

DEVELOPING MULTI-DESTINATION TOURISM CORRIDORS IN THE OIC MEMBER COUNTRIES

Selected Case Studies, Main Challenges, Recommendations



14th Meeting of the COMCEC Tourism Working Group

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Presented by:
DinarStandard

Agenda

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1. Case Studies
2. Challenges
3. Policy Recommendations

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The Greater Mekong Subregion (GMS) Tourism Corridor

GMS TC sets a strong example for stakeholder collaboration and use of digital marketing.



Corridor Planning and Establishment

- Initially developed in early 90s as an economic corridor with support from the Asian Development Bank (ADB).
- 22 UNESCO World Heritage sites, and 692 internationally recognized natural protected areas.
- Review of infrastructure, along with the nodes of the corridor and transportation networks, to identify ports and landings along the river that needed improvement.

Marketing

- The “Mekong Moments” platform
- The Mekong Mini Movie Festival
- Mekong Tourism Forum
- Newsletters and brochures

Corridor Governance and Management

- GMS Tourism Working Group, with members from NTOs, sets strategies and approves resources for and monitors implementation. The Mekong Tourism Coordinating Office responsible for coordinating with NTOs leading implementation in each country.
- The Mekong Tourism Advisory Group includes representatives from the private sector and industry associations.
- ASEAN Framework Agreement on Visa Exemption.
- Monitoring performance using visitor, organizational effectiveness, and sustainability metrics.
- Mekong Innovative Start-ups in Tourism Program, intensive boot camp training.
- Largely depended on external funding.

Mekong – Lessons Learned

Diversifying funding is critical.

Corridor Development

- Intergovernmental collaboration is needed to develop tourism
- Importance of addressing infrastructure gaps for MDTCs.

Corridor Management

- Formal collaboration platforms involving the tourism industry and local NGOs in decision making
- Cooperation regarding tourism legislation between neighboring countries
- Need for diversified Funding

Corridor Marketing

- Importance of consistency of branding activities
- Support for planning and implementation of joint marketing initiatives
- Use of Digital tools and storytelling

The Danube Tourism Corridor

Danube sets a good example for visa facilitation and collaboration with private sector.



Corridor Planning and Establishment

- Formalized with the establishment of the Danube Competence Center in 2010.
- Researching demand and implementing strategies to improve flow of tourists throughout the year.
- Differing level of infrastructure development across TC countries.

Marketing

- Several well-developed brands including the wine, and Roman Emperors Routes.
- Travel fairs
- FAM trips for bloggers
- Social Media

Corridor Governance and Management

- The Danube Competence Center, a public-private partnership, coordinates strategies and implementation with NTOs, private sector and NGOs of member countries.
- Establishing networks to support local industry stakeholders to collaborate on product development and marketing.
- Schengen visa facilitates travel along the corridor for most corridor countries and visa-waivers for Schengen holders for non-Schengen corridor countries.
- Combining well-known and less-known tourist destinations in tour packages to improve traffic to these sites and lower pressure on the highly-frequented sites.
- Visitor metrics available only at country level.
- External funding, EU, around 80% of the budget.

Danube – Lessons Learned

Addressing infrastructure gaps and monitoring performance are critical.

Corridor Development

- Importance of researching demand for MDTCs.
- Poor infrastructure development in some TC countries can minimize benefits to them.

Corridor Management

- Unified visas and visa waivers facilitates tourists' movement along TC countries.
- Need for monitoring performance and data harmonization
- Importance for capacity building tailored to TC countries' specific needs
- Donor funding can be critical, but diversification is essential for TC sustainability.

Corridor Marketing

- Need for cooperation in joint marketing activities.
- Need for use of digital marketing tools and storytelling to improve branding and promotion.

The Turkic Silk Road Tourism Corridor

The Turkic Silk road, with high brand awareness enjoyed by SR, has the potential to be a globally prominent route.



Corridor Planning and Establishment

- Silk Road initiative initially launched by UNWTO in 1994.
- ICOMOS study, supported by the UNESCO World Heritage Centre. analyzing sites along the Silk Roads, major nodes, and segments between those nodes.
- Various infrastructure development initiatives; Kazakhstan’s state highway program “Nurlijol” planned to improve accessibility to the different nodes along the Silk Road TC, and railway connection between Tashkent and Turkestan.

