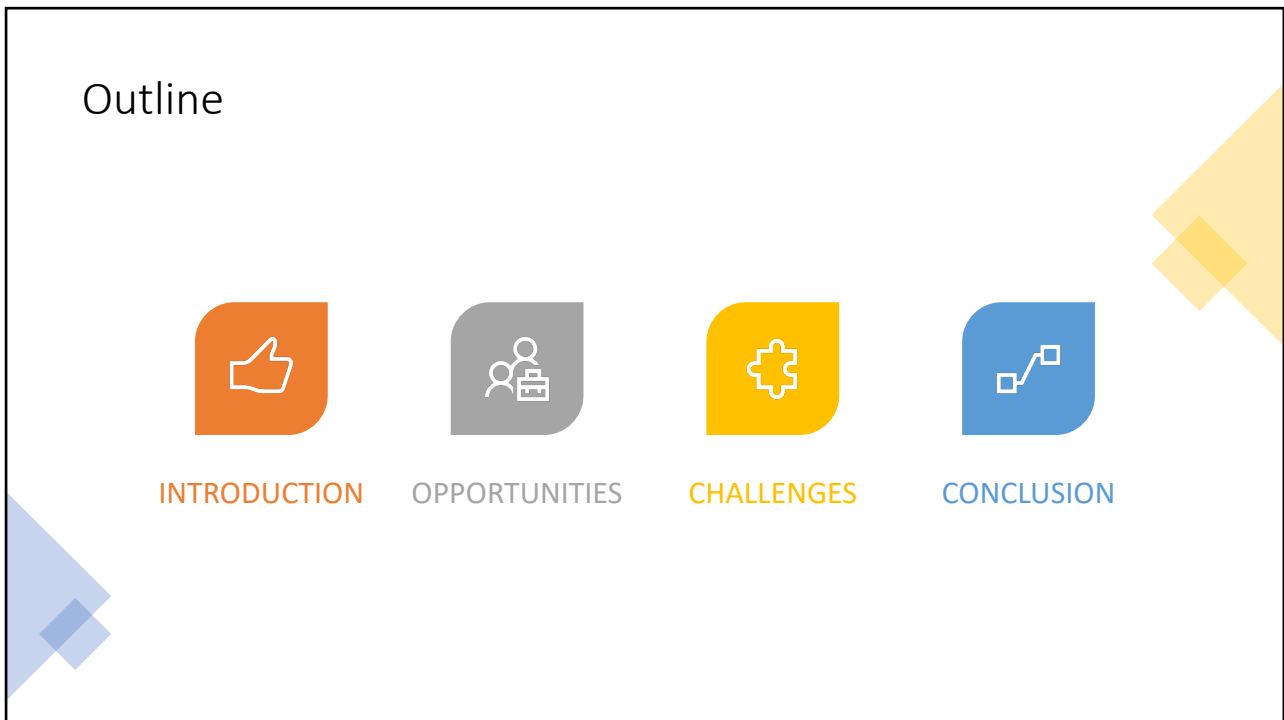
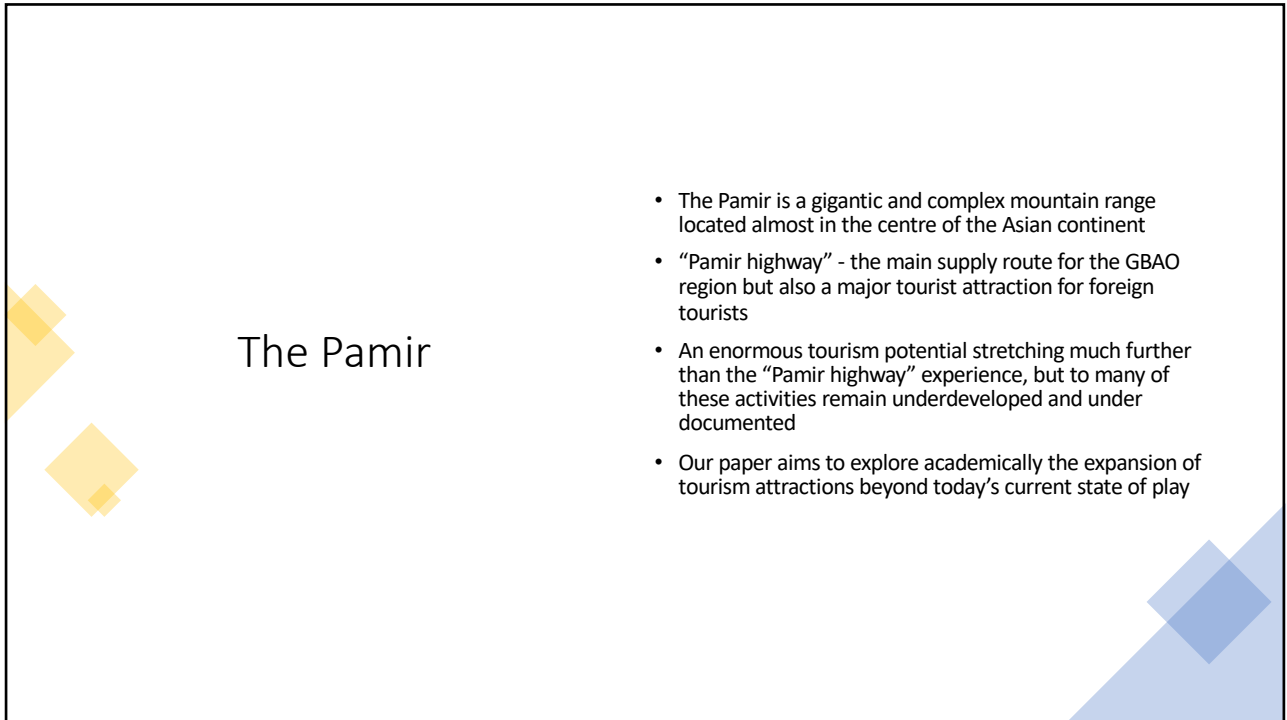


