

ZTDA newsletter

community-based tourism in the Zerafshan Valley

AUTUMN November 2009



.....Topics

The 15th International Tourism Fair in Tashkent!

ZTDA became a member of TIES!

Designers in Sovetobod! The new handicrafts from the Zerafshan Valley!



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THE 15TH INTERNATIONAL TOURISM FAIR IN TASHKENT



Over three days from the 22nd till 24th of October The 15th International Tourism Fair (TITF) took place.

Tour operators from Zerafshan Valley were represented by the Zerafshan Tourism Board created this year. Zerafshan Tourism Board (ZTB) aims tourism development in the Zerafshan and has 8 members - tour operators, including ZTDA.

It was the second time ZTDA participated on the TITF, which became to one of the good traditions. The TITF 2010 gave a chance to meet old partners and friends as well to sign new partnership agreements!

Thank to good cooperation with the partners from Uzbekistan and Kyrgyzstan resulted, ZTDA could organize the cross-bounding tours in spite of all border barriers!!

ZTDA BECAME A MEMBER OF TIES!

In November 2009 ZTDA joined the International Eco-Tourism Society (TIES; www.ecotourism.tj) - the oldest and largest international ecotourism association. TIES seeks to be the global source of knowledge and advocacy uniting communities, conservation, and sustainable travel.

Since two weeks of its membership ZTDA has got a possibility to tell about Community Based Tourism Development in the Zerafshan Valley on the TIES's internet platform www.yourtravelchoice.org



Please find the article here: <http://www.yourtravelchoice.org/2009/11/along-the-golden-river-ecotourism-in-zerafshan-valley-tajikistan/>

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DESIGNERS IN SOVETOBOD! THE NEW HANDICRAFTS FROM THE ZERAFSHAN VALLEY!

One of components of tourist activity, namely manufacturing and selling the handicraft products (souvenirs) to tourists, can become a good additional source of income for many women in rural area in the Zerafshan Valley, considering that a wool crafts has long tradition in the region.



Over two days on the 16th and 17th of November 2009 in Sovetobod village, Roshanak Ostad (designer) and Shabnam Shermatova (a manager of Tillo Tepa handicraft project of Bactira Cultural Centre) were conducting the professional workshop on market-oriented handicraft's production, price formation and marketing for 25 women from the Zerafshan Valley. The colours, size, quality of the products were carefully discussed by the participants on the first day of the training. At the end of the second day more than 5 types of new products have been resulted!!

The new handicraft products from the Zerafshan Valley you will find on the on the Handicraft Fair in Dushanbe. The Handicraft Fair will take place on the 5th and 6th of December, in Hayt Hotel. For more information, please contact Bactria Cultural Centre: Tel. (+992 372) 270257, 270369.

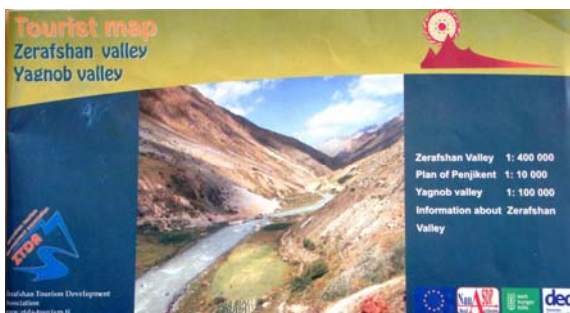
We will be glad to see you!!



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Map of the Zerafshan Valley

New handicrafts



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