Marketing

- SR has a high brand awareness.
- Silk Road documentaries
- Travel fairs and Familiarization trips.
- Social Media Marketing and Blogger competitions.

Corridor Governance and Management

- The UNWTO provides a platform for coordination, alliance building, and fundraising.
- SR Task Force, with representatives from NTOs and tourism businesses of the SR countries, formulates strategies. NTOs implement local action plans and strategies.
- Kazakhstan and Uzbekistan are working on developing a unified Silk Road visa for Central Asian countries.
- Monitoring Performance using visitor metrics.
- Guide Training Initiative and Handbook, official tourism training on sustainable and transnational tourism development.
- The Silk Road 1999 Khiva Declaration to preserve cultural and natural heritage and to promote sustainable tourism
- External and internal funding.

Turkic Silk Road – Lessons Learned

Addressing infrastructure gaps, capacity building and diversifying funding are critical.

Corridor Development

- Importance of theme development and role international organizations can play.
- Need to involve and benefit local communities.
- Need to address infrastructure gaps.

Corridor Management

- Need to encourage and support travel facilitation along corridor.
- Importance of holistic planning with well-integrated stakeholder participation for sustainability.
- Need for capacity building to unify standards.
- Need to create conditions to stimulate direct private investments.

Corridor Marketing

- Need for unified branding.
- Need for integrating digital tools and a joint marketing platform.

The Holy Family Tourism Corridor

The corridor has tremendous potential but is not fully utilized by countries involved.



Corridor Planning and Establishment

- In the process of being formalized (Jordan and Egypt).
- Identification of Holy Family sites to be included in the TC in Egypt through research initiated by the Egyptian Ministry of Tourism in cooperation with the Coptic Church.
- Infrastructure and transport network improvement initiatives in both Egypt and Jordan.

Marketing

- Individual marketing efforts by TC countries, no joint marketing.
- Use of traditional tools.
- Fam trips for holy family sites in Egypt.
- Events in Jordan, such as Christmas Parade.

Corridor Governance and Management

- No joint governance structure. Individual NTOs in Jordan and Egypt setting and implementing country strategies.
- In Egypt, collaboration between government bodies, NGOs, and the Coptic Church. No formal collaboration platforms.
- In Jordan, technical training and capacity building provided to tour guides on the significance of the sites, as well as the historical and Biblical context. In Egypt, hospitality and language training planned for local communities in Upper Egypt.
- In Jordan, TC sites are protected through heritage legislation with a construction moratorium issued preventing any new construction projects.
- Government funding mainly in both Egypt and Jordan.

Holy Family Corridor – Lessons Learned

Establishing a joint governance structure and diversifying funding are critical.

Corridor Development

- Informal TCs can provide a starting point for formal corridor development.
- MDTCs can be developed in stages, adding additional sites at various stages.
- Cooperation with various entities can help in the identification of TC assets.

Corridor Management

- Joint governance structure are needed for setting joint strategies for and managing MDTCs.
- Government funding needs to be complemented with other sources, whether private or international development organizations funding.

Corridor Marketing

- Traditional tools need to be complemented with digital tools.
- Need for Joint marketing efforts.

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OIC Member Countries Main Challenges

OIC MDTCs need to address several areas to achieve their full potential.

Corridor Development

- Limited research and data collection efforts
- Infrastructure development is a challenge
- Assistance needed with formulating themes and identifying tourism resources to be included

Governance & Management

- No unified visa for corridors (except for 3 East Africa Northern Corridor countries), strict visa requirements for most countries
- Monitoring performance lags behind global best practices
- Limited funding sources

Marketing

- Limited use of uniform branding
- Limited use of digital marketing or integrated marketing communication

