



## SAFETY FIRST

### “Risk and safety management skill-building in adventure tourism destinations”

*International capacity development program on risk and safety management for micro-, small- and medium sized tourism service providers in Kyrgyzstan, Morocco, Georgia, North Macedonia and Turkey*



#### The safety challenge

Kyrgyzstan is a landlocked and mountainous country in Central Asia. The country doesn't have a lot of mineral resources like neighbour countries. Most part of its economy is in services and trade sector. Tourism sector is increasing year by year, and it is one of the main priorities in country economy. 1,3 mln tourists visited Kyrgyzstan in 2016. That's 21% of whole population of the country.

Around 40% of the tourists who arrive annually engage in adventure tourism, with activities ranging from mountain biking to trekking. But skills in the tourism sector need to be improved, especially related to the quality and safety of adventure tourism services. There are no specific adventure tourism schools. Education on general tourism and hospitality is provided by a handful of former Soviet public institutions and a few private universities. Safety management for adventure tourism is often not included in the training curriculum. Furthermore, there is not sufficient support from the government to build a unified vision of the adventure tourism sector leaving the industry to be fragmented.

Kyrgyzstan is however a very attractive and growing market for adventure tourism.

*Be adventurous but understand and manage your risks!*

*John Telfer, Product & Operations Director, Explore Worldwide*



#### Our approach

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and international tour operator Explore Worldwide have joined forces in a strategic partnership to **reinforce the safety skills of tour operators and their extended suppliers** (guides, drivers, accommodations, etc).

Explore Worldwide provides a **long-standing expertise** and an **extensive network** to support the development of training materials that are tailored to the needs of the target groups of the program. GIZ provides **in-country expertise** to deliver efficient **on the ground support** and trainings.

An international capacity development program is set up to support awareness building, sharing of knowledge and provision of tailored trainings for tourism service providers to **enhance operational safety standards during tours**.

**Technical assistance** to support skill-building is delivered based on the demands and needs of Kyrgyzstan. Trainings and workshops are organised at **national and regional level**.

#### Our Services<sup>2</sup>

##### 1/ Training and coaching

Tourism service providers can apply for technical experts to support **training and coaching** on risk and safety management:

- **Tour operators** are supported in setting up **risk and safety management systems** that are aligned to national and international standards. **Quality management** tools are used to assess operational safety performance, provide guidance and promote continuous improvements.



## Contact Information

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- **Tourism guides** receive support to improve professional skills in **health and safety** that are aligned to the specificities and needs of their tours.
- **Accommodations** (small hotels, guest houses, etc) receive support to improve **safety standards** (fire safety, food safety, physical safety, sanitary and hygiene safety, safety related to accessible travel and environmental issues). Safety assessment of accommodations is done through field visits using standard safety check lists.

### 2/ Training curricula

**Kyrgyzstan's tourism associations, training centres and tourism universities** can apply for technical support to **integrate** risk and safety management in their training curriculum.

Promoting risk and safety management into national training curriculums contributes to **sustainability** and **ownership** of the program.

### 3/ Traineeships

**Young people** and/or **young professional** can apply for a short-term **traineeship** in risk and safety management within experienced tour operators. Trainees participate in a specific safety management E-learning course and join a multiday tour to gain practical, hands-on experiences in the field.

### 4/ International platform

A website ([www.riskmanagement4tourism.org](http://www.riskmanagement4tourism.org)) is developed to **share knowledge and promote exchange**. Generic and country specific training material, E-learning tools and best practices are freely accessible. **Self-learning** and **self-assessment** are actively promoted.

A **monitoring and evaluation plan** of the program is accessible through the website and provides an overview of the results.

*<sup>2</sup>Services are open to all suppliers: from Explore Worldwide but also tourism service providers that are not part of the supply chain of Explore Worldwide.*

## The benefit:

The program aims to foster the competitiveness of the adventure tourism in Kyrgyzstan and increase the quality by focusing on safety issues. Improving the risk and safety management skills of tourism service providers is part of the overall quality management to deliver safe and qualitative tourism products.

## Achievements so far (Oct 2019):

1/ Technical assistance was provided for tour operators in **setting up comprehensive risk and safety management systems**. An in-depth assessment of the existing system was carried out and a 3-year operational plan was developed for implementation and monitoring.

2/ Training materials are being introduced into the curriculum of several educational institutions in Bishkek (private institution "Academy of tourism", public university Kyrgyz-Turkish Manas University). Project is working on the content of Training of Trainers that is planned next year.

3/ A **practical guide** for setting a risk management system was developed for guides and tour managers (in Russian and English).

4/ Around 20 small and medium sized accommodations were assessed on risk and safety management using a standardized questionnaire. Operational plans were elaborated to improve safety standards. Specific advices and tailored trainings on fire - and food safety were provided during the field visits.

## At a glance

<b>Duration</b>	01.05.2019 – 30.04.2022
<b>Country</b>	Kyrgyzstan
<b>Objective</b>	Micro-, small- and medium-sized tourism service providers are implementing a modern risk and safety management system.
<b>Partners</b>	Explore Worldwide and GIZ
<b>Results</b>	1/ By April 2022, 90% of the 200 targeted tourism service providers (staff of national tour operators, guides, drivers and accommodation services in Kyrgyzstan are developing a modern and tailored risk and safety management system and practices according to international safety standards 2/ By April 2022, 8 training centres / universities / tourism associations provide a training course on risk and safety management with a training curriculum including training material developed with the support of the project. 3/ By April 2022, 50 trainees in Kyrgyzstan have improved their skills and knowledge in risk and safety management after their traineeship. 4/ By April 2022, 15 national associations, training institutions and companies, have registered and use an international platform to facilitate exchange and learnings on best practices.

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