



COOPERATION COUNCIL OF TURKIC SPEAKING STATES and ITS MODERN SILK ROAD JOINT TOUR PACKAGE PROJECT



TURKEY



AZERBAIJAN



KAZAKHSTAN



KYRGYZSTAN



**MODERN
SILK ROAD
JOINT TOUR
PACKAGE
by the
Turkic
Council**

INFORMATION ON TURKIC COUNCIL

Cooperation Council of the Turkic Speaking States (Turkic Council) is an intergovernmental organization, whose overarching aim is to promote comprehensive cooperation among Turkic speaking states

The organization was established by the Nakhchivan Agreement, which was signed at the Turkic Summit held in Nakhchivan in 2009

The founding and current members that are also OIC Member countries are:

Azerbaijan, Kazakhstan, Kyrgyzstan, Turkey

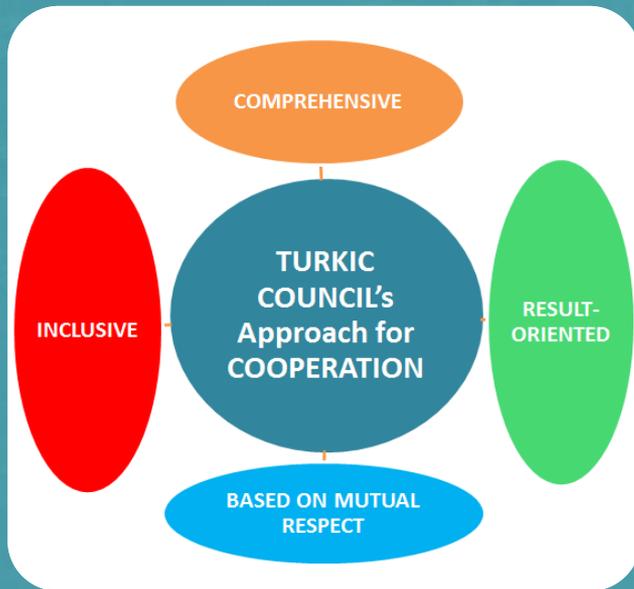


AIMS OF THE TURKIC COUNCIL

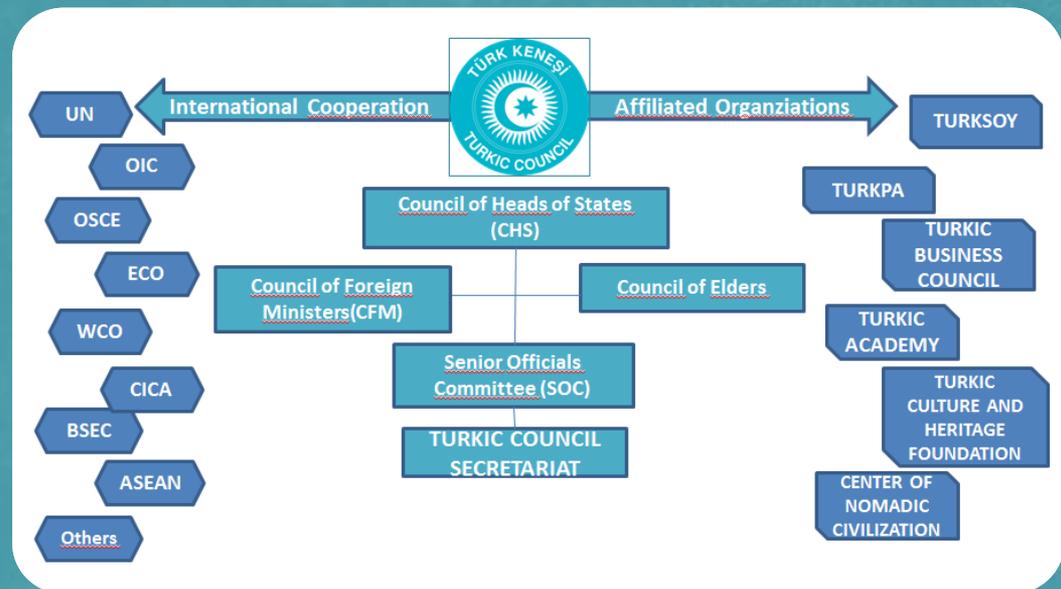
- ✓ Maintaining peace in the region and beyond
- ✓ Coordinating actions to combat international terrorism, separatism, extremism and trans-border crimes
- ✓ Promoting effective and comprehensive regional and bilateral cooperation in all areas of common interest
- ✓ Creating favorable conditions for sustainable regional development
- ✓ Aiming for inclusive and balanced economic growth, social and cultural development