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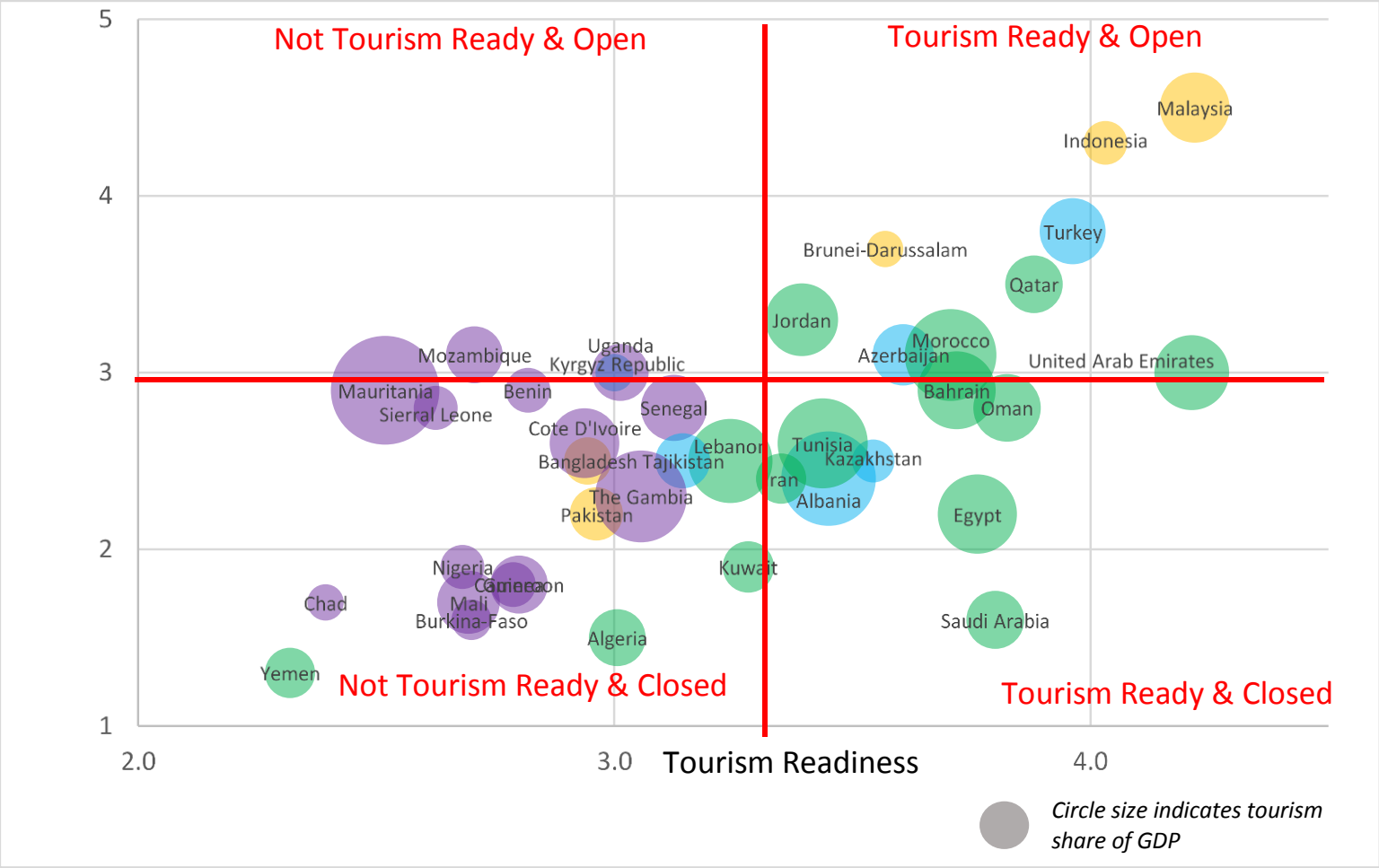
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