

CONCEPT NOTE FOR THE INTERNATIONAL MASTERCLASS

“Developing Tourist Service Culture in the Modern Context”

within the framework of the International Forum “Sustainable Tourism and Cultural Heritage”. 13-18 October 2026

1. Rationale

With the rapid development of tourism and the growing expectations of domestic and international visitors, service quality, professional and hospitable interaction with guests, access to information, and the effective use of modern technologies are becoming increasingly important. Service culture is a key factor in creating a positive visitor experience, enhancing the competitiveness of a tourism destination, and presenting the country’s tourism potential effectively.

The international masterclass is designed as a platform for exchanging experience, sharing good practices, and discussing ways to improve service delivery. It will contribute to strengthening the professional competencies of tourism specialists and adapting tourism services to contemporary expectations.

2. Objective

The main objective of the masterclass is to enhance service culture for tourists, promote a professional and hospitable approach to visitor interaction, improve communication skills, and expand the use of digital tools to promote Tajikistan’s tourism potential.

3. Key Tasks

1. to present international experience and contemporary service standards in tourism and hospitality;
2. to improve communication, hospitality, and professional interaction skills in working with tourists;
3. to examine the role of tourism professionals in shaping a positive destination image;
4. to present effective approaches to interpreting and showcasing natural, historical, and cultural heritage for visitors;
5. to strengthen practical skills in tourism journalism, travel blogging, SMM, social media, and digital content creation;
6. to strengthen cooperation among tourism and hospitality professionals, educational institutions, and media organizations.

4. Key Thematic Areas

- contemporary standards of service and hospitality;
- communication culture and a customer-oriented approach in tourism;
- the role of tourism professionals in shaping a destination’s image;
- presentation of natural, historical, and cultural heritage in tourism activities;

- tourism journalism, travel blogging, and SMM;
- social media, digital content creation, and modern approaches to destination promotion.

5. Participants

The masterclass will bring together national and international experts, representatives of the tourism and hospitality sectors, tourism companies, educational institutions, media organizations, bloggers, content creators, and other stakeholders interested in tourism development.

6. Format

The masterclass will be conducted in an interactive format, combining short expert presentations, practical sessions, presentations of international experience, group discussions, question-and-answer sessions, and peer exchange. Particular attention will be given to practical approaches that can be applied directly in the day-to-day work of tourism and service professionals.

7. Expected Outcomes

The masterclass is expected to contribute to higher standards of service culture, stronger professional and communication skills, wider use of digital tools for destination promotion, exchange of good practices, and closer cooperation among the tourism sector, educational institutions, and media organizations.

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