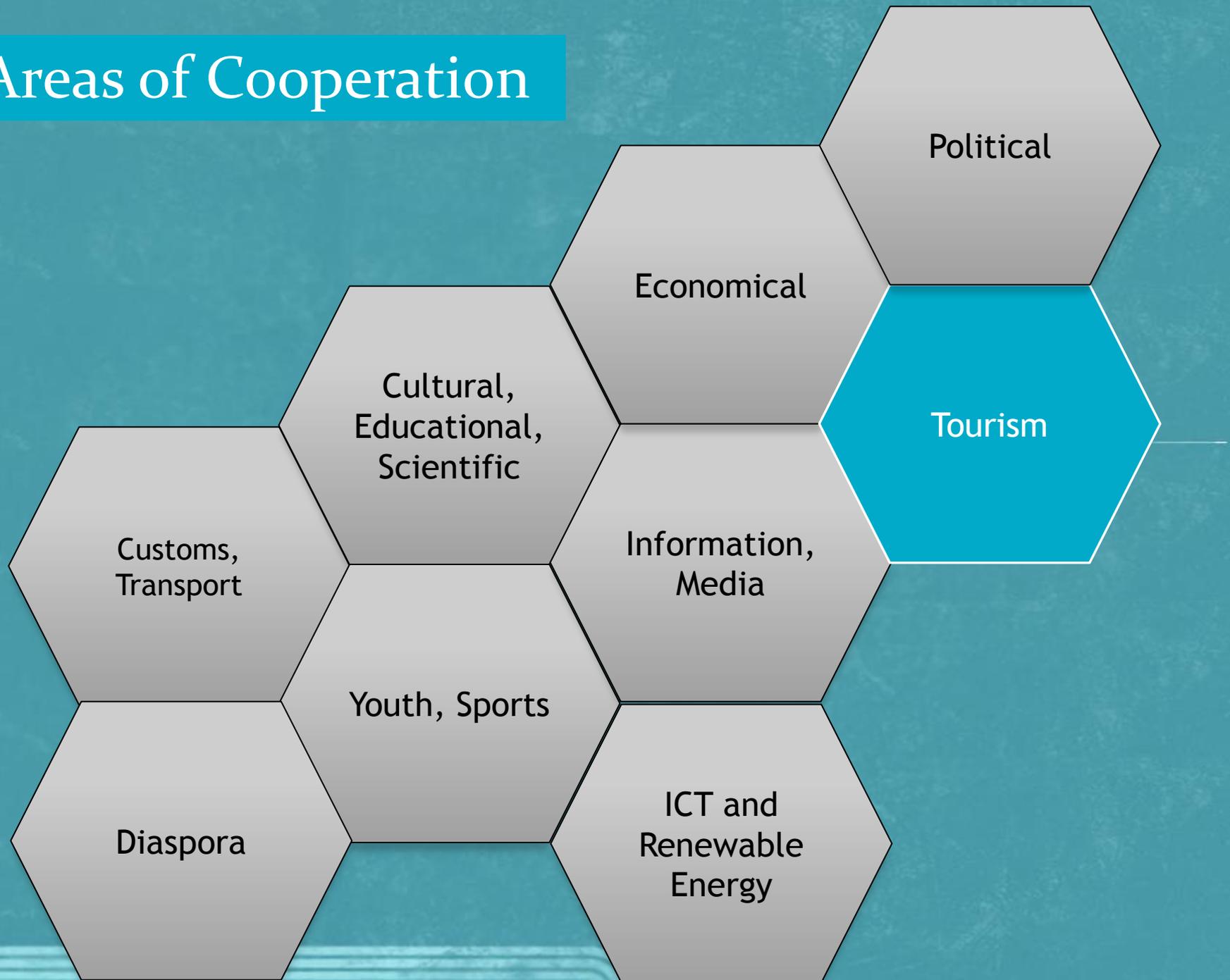
Working Principles of the Turkic Council



Working Mechanism of the Turkic Council



Areas of Cooperation



COOPERATION WITH INTERNATIONAL ORGANISATIONS

- ✓ Registered to the UN as an intergovernmental cooperation organisation
- ✓ Observer Member to ECO since 2012
- ✓ MoU with OIC and SESRIC
- ✓ MoU with UNDP, UNOSSC, UNWTO, UNAOC
- ✓ MoU with ICSS
- ✓ Cooperation with OSCE, BSEC, ASEAN, CICA, World Customs Organisation, UNECE, UNESCO , TİKA