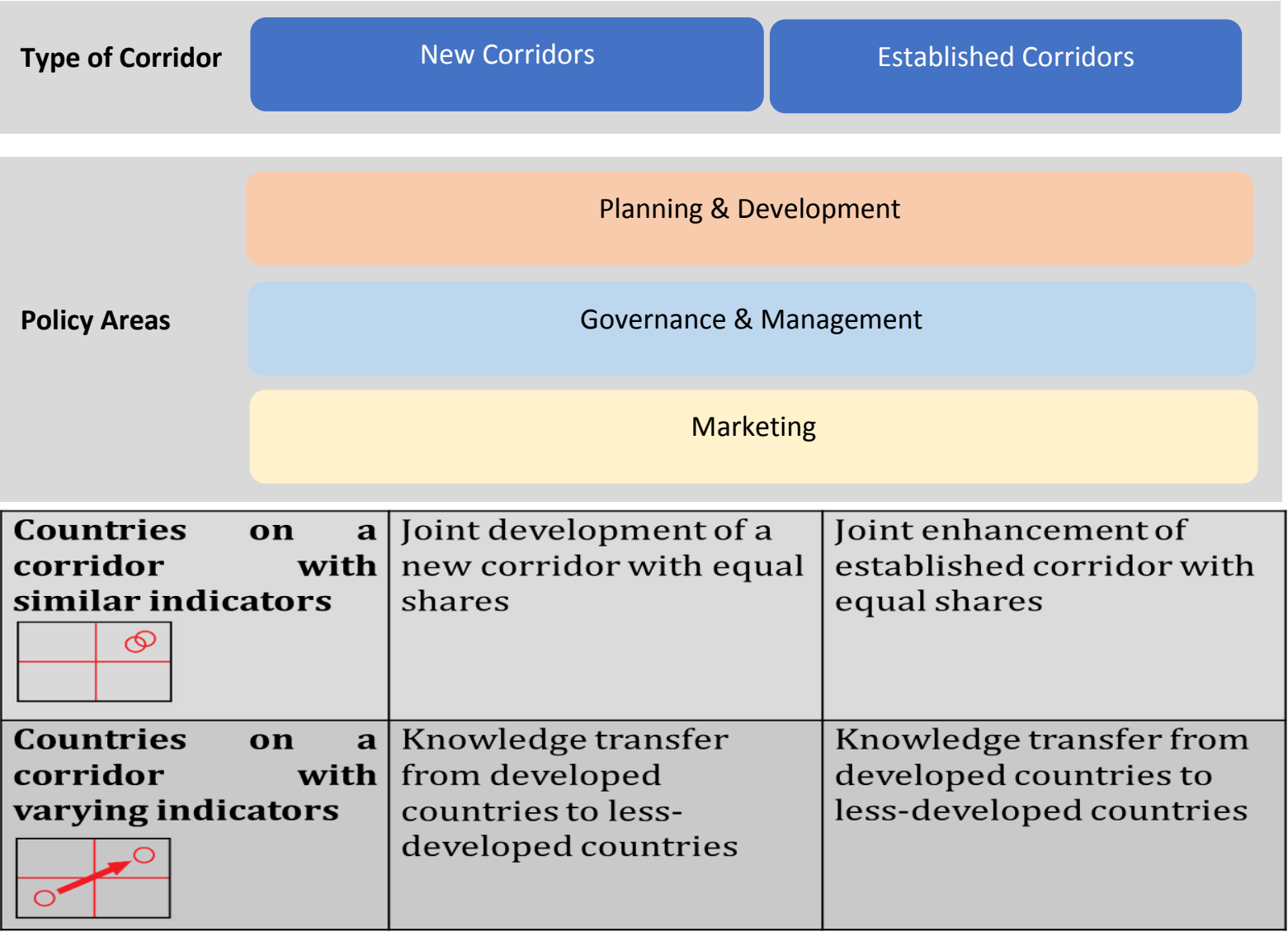
Segmentation of OIC Countries Using Tourism Readiness and International Openness Indicators