1



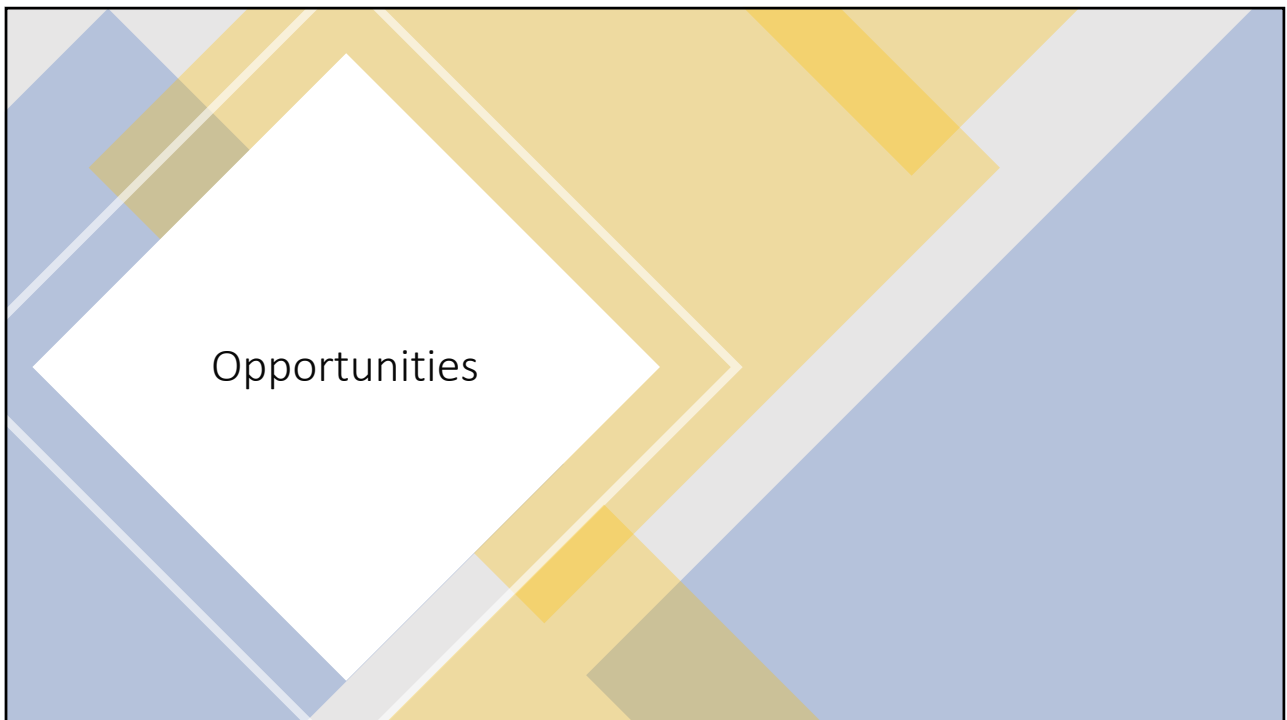
2



The Pamir

- The Pamir is a gigantic and complex mountain range located almost in the centre of the Asian continent
- “Pamir highway” - the main supply route for the GBAO region but also a major tourist attraction for foreign tourists
- An enormous tourism potential stretching much further than the “Pamir highway” experience, but to many of these activities remain underdeveloped and under documented
- Our paper aims to explore academically the expansion of tourism attractions beyond today’s current state of play

3



Opportunities

4

Helicopter Tourism in Sarez lake



A hard-to-reach place



Unsafe roads



Development of
helicopter services

5

Developing Hot Spring Tourism in GBAO

- 72 cold, warm, and thermal springs saturated with carbon, nitrogen, and other minerals
- Health benefits
- Poor infrastructure
- Value of customer satisfaction

6

Community-based Trophy Hunting in GBAO

- A home to many endangered animals
- Community-based trophy hunting as a tool for wildlife preservation and its potential socio-economic impacts in GBAO
- Side effects of trophy hunting

7

Empowering Women through Tourism in GBAO

Gender equality in tourism (UNWTO, 2019)

Women entrepreneurship in GBAO

Less diversified market for tourism products

8

Cross-border Tourism in GBAO

- GBAO borders with three countries
- Cultural and economic benefits of cross-border tourism
- Substantial challenges

9

Culture Tourism in GBAO

Food tourism

Music tourism

Festival tourism

Religious tourism

10



Ecotourism in GBAO: Nature Houses



Building nature houses in GBAO




Preserving mesmerizing nature



Economic benefits and cooperation among local businesses

11



Extreme Tourism in GBAO: Zip Lining & Bungee Jumping

- Adventure tourism with high level of risk
- High Pamir mountains create favourable conditions for developing extreme tourism
- Of particular interest are zip-lining and bungee jumping.