COOPERATION IN TOURISM AREA

Heads of State Summit of the Turkic Council in 2014 in Bodrum
dedicated to
«tourism cooperation»





- ✓ 3 Ministerial Meetings and 11 Meetings of the Working Group on Tourism held so far. Next Ministerial meeting is in Kazakhstan in 2017
- ✓ Conducted field trips to Member States to observe tourism potential for the effective implementation of Silk Road Tourism Package
- ✓ Establishment of the Consortium for the implementation of the Turkic Council Modern Silk Road Joint Tour Package-11 Tour Operators from 4 Member States coordinated «by Antur»

COOPERATION WITH THE UN WORLD TOURISM ORGANISATION



An MoU signed between the Turkic Council
and UN WTO, June 2015, Madrid

THIRD MEETING OF THE TURKIC COUNCIL MINISTERS IN CHARGE OF TOURISM
7 JUNE 2016, ISSYK KUL, KYRGYZSTAN



**TOURISM AND FUTURE ENERGY:
UNLOCKING LOW-CARBON GROWTH OPPORTUNITIES**



TURKIC COUNCIL MODERN SILK ROAD JOINT TOUR PACKAGE PROJECT

Following the landmarks of the cultural and historical heritage of the Silk Road that has been the road for exchange of cultures, religious values, ideas and technology, in our Member States, and in the region contributing to the rural development



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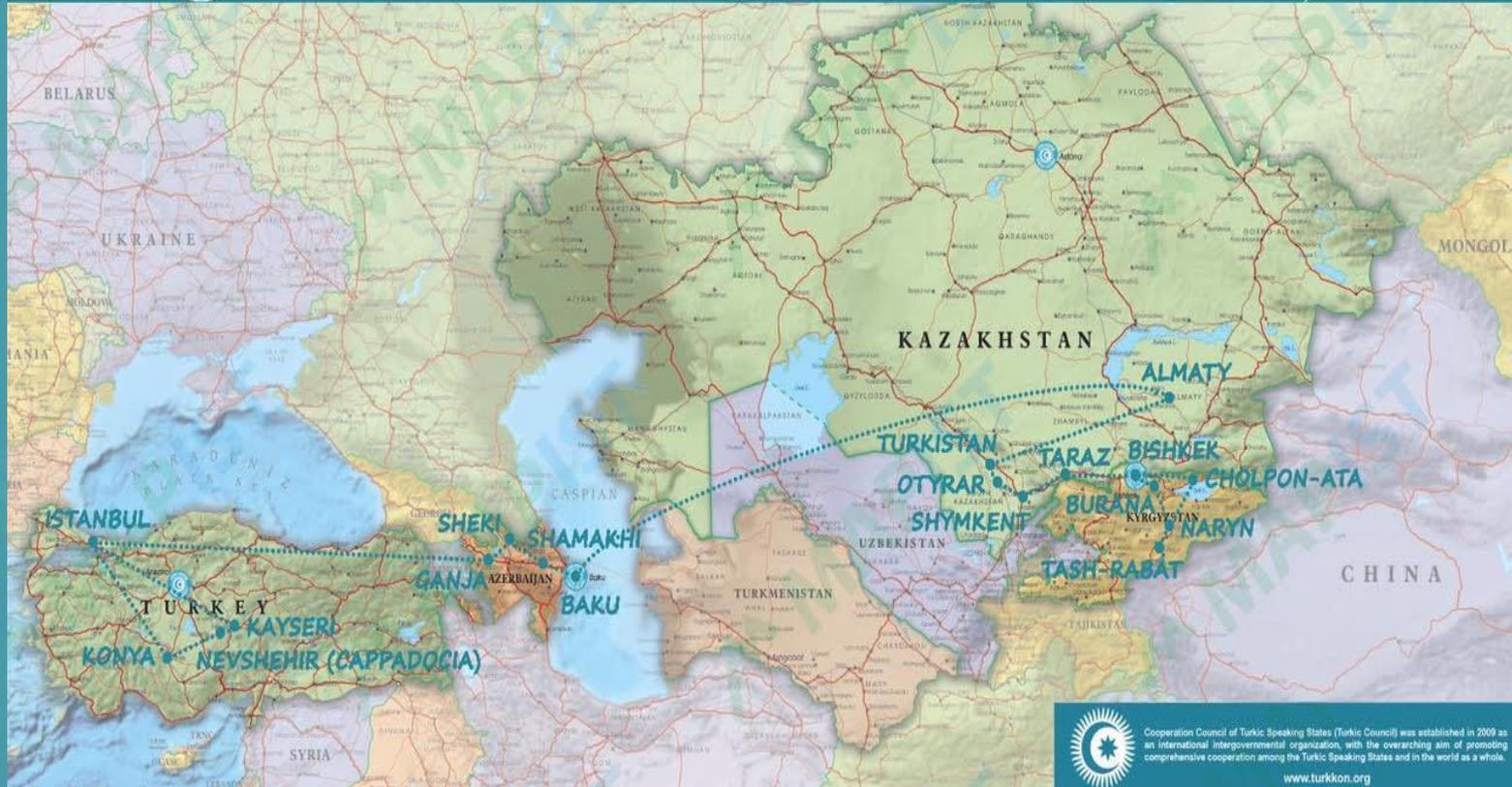