Malaysia, Indonesia and Turkey rank the highest on tourism readiness and openness.



Policy Framework for Multi-Destination Tourism Corridors

A policy framework that can be applied to any tourism corridor




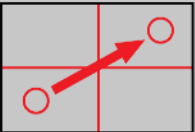
Policy Framework for Cross-Border Tourism Corridors

New corridors should start with demand analysis and assessing tourism infrastructure

	New corridors	Established corridors
Planning & Establishment	Demand Analysis	
	Infrastructure Assessment	
	Social Value Assessment	
	Formulating Theme	
Governance & Management	Governance Structure	Governance Structure
	Monitoring Performance	Monitoring Performance
	Stakeholder management	Stakeholder Management
	Capacity Building	Capacity Building
	Funding	Funding
	Monitoring	Monitoring
Marketing & Promotion	Branding	Branding
	Promotions	Promotions
	Product Development	Product Development

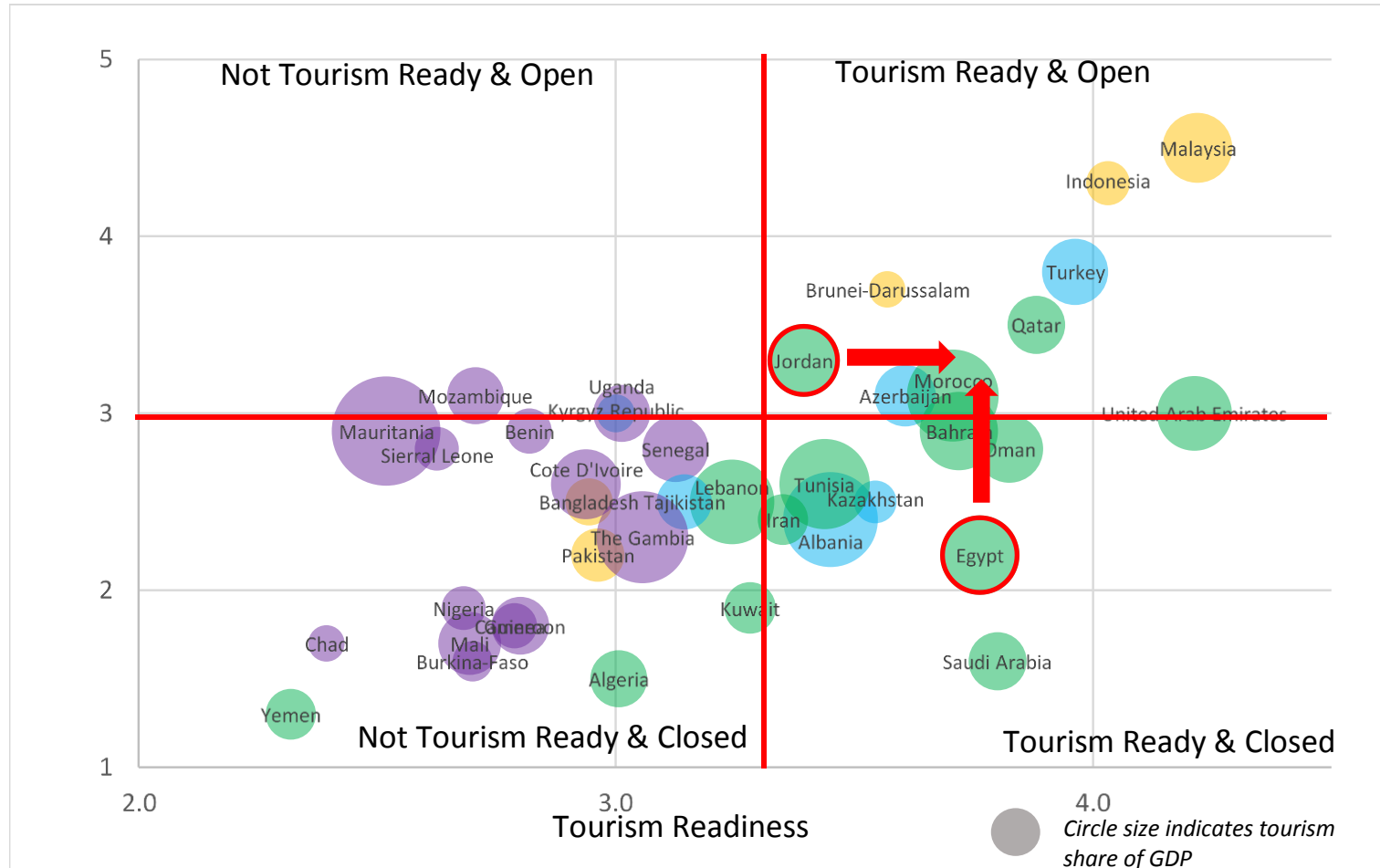
Policy Framework for Cross-Border Tourism Corridors – cont.

