

European Profiles has been awarded as Partner of the Consortium a contract for the implementation of a new and well-structured model for sustainable tourism in Uzbekistan, Tajikistan and Kazakhstan.

The project has a budget of € 2.009.909,40 and duration of 36 months.

The general objective of the project is to promote a new and well-structured model for sustainable tourism in Uzbekistan, Tajikistan and Kazakhstan based on sustainable production and consumption (SCP) patterns. More specifically the project aims at:

- (a) supporting tourism companies mainly in Uzbekistan but also in Tajikistan and Kazakhstan to adopt SCP practices by providing the appropriate knowledge and ICT tools;
- (b) supporting regional and local authorities to plan and implement policies that assist the development of sustainable tourism;
- (c) raising awareness regarding sustainable tourism and consumer awareness about sustainable consumption; and
- (d) strengthening the dialogue between authorities, SMEs and end users as concerns SCP.

The action is addressed to 440 enterprises in tourism sector in Uzbekistan, Kazakhstan and Tajikistan, 30 local and regional authorities, 15 consumer associations, and 3 Tourism Associations, while the final beneficiaries are the local communities, tourism MSMEs and professionals, end users of tourism services and products, Chambers of Commerce, Business Intermediary Organizations (BIOs).

The project is expected to lead to the following results:

- Local and regional authorities supported in policy planning and linking it to investment and other support instruments;
- Appropriate tools for adoption of SCP practices provided to target groups;
- Target groups trained in using tools and SCP methodologies and standards;
- Awareness about sustainable usage of water and energy raised;
- Access of MSMEs to finance promoted;
- Role of local and regional authorities regarding sustainable tourism strengthened;

