for the work.</p>
15.	<p>Increase airline routes from European countries, South-East Asia and the Pacific Ocean region in the international airports of the country and strengthen the country's position as a transit country on this basis. Phased implementation of "open sky" policy and promote participation of foreign</p>	<p>Attraction of more tourists to Tajikistan and providing more opportunities for airline routes through international airline companies.</p>	<p>2015 and regularly</p>	<p>Ministry of Transport, the State Committee on Investment and State Property Management, Antimonopoly</p>	<p>Through increasing airlines a wide choice is provided for tourists from all over the world to travel to Tajikistan. In accordance with the paper on a Model of Tourism Development in Tajikistan: Analysis and</p>

	<p>airline companies with international servicing standards.</p>			<p>Service, republic international airport, airline companies, private sector, development partners.</p>	<p>Recommendations world experience shows that introduction of an “Open sky” policy will bring many benefits to the economy. For example, by request of the Government of the Republic of Armenia, famous worldwide consulting firm McKinsey & Company conducted a study and concluded that introduction of an “Open sky” policy in Armenia will help to increase GDP by 1% to 1.5%, create 20,000 new jobs, particularly in the tourism sphere, and also promote the increase of passenger traffic by 20% -25% while reducing prices of airline tickets by 10% -50% and other indirect benefits to the economy of Armenia.</p> <p>Taking into account the geographic location of Tajikistan in the heart of Asia the Republic can serve as a transit country for tourists from Europe, South Asia and the Pacific Ocean regions. An “Open sky” policy will bring more benefits to Tajikistan than to Armenia.</p>
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16.	<p>Conduct a full review of the services level of international airports in the cities countrywide taking into account introducing international and contemporary servicing standards at the airports. For this purpose it is necessary to implement following actions:</p> <p>a) Every six months organize permanent courses on Airport service principles, effective use of contemporary equipment, increasing responsibility and professional skills of agencies' employees operating at the Airport and other land borders .</p> <p>Develop, adopt and disseminate Rules of attitude of the airport staff.</p> <p>b) Completely renovate computer equipment, their software and other equipment for agencies operating at the Airport.</p> <p>c) Install surveillance and video recording cameras in all of the airport's performance monitoring points.</p> <p>d) Purchase and install "Homoscan" equipment in the international airports of the republic.</p> <p>e) Provide employees of customs agency operating in airports with</p>	<p>Offer international servicing standards in international airports of country for tourists and another visitors.</p> <p>Enhance professional skills of employees working at the airports and increase quality of their services.</p> <p>Save the time of tourists during receiving visas in airport, passage through border control, receipt of luggage, their departure, effective performance responsibilities by airplane companies at the airport and direct tourists and country guests.</p> <p>Provide transparency of the activity of employees working at the airports and other land borders.</p> <p>Simplify control and custom documentation of visitors and elimination of manual luggage inspection if appropriate.</p>	2014-2016	Ministry of Transport, MFA, international airports of the country, Main Department of Border Forces of SCNC, Custom Service, development partners.	<p>Last years a number of actions on improvement services at JSC "International airport of Dushanbe" were implemented by management of this airport. At the same time continuing reforms in this direction is considered necessary.</p> <p>Regarding this, a review of international airport services of the country should include such actions but these should not be limited.</p> <p>For example, only 3-4 out of 6 Passport Control booths were operational for the flights in Dushanbe International Airport. Moreover, border points' computer programs and equipment are clearly out of date and worn and do not meet the modern requirements of passenger travel. These factors cause tourists and country guests to crowd together and suffer inconvenience while crossing through border inspection.</p> <p>This not only means possible inefficiencies of Airport and delays for passengers but inadequate information for</p>
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<p>service dogs.</p> <p>f) Review VIP/CIP services and improve level of servicing there.</p> <p>g) Airline companies should be provided with information cards (migration cards, cards on arrival and others) and be obliged to make them available to passengers prior to leaving the airplane so the passengers have an opportunity of filling these inside the airplane.</p> <p>h) Reference signs should be hung for passengers to indicate taxi directions, city center and others.</p> <p>i) Flight announcements also in English. Organizing and publishing international inter-airport cooperating journal.</p> <p>g) Establish a border crossing point for foreign citizens and another one for persons having diplomatic passport in the international airports of the republic.</p> <p>k) Organize identical sale points for thirst-quenching drinks and fast food meeting sanitary hygienic requirements with unified prices in the international airports of the republic.</p> <p>l) Ensuring unhindered access for</p>				<p>national security and migration.</p> <p>Taking into account noted points, the Airport needs a new and contemporary operations system, for example, luggage registration, processing and new central database system accessible to entire state-controlled authorities. These systems will ensure effectiveness, control and security.</p>
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	persons departing and their accompanying persons to the building of the airport and waiting hall.				
17.	Processes for departure and arrival at Dushanbe International Airport, all other international airports and land borders should be reviewed regularly.	Determine and eliminate daily barriers on arrival and departure of visitors as well as tourists in order to improve tourism.	2014 and regularly up to 2020	Committee on affairs of Youth, Tourism and Sports, JSC International Airport of Dushanbe, Main Department of Border Forces of SCNC, private sector, development partners.	Reviewing is one of the best ways to determine customers' demand promoting improvement of the airports activity. Currently the complaint books at the International Airport of Dushanbe are seldom used by visitors.
18.	Strengthening discussion on Inter-governmental Commission between the Republic of Tajikistan and Republic of Kyrgyzstan and granting international status to Karamik land border crossing point.	Attract more tourists to Tajikistan via land borders.	2014-2015	Main Department of Border Forces of SCNC, MFA, Custom Service.	Failure of state border crossing point between Tajikistan and Kyrgyzstan in Jirgatol-Karamik area to have an internationally recognized status is negatively affecting the movement of tourists in the region. This border crossing point has inter-state status that does not allow numerous interested tourists to enter Tajikistan or cross the border from Tajikistan to Kyrgyzstan. Declaring Karamik an international border crossing point will ultimately facilitate