Countries in the same corridor should strive to move closer together on the indicator graph

	New corridors	Established corridors
Countries on a corridor with similar indicators 	Joint development of a new corridor with equal shares	Joint enhancement of established corridor with equal shares
Countries on a corridor with varying indicators 	Knowledge transfer from developed countries to less-developed countries	Knowledge transfer from developed countries to less-developed countries

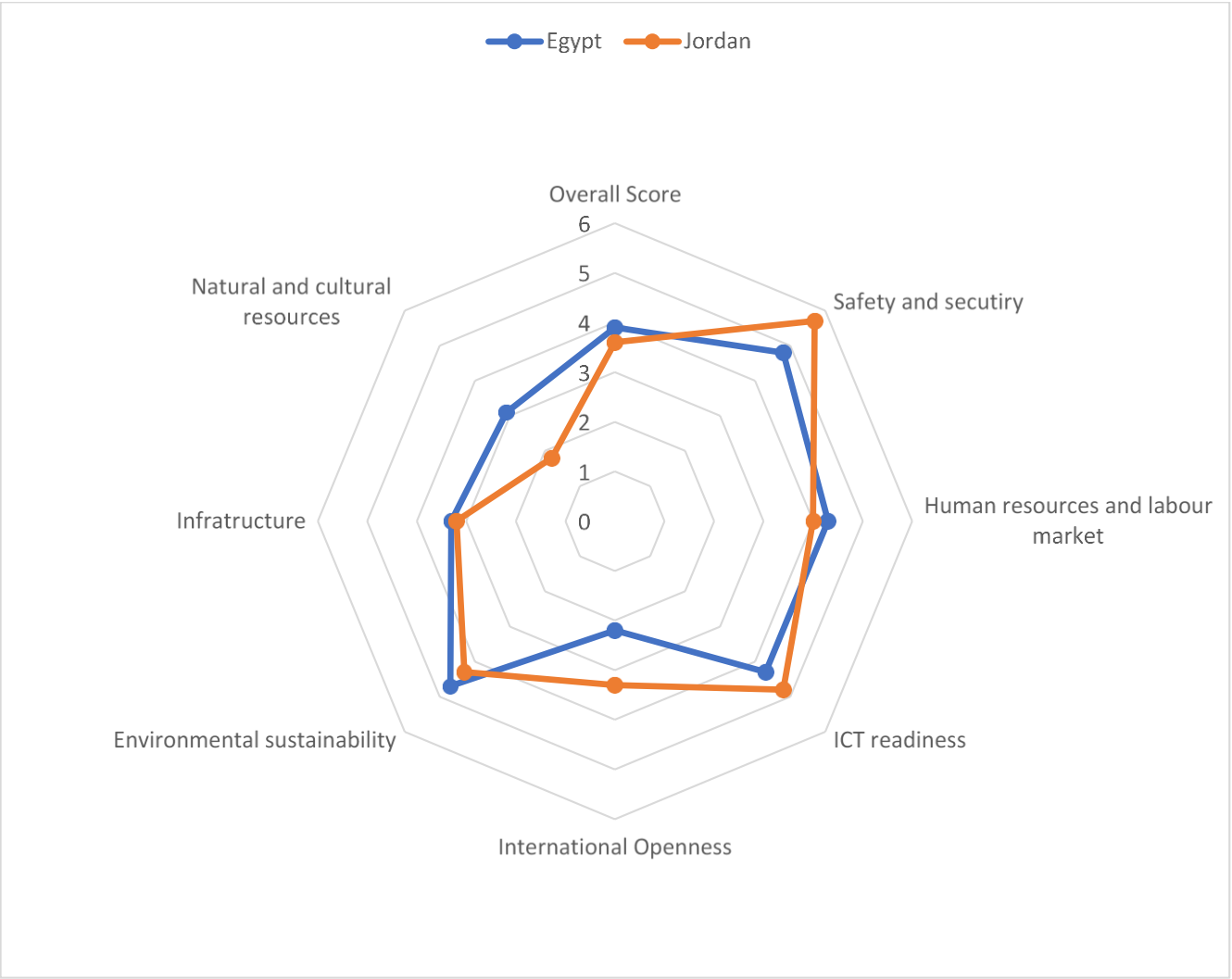
Holy Family Corridor Countries Tourism Readiness and Openness