THE AIM OF THE TURKIC COUNCIL MODERN SILK ROAD JOINT TOUR PACKAGE PROJECT

- ✓ Creation of a common itinerary, providing tourists with the opportunity to travel in the countries along the Great Silk Road through Turkey - Azerbaijan - Kazakhstan - Kyrgyzstan - total 14 days
- ✓ Increase cooperation in tourism among our Member States that are also OIC Members
- ✓ Develop cooperation in tourism in the region
- ✓ Presentation of the Modern Silk Road to the world tourism market

HOW THE JOINT TOUR PACKAGE HAS BEEN PREPARED?

- ✓ Preparation of the joint destination within the Turkic Council Working Group on Tourism and realization of the field visits to each Member State
- ✓ Assessment of needs and finding ways on how to respond the needs
- ✓ Involving private sector and umbrella institutions in tourism sector of the Member States
- ✓ Writing reports to the Member States on the ways and means for the improvement of the respective parts within the destination
- ✓ Preparation of the “Communication Strategy” for the marketing of the Joint Tour Package and sharing burden among the tour operators for its promotion
- ✓ Doing presentations about the project at the international tourism exhibitions and participation at the international events such as FITUR in Spain, World Tourism Market in London, ITB in Berlin
- ✓ Cooperating with UNWTO and UNESCO Silk Road Online Program



Cooperation Council of Turkic Speaking States (Turkic Council) was established in 2009 as an international intergovernmental organization, with the overarching aim of promoting comprehensive cooperation among the Turkic Speaking States and in the world as a whole.

www.turkcon.org

The itinerary of the tour is as follows:

In Turkey; Istanbul-Konya-Nevşehir (Cappadocia), Aksaray-Kayseri-Istanbul

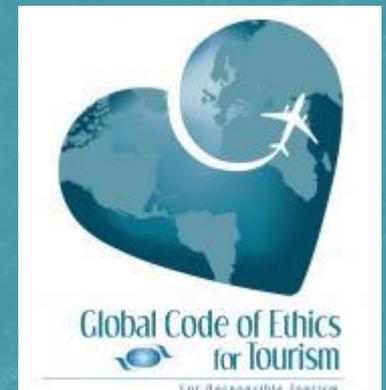
In Azerbaijan; Ganja, Sheki, Shamaxi, Baku

In Kazakhstan; Almaty, Shymkent, Turkestan, Taraz

In Kyrgyzstan; Bishkek, Naryn, Tash-Rabat, Cholpon Ata (Issyk-Kul)-Bishkek

TOUR OPERATORS INVOLVED IN THE TURKIC COUNCIL MODERN SILK ROAD JOINT TOUR PACKAGE PROJECT

- ✓ Ak-Sai Travel LTD -Kyrgyzstan
- ✓ LLC «C.A.T. Company» Central Asia Tourism Company - Kyrgyzstan
- ✓ Travel Bureau -Kyrgyzstan
- ✓ Millennium Tourism City Center -Azerbaijan
- ✓ A La Carte Travel - Azerbaijan
- ✓ Atlas Travel - Azerbaijan
- ✓ Association for the development of tourism industry of South Kazakhstan - Kazakhstan
- ✓ Global Air - Kazakhstan
- ✓ Zhambyl Association of Tourism Industry- Kazakhstan
- ✓ Antur Turizm A.Ş. - Turkey (Coordinator)