					increasing the number of tourists traveling through this important route of Great Silk Road.
19.	<p>a) Ensuring sanitary-hygienic and ecological circumstances in the infrastructure of tourism zones' destinations (hotels, restaurant, canteens, restrooms and etc.) on permanent basis.</p> <p>b) Organize a set of services including contemporary restrooms for temporarily stopping of travelers and tourists on the highways the national importance by using private sector opportunities.</p> <p>c) Placing signs and posters on the highways and tourists route nationwide in English and in Tajik (title of settlements, next stopping point, hotels, repair point machines, refueling points and etc.)</p>	<p>Providing sanitary and environmental circumstances in tourism destinations and zones.</p> <p>Ensuring necessary conditions for tourists on the country highways and tourism destinations.</p> <p>Direct tourists of the country to the tourism destinations.</p>	2015 and regularly	Committee on Environment Protection, Sanitary-Epidemiological Service, local state executive government authorities, private sector, development partners.	<p>Favorable environment circumstances are not provided in some tourism zones of the country. Rivers, lakes and other tourism sites are not without of mud. In some cases, mismatch of sanitary and hygienic conditions of dining, baths, sinks and other tourist facilities spoils the mood of tourists.</p> <p>There is no one restrooms on the country highways that cause inconvenience of tourists of the country.</p> <p>In accordance with observations it was revealed that currently there is no signs and posters in the international airports, land borders crossing points and borderline transport crossing points and tourism destinations. This case creates difficulties for finding necessary place and location.</p>
Tourism product, Statistics and Promotion					
20.	<p>a) Develop a brand of Republic of Tajikistan as tourism country on basis of natural resources, cultural and historical heritage, adventure tourism (some kinds of active tourism: mountaineering, climbing, skiing,</p>	<p>a) Present tourism product portfolio of Tajikistan and increasing attractiveness of its tourism sector.</p> <p>b) Identify tourism</p>	2014 and regularly every year	Committee on affairs of Youth, Tourism and Sports, MFA, local government authorities,	<p>a) National Brand should demonstrate specific features and advantages of tourism product portfolio of Tajikistan from other neighboring countries. More characteristics on branding are</p>