Jordan and Egypt are in different stages of tourism readiness & openness, no data available on Palestine



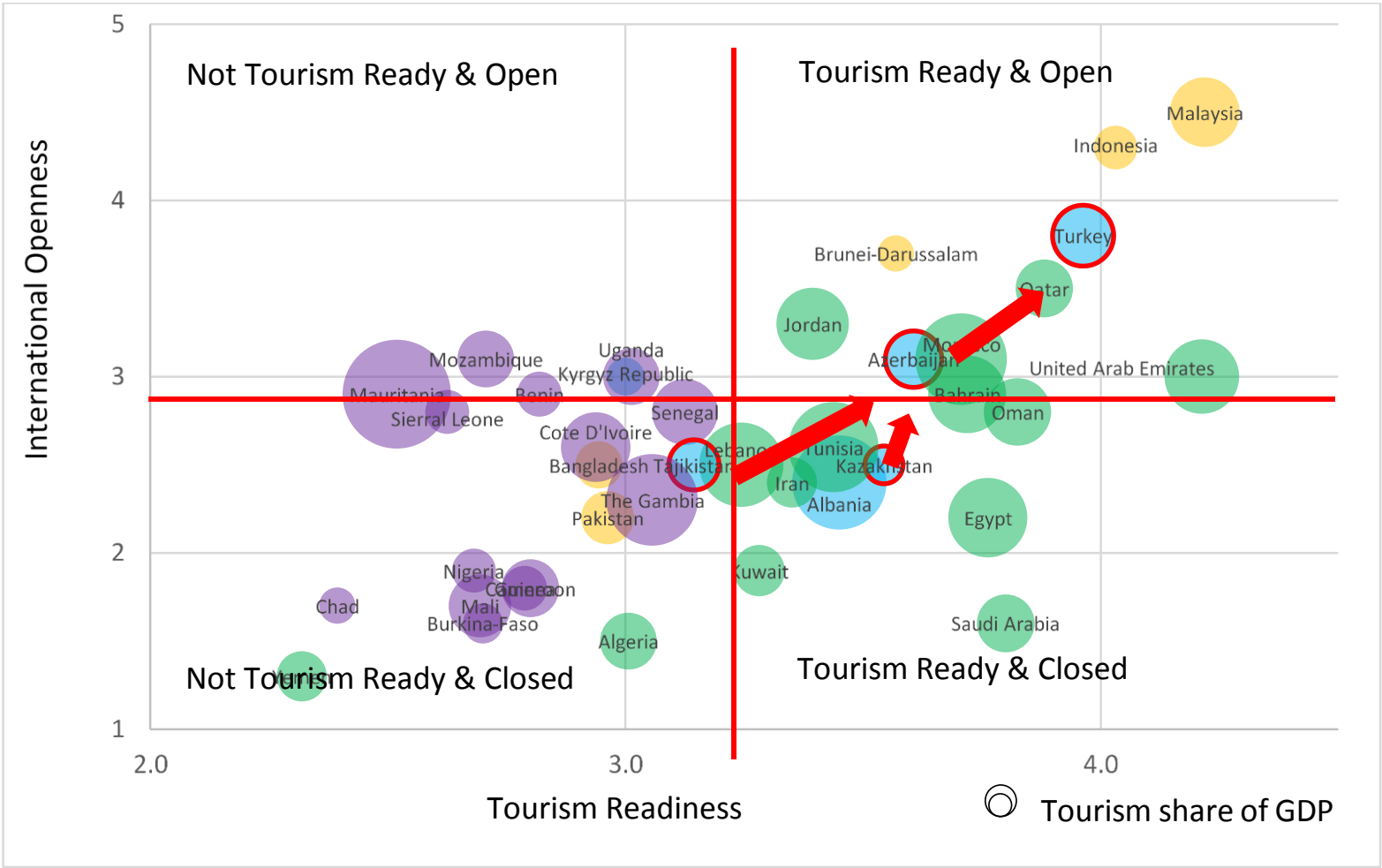
Egypt's and Jordan's Ranking on 8 Indicators

Jordan ranks higher on openness, whereas Egypt ranks higher on natural and cultural resources.