12

Mountaineering Tourism

- Mountaineering as a recreational activity
- Mountain tours
- Mountain biking
- Winter mountain experience

13

Couchsurfing in GBAO



AN ALTERNATIVE FOR BACKPACKING /
BUDGET TRAVEL OR A STYLISH WAY OF
TRAVELING?

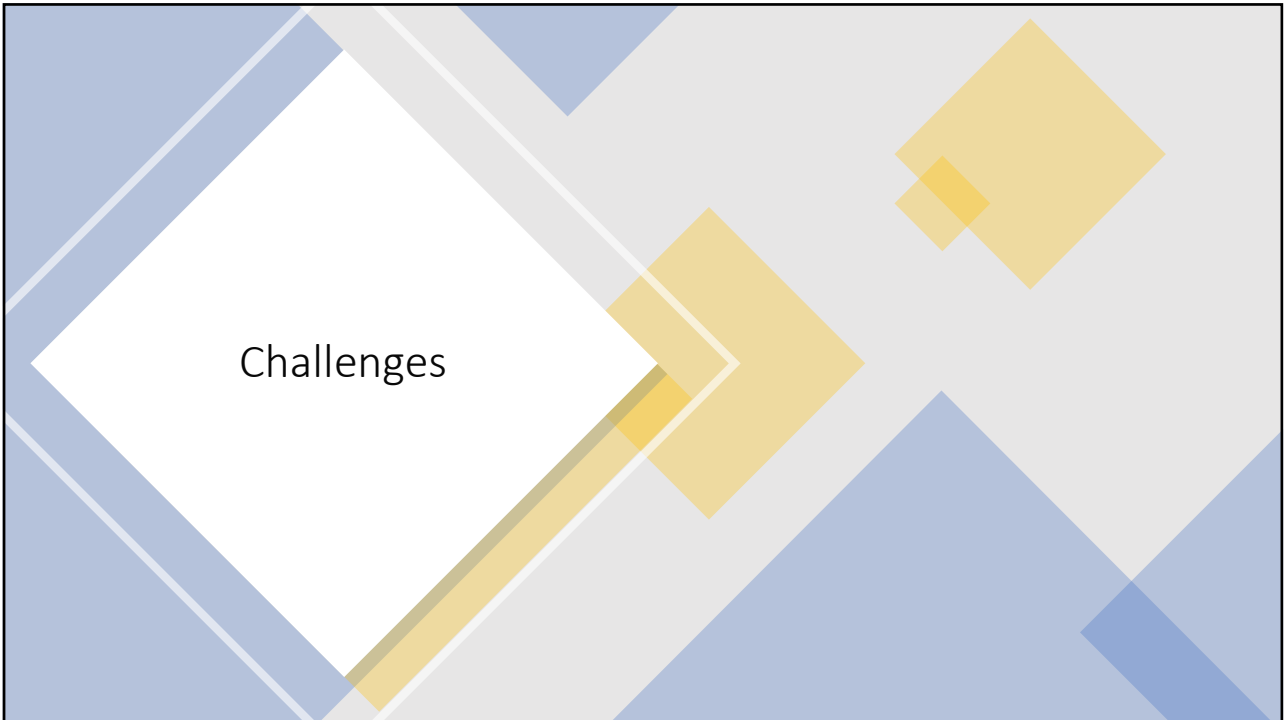


HOSPITALITY AS A CORE OF PAMIR
CULTURE



PROMOTING LOCAL CULTURE

14



15

Transportation in GBAO

Transportation – an important driving force for the tourism industry

Symbiotic relationship – one cannot occur without the other

16



Negative Impacts of
Terrorism on Tourism in
GBAO

Terrorism impact on
the image of a tourist
destination

Tajikistan: four tourists
killed in possible terror
attack (July 29, 2018)

17



Kiss of Death in Tourism:
Covid-19

- Reduced number of tourists due to ongoing pandemic
- Problems faced by local tourism-oriented businesses

18

Lack of Human, Physical & Financial Capital

- Who are the entrepreneurs willing to invest in this remote region?
- Is there a critical mass of tourists with an adequate purchasing power?

19

Conclusion



EXPLORED OPPORTUNITIES AND CHALLENGES IN DEVELOPING MOUNTAIN TOURISM IN GBAO



FURTHER RESEARCH IS NEEDED TO FILL A KNOWLEDGE GAP ABOUT THE REGION

20

