

Master Plan Project for Regional Development and Tourism Promotion through the Utilization of World Heritage Sites in Chui Region

Project Purpose: Develop a mechanism to be able to continue the activities in Chui Region in accordance with the formulated tourism development master plan

Project Period: March 2022 – February 2026

Implementing (Counterpart) Organization(s): Ministry of Culture, Information, Sports and Youth Policy of the Kyrgyz Republic

Estimated Project Cost*: approx. 450 000 000 JPY (2 854 333 USD)*

Project Site: Chui oblast



Ak-Beshim settlement

* Japanese side assessments at the ex-ante evaluation stage

*By official JICA rate as of January 2025 USD = 157.655

Expected Outcomes:

- 1) The Master Plan for Sustainable Tourism Development in Chui Region is drafted, and necessary institutional setting (i.e. working groups) is developed as a platform of relevant stakeholders.
- 2) Pilot projects (demonstration experiments) are implemented based on the draft Master Plan.
- 3) The Master Plan for Sustainable Tourism Development in Chui Region is finalized while reflecting the results of Output 2, and the Master Plan is presented to other regions in Kyrgyz and neighboring countries as a role model for sustainable and resilient tourism development in the region.

Key Activities:

- Review existing plans and policies in tourism sector about Chui region.
- Establish Working Groups to promote information sharing and mutual cooperation among the related organizations.
- Draft Tourism Development Master Plan based on the results of the above activities.
- Examine the feasibility and formulate plans for pilot projects (approximately 4 to 5 pilot projects). Conduct and monitor them.
- Verify the results of the pilot projects and consider improvement measures.
- Evaluate and finalize the Master Plan while reflecting the results of the above-mentioned various pilot projects.
- Promote the Master Plan among relevant stakeholders and local residents, by creating promotion materials (ex. brochure) and conducting seminars.
- Disseminate the Master Plan to other regions in Kyrgyz and neighboring countries.

[For more information,
please follow this link](#)

