Early Warning System

ADB-58082-004

Sustainable Tourism and Services Trade (Subproject 5)

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Quick Facts

Countries	Azerbaijan, China, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Pakistan, Tajikistan, Turkmenistan, Uzbekistan
Specific Location	CAREC region
Financial Institutions	Asian Development Bank (ADB)
Status	Approved
Bank Risk Rating	U
Voting Date	2025-10-02
Borrower	Regional - Asian Development Bank
Sectors	Industry and Trade, Technical Cooperation
Investment Type(s)	Grant
Investment Amount (USD)	$ 0.55 million
Project Cost (USD)	$ 0.55 million

Project Description

According to the Bank's website, the subcluster TA will address the gaps that hinder the advancement of the tourism sector by leveraging digital innovations and sustainability-driven policies that will enhance tourism's contribution to regional trade and economic diversification. It aims to enhance services trade focusing on tourism and digital services within the CAREC region by promoting smart, green, and inclusive digital solutions and creating tourist-friendly environments. The focus is on improving cross-border connectivity, advancing sustainable and effective tourism policies and practices, and accelerating digital transformation. This subproject TA will introduce digital and eco-friendly tourism solutions to improve regional competitiveness and resilience, using technology for seamless and culturally enriched travel experiences. These efforts will build on the achievements and lessons from previous ADB support and reflect the strong commitment of CAREC countries to continue regional-level coordination and implement the CAREC tourism strategy and action plan.

The CAREC region has significant potential for tourism growth, particularly in cultural, nature-based, and cross-border tourism. However, limited digitalization across the tourism value chain, weak coordination among tourism institutions, and inefficient border processes hinder its continuous progress.

Early Warning System Project Analysis

According to the Technical Assistance Report, the Risk Categories are:

Environment: Not Applicable
Involuntary Resettlement: Not Applicable
Indigenous Peoples: Not Applicable

Investment Description

- Asian Development Bank (ADB)

The TA cluster subproject 5 financing amount is $550,000 which will be financed on a grant basis by ADB's Technical Assistance Special Fund ($300,000 TASF 8 and $250,000 TASF other sources).

Governments of CAREC member countries will provide counterpart support in the form of counterpart staff and other in-kind contributions.

Contact Information

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ACCESS TO INFORMATION

You can submit an information request for project information at: https://www.adb.org/forms/request-information-form

ADB has a two-stage appeals process for requesters who believe that ADB has denied their request for information in violation of its Access to Information Policy. You can learn more about filing an appeal at: https://www.adb.org/site/disclosure/appeals

ACCOUNTABILITY MECHANISM OF ADB

The Accountability Mechanism is an independent complaint mechanism and fact-finding body for people who believe they are likely to be, or have been, adversely affected by an Asian Development Bank-financed project. If you submit a complaint to the Accountability Mechanism, they may investigate to assess whether the Asian Development Bank is following its own policies and procedures for preventing harm to people or the environment. You can learn more about the Accountability Mechanism and how to file a complaint at: http://www.adb.org/site/accountability-mechanism/main.

Bank Documents

- Sustainable Tourism and Services Trade (Subproject 5): Technical Assistance Cluster Subproject Repor

Other Related Projects

- ADB-58082-001 Implementing the Central Asia Regional Economic Cooperation Integrated Trade Agenda 2030 (Phase 2)
- ADB-58082-005 Implementing the Central Asia Regional Economic Cooperation Integrated Trade Agenda 2030 (Phase 2): Accelerating Digital Trade (Subproject 3)
- ADB-58082-002 Trade Policy (Subproject 1)
- ADB-58082-003 Trade Facilitation (Subproject 2)