VOCATIONAL TRAINING PROGRAMS



Training of more than 1000 tourism employees in the service sector by the Ministry of Culture and Tourism of Turkey for Azerbaijan, Kazakhstan and Kyrgyzstan



%50 of trainees were female

FAMILIARIZATION (FAM) TRIPS OF THE TURKIC COUNCIL MODERN SILK ROAD JOINT TOUR PACKAGE PROJECT

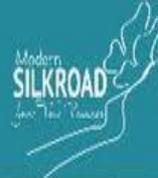
(21 APRIL-5 MAY/12 MAY-26 MAY 2017)



The media members, relevant blog writers and experts as well as representatives of international tour operators performing inbound and outbound services participated in the fam trips on a selective basis



TURKIC COUNCIL MODERN SILK ROAD JOINT TOUR PACKAGE



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www.turkkon.org



59 journalists and experts from 18 different countries from the USA to Singapur attended the fam trips and shared their unforgettable experience with the broader audiences



PHOTOS FROM THE MODERN SILK ROAD JOINT TOUR PACKAGE FAM TRIPS



Whirling Dervishes,
Konya, Turkey



Balloon Tour, Cappadocia,
Turkey



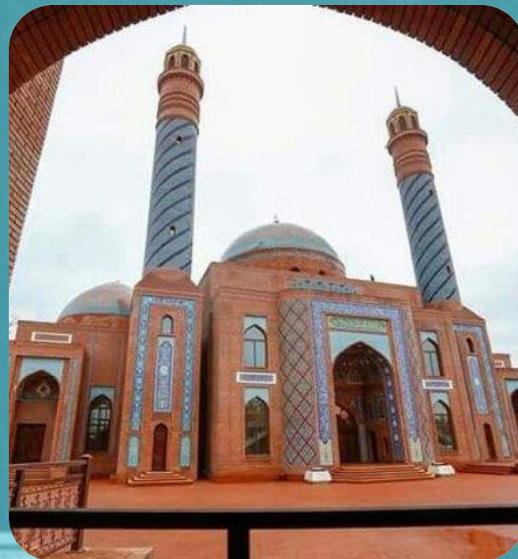
Mevlana Museum, Konya,
Turkey



Silk Production Factory, Sheki,
Azerbaijan



Open Air Museum of Petrogrlyphs,
Qobustan,Azerbaijan



Imamzade Mosque, Ganja,
Azerbaijan



Traditional Yurt Making, Naryn, Kyrgyzstan



Burana Tower, Balasagun, Kyrgyzstan



Ruh Orda, Issyk Kul, Kyrgyzstan



Khodja Akhmet Yassawi Mausoleum, Turkestan,
Kazakhstan



Alasha Ethno Village,
Shymkent, Kazakhstan



Arystan Bab Mauseloum,
Turkestan, Kazakhstan

THE OUTCOMES OF THE FAM TRIPS

- ✓ There is a huge room to harness the potential of tourism along the traditional Silk Road and it is possible to develop muslim friendly tourism as well as health, eco tourism projects in the framework of the joint tour package
- ✓ The destination that was prepared is very interesting and attractive for the tourists who would like to discover the historical cities and areas on the Silk Road
- ✓ There is the need to train the guides in Azerbaijan and Kazakhstan. There is the need to improve the road and relevant infrastructure in Kazakhstan and Kyrgyzstan
- ✓ Complementary projects to ensure sustainable tourism are needed to be carried out in cooperation with UN WTO, UNDP, UNOSSC , IDB, COMCEC, SESRIC etc. Such as **training of guides, rural development projects, e-visa projects**



- ✓ The Joint Tour Package website, prepared by the Turkic Council, where the online selling and promotional activities will be available, is going to be finalized soon and announced at the website of the Turkic Council
- ✓ The commercial trips will be sold starting from September 2017
- ✓ The first commercial trips will start in March 2018 coinciding with the Nowruz period
- ✓ The Turkic Council will support the project for the upcoming three years
- ✓ The Turkic Council will carry out complementary development projects in tourism and relevant sectors
- ✓ The Turkic Council considers the project as **a capacity building initiative**



If you would like to experience an unforgettable
Silk Road Journey contact with us,
Pelin Musabay Baki, Project Director of the Turkic Council
pmusabaybaki@turkkon.org

THANK YOU!
www.turkkon.org