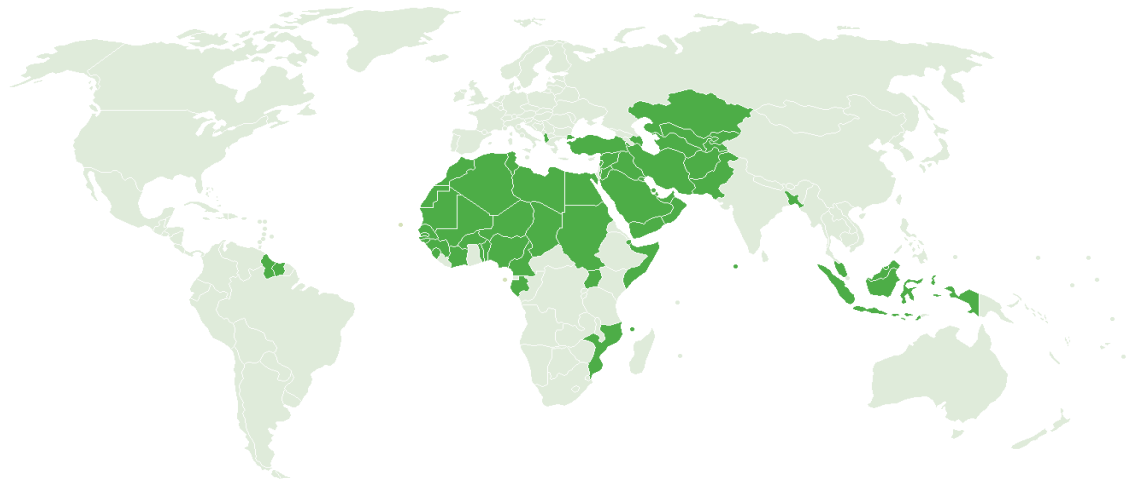


OIC/COMCEC PRIVATE SECTOR TOURISM FORUM



COMCEC Coordination Office
5 February 2015

OUTLINE

- 1- Background Information
- 2- Aim /Rationale
- 3- Structure and Organizational Issues
- 4- Forum Meetings
- 5- Link between TWG and Forum

1- Background Information

- **COMCEC Economic Summit (2009)**
 - Tourism: Key priority area
- **Two consecutive Workshops** on “Private Sector Cooperation for Enhancing Intra-OIC Tourism” in December 2010 and 2011 in İzmir
- **OIC/COMCEC Private Sector Tourism Forum (2011)**
 - Convened 3 times till now

2- Aim /Rationale

- Providing ***an enabling environment*** for the private sector representatives:
 - to discuss potential cooperation areas
 - identify common issues in the field of tourism
- ***A regular communication channel*** for the Private Sector to share their experience and knowledge
- Reflecting the ***private sector perspective*** to the COMCEC tourism cooperation efforts

3- Structure and Organizational Issues



- ***Possible Stakeholders/Participants***
 - Private Sector Representatives (i.e. tour operators, tourism investors, travel agencies, etc.)
 - Representatives from relevant public institutions
 - OIC Institutions and International Organizations

- Held ***regularly***, at least once a year in Turkey

3- Structure and Organizational Issues



- Each year focuses on a ***specific theme***
- ***B2B Meetings***
- **Forum Secretariat:** Ministry of Culture and Tourism of the Republic of Turkey
- ***Outcomes:*** Reported to the the COMCEC Sessions and other relevant fora

4- Forum Meetings

- **1st Meeting:** 7-8 December 2012, İzmir

“Sustainable Tourism and Community-Based Tourism in the OIC Member Countries”

- **2nd Meeting:** 16-17 December 2013, İstanbul

"Effective Marketing Strategies for Promoting Tourism Destinations in the OIC Member Countries”

4- Forum Meetings



- **3rd Meeting:** 29-30 January 2015, Istanbul

*“International Branding of Tourism Destinations
in the OIC Member Countries”*

- Participated by:
 - 18 Member States & 1 Observer State
 - CCO, SESRIC, ICDT, IDB
- B2B Meetings









4- Forum Meetings



3rd Meeting:

- ***Some Important Outcomes:***

- Multi-stakeholder engagement as a critical success factor for tourism branding particularly through utilizing PPPs
- Experience sharing, technical cooperation and capacity building programs among the Member Countries on tourism destination branding
- Creating of genuine and authentic tourism content for tourism marketing and branding
- Need for creative and innovative index for content management of the destinations in the Member Countries

5- Link between TWG and Forum



- **COMCEC Strategy:** Utilized OIC/COMCEC Private Sector Tourism Forum (*expected outcome*)
- **TWG:** Policy Perspective
- **Forum:** Private Sector Perspective
- Complementary Activities



THANK YOU

www.comcec.org

COMCEC Coordination Office

Necatibey Cad. No:110/A

06580 Ankara-TURKEY

Phone : (90) (312) 294 57 10 – 294 57 30

Facsimile : (90)(312) 294 57 77 - (90)(312) 294 57 79

E-mail : comcec@comcec.org

asenol@comcec.org

msayar@comcec.org