	<p>kayaking and etc.) as well as a destination for Meetings, Incentives, Conferences, regional and national Events (MICE).</p> <p>b) Identify 4 tourist centers and make them appropriate to the modern requirements.</p> <p>c) Activate national tourism website- www.visittajikistan.tj. Undertake promotion of all tourist businesses' products in Tajikistan through it. Establish national information network for tourists on basis of this website. Place links of tourist companies meeting contemporary standards requirements in the website.</p> <p>d) Conduct permanent surveys of tourists regarding the visitors' experience on level and quality of servicing in the country particularly by Tajikistan tourist businesses.</p>	<p>destinations peculiar only to Tajikistan among all countries of the world and make them appropriate to the modern requirements.</p> <p>c) Obtain accurate information on Tajikistan as a tourism destination.</p> <p>c) Reveal and prevent shortages and improve level of tourist servicing.</p>		<p>private sector, development partners.</p>	<p>provided in analytical paper a Model of Tourism Development in Tajikistan: analysis and recommendations.</p> <p>b) For the purpose of attracting investments to the tourism sector of Tajikistan presently necessary measures should be undertaken on identification of tourism destinations peculiar only to Tajikistan among all countries of the world and make them appropriate to the modern requirements. In line with this public and private sector with support of development partners should coordinate their activity and create necessary economic and legal preconditions for developing identified tourism destinations.</p> <p>c) Tourism National website must include comprehensive information on the Tajikistan tourism sector and be recognized as the official, authoritative tourism website. This website should inform on stages of the customer journey particularly looking, booking, travelling to the country, staying, tourism sites and</p>
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					<p>tourism aspects of Tajikistan. It must guarantee opportunities to all tourism businesses in the country, regardless of any other connections or affiliations, subject only to those businesses meeting the necessary minimum quality standards. It should also link to foreign tour operators and airlines, hotels and any other businesses engaged in tourism to Tajikistan, website of MFA, and representation offices of Tajikistan abroad and to the wide world of social media.</p> <p>c) Permanent surveys are needed to improve regular services in tourism market.</p>
21.	<p>Initial marketing efforts involving on-line promotion and PR around national tourist products.</p> <p>Place link of national tourism website in the official websites of MFA and Tajikistan's embassy and representation offices abroad.</p>	Through PR gain the trust of tourists in Tajikistan tourism product portfolio	2014-2016	Committee on affairs of Youth, Tourism and Sports, MFA, private sector, development partners.	<p>According to a Model of Tourism Development in Tajikistan: analysis and recommendations, Public Relations (PR) is a significant means of promotion. It is essentially unpaid for coverage in the media, particularly by travel journalists in magazines, on television and through the internet; nowadays it is also very much about the influence of celebrities and thought leaders through social media. It is not usually completely free – work has to be done to attract the</p>

					attention of the influential figures – but it is usually much cheaper, and usually more compelling, than paid for advertising.
22.	Set national stand of the country with by involvement of public and private sector on tourism on international exhibitions.	Attract attention of the world society to the tourism products of the country and developing independent relations with international partners for sending foreign tourists.	2014 and regularly	Committee on affairs of Youth, Tourism and Sports, MFA, Chamber of Commerce and Industry, private sector, development partners.	
23.	Organize training courses to help businesses acquire skills to trade their tourism products on-line.	Introduce contemporary methods of services for tourists and offer various tourism products on-line.	2014 and regularly	Committee on affairs of Youth, Tourism and Sports, private sector, development partners.	According to a Model of Tourism Development in Tajikistan: analysis and recommendations, tourist businesses in turn have to be equipped with web sites that show availability and enable booking. This will require a significant initiative in helping businesses acquire the information technology (ICT) equipment and skills to handle on-line promotion and sales. There must be links to businesses at home and abroad that can quickly and effectively turn interest into sales in the web site.
24.	Develop and promote tourism product portfolio according to a Model of Tourism Development in Tajikistan:	a) Offer tourism product portfolio of Tajikistan to the world markets and attract more tourists to tourism destinations of the	2014 and regularly	MFA, Committee on affairs of Youth, Tourism and Sports,	As a starting point of promotion activity, it is recommended to focus on attracting more visitors from western Europe. In particular

	<p>analysis and recommendations.</p> <p>a) Assist tourism companies to develop packages of services (products) for tourists and their promotion.</p> <p>b) Set tourist guiding maps and information banners on routes, natural and historical destinations and tourism facilities at the entry of all cities and districts countrywide.</p>	<p>country. Enhance competitiveness of national tourist businesses and country tourism market.</p> <p>b) Direct country tourists to the tourism destinations of the country.</p>		<p>Chamber of Commerce and Industry of Tajikistan, private sector, development partners.</p>	<p>attention should be directed to the markets with relatively easy access and relatively high disposable income such as Germany, the Benelux countries, France, Switzerland and the UK. The first step is to do some customer surveys in market to get information about attitudes and perceptions amongst different socio-economic groups to Tajikistan as a holiday destination. This would be geared to helping shape a pilot promotional approach.</p> <p>According to a Model of Tourism Development in Tajikistan: analysis and recommendations, all of the customer journey stages – looking at tourism countries, booking travel with tourist businesses, travelling tourist to the chosen country, staying in the country as a tourist, telling to the family and relatives, keeping in touch with tourist businesses-should be easy and comfortable.</p>
25.	<p>a) Establish social organization “National Council on tourism industry development of Tajikistan” and to merge all republican (association and councils) and regional organizations</p>	<p>a) Promote to contribute to attract tourists and servicing them, to regulate arrival and departure of tourists and to develop tourism at the regional level overall.</p>	2014-2020	<p>Committee on affairs of Youth, Tourism and Sports, local executive government</p>	<p>a) for the purpose of regulation of tourist businesses activity and promote to attract tourists to the regions of the country it is worthwhile to establish social organization “National Council on</p>

