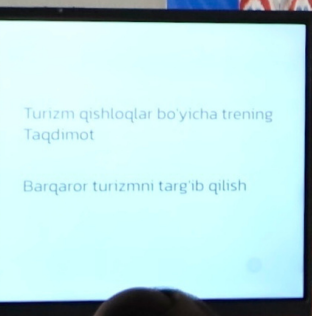


“TURIZM QISHLOQLARI UCHUN MARKETING  
VA XIZMATLAR SIFATINI OSHIRISH ”  
MAVZUSIDA

# TURIZM TRENINGI



## Expert for Tourism Promotion (Technical Cooperation)

### PROJECT OVERVIEW

JICA expert is dispatched to the Tourism Committee to strengthen its capacity for tourism promotion. The expert provides technical assistance in evidence-based tourism marketing, sustainable destination development, public-private collaboration, and regional tourism cooperation to enhance Uzbekistan's competitiveness as a tourism destination.

### PROJECT OBJECTIVE

The project aims to strengthen Uzbekistan's capacity to implement effective tourism promotion through public-private partnerships and regional collaboration. It seeks to improve tourism marketing based on data and evidence, develop sustainable tourism destinations, and enhance international tourism promotion, particularly in key markets such as Japan.

### PROJECT OUTLINE



#### Project Duration

2025-2027



#### Implementing Agency

Tourism Committee



#### Expected Impact

- ✓ Improved capacity for evidence-based tourism planning and promotion
- ✓ Sustainable development and increased attractiveness of priority tourism destinations
- ✓ Enhanced tourism marketing and promotion in key international markets
- ✓ Expanded regional tourism cooperation and multi-country tourism initiatives in Central Asia