	<p>within its framework.</p> <p>Also on basis of National Council arrange activity of the Coordination Council on tourism development in the regions of the country taking into account identifying demand on tourism market professionals.</p> <p>b) Improve the tourism management system in Tajikistan through coordinating activity of tourism central authority with local executive government authorities.</p> <p>c) Undertake regular nationwide campaign within the country under the banner “Tourism is Everyone’s Business”.</p>	<p>Provide the development of the product portfolio on the ground, information and sales channels, advising and lobbying tourist businesses to the state authorities. Organize training course on various directions of tourism sector. Increase professional skills of the sector specialists.</p> <p>b) Strengthen cooperation among tourism central authority and local executive government authorities on preventing misunderstanding and daily difficulties in tourism.</p> <p>c) Expand private sector in tourism sector and attract attention of population to the tourism development in Tajikistan.</p>		<p>authorities, private sector, development partners.</p>	<p>tourism industry development of Tajikistan” and to merge all republican (association and councils) and regional organizations within its framework.</p> <p>The lack of critical mass in the industry has so far prevented there being a solid professional core of experienced workers to develop skills and pass these on to others. Despite the establishment of tourism training departments in a number of high schools of the country knowledge levels and professional qualification of tourism specialists are not sufficient.</p> <p>Training specialists in Tajikistan, in many cases, is not geared to the specific needs of the industry as these needs have not been defined.</p> <p>b) Lack of adequate state and private management level coordination of tourism central authority and local state government executive authorities are becoming amongst the most serious industry development obstacles. This is because major representatives of local state government only become lately</p>
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					<p>aware of modifications and amendments of tourism legislation.</p> <p>c) It is very important that the people of the country understand the importance of the industry and embrace it. Everyone from farmers to factory workers to policemen to politicians in some way or another will touch tourism. The understanding of the importance and benefits of tourism development throughout business and government circles is not so great.</p>
26.	Introduce state-of-the-art tourism statistics mechanisms aimed at improving the condition of tourism industry statistics, accurately calculate entry and exit of tourists and their influence on development of tourism.	Improve and strengthen tourism statistics aimed at planning actions for development of tourism and attracting more tourists.	2014-2016	Statistics Agency, Committee on affairs of Youth, Tourism and Sports, private sector, development partners.	One of the important tourism enablers is statistics that serve as the information database for the sector. The more tourists preferences are reflected in the statistics of the industry the greater the probability of increasing the number of tourists.
27.	Establish and strengthen activity of Tourist Information Centers in main tourist regions of the country through using public and private sectors as well as development partners' opportunities.	Provide tourists with reliable and timely information in regions countrywide.	2014-2015	Committee on affairs of Youth, Tourism and Sports, local executive government authorities, private sector, development	There is no system of tourism signage within Dushanbe far less across the country and no network of information centers. This is a particular concern in Dushanbe, where good city information would help

				partners.	visitors get a lot more out of their visit to the city and – more importantly – where the city can play a significant gateway role for the country as a whole. Time spent looking for things to do and places to go is time generally when the visitor is not enjoying their trip and not spending money.
28.	Allocate funds from local budgets annually and undertake regular measures on appropriate protection of natural and historical destinations in the cities and districts from impact of population and natural disasters.	Appropriate protection and care about abandoned and crumbling natural and historical destinations in the cities and districts.	2014 and regularly	Committee on affairs of Youth, Tourism and Sports, Ministry of culture, Ministry of education and sciences, Academy of sciences, executive government authorities, private sector, development partners.	Today most of cultural and historical sites and destinations have bad have poor conditions. Therefore undertaking necessary and immediate measures on this issue is very important.
29.	Undertake measures for the development of domestic tourism in all cities and districts with the involvement of local and foreign experts to develop at least 10 tourist routes.	Develop domestic tourism, providing favorable preconditions for development of importing tourism.	2014-2015	Statistics Agency, Committee on affairs of Youth, Tourism and Sports, private	Analyses show that local authorities do not pay attention to the development of domestic tourism as well as huge internal recourses and opportunities are

				sector, development partners.	not used effectively. Development of domestic tourism promote to economic prosperity and creating additional jobs.
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