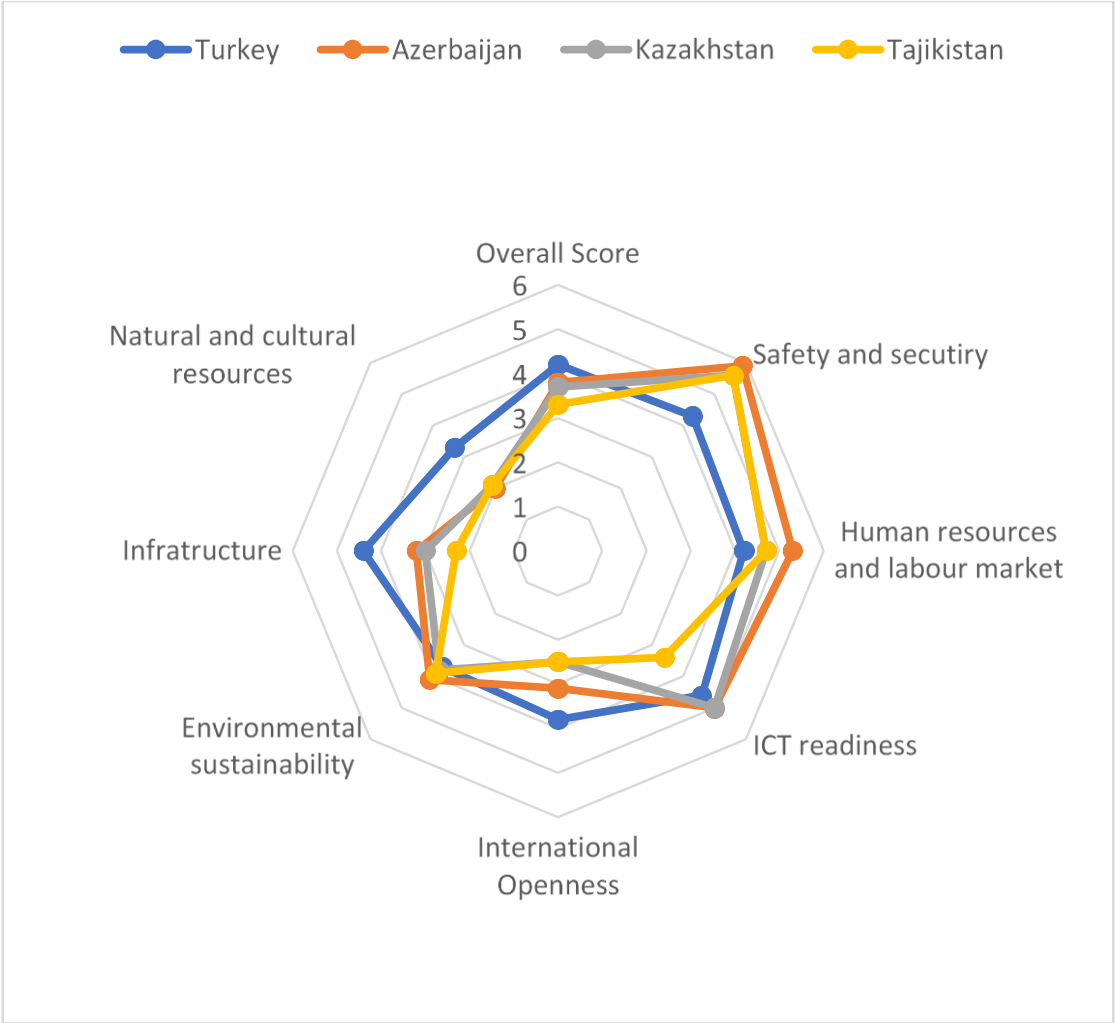
Turkic Silk Road Countries Tourism Readiness and Openness

Turkey is far ahead on tourism openness and readiness which potentially gives it a leading role



Turkic Silk Road Countries' Ranking on 8 Indicators

Azerbaijan, Kazakhstan and Tajikistan are lagging behind Turkey on openness and infrastructure.



New Recommended Corridors

The Islamic Silk Road is at the center of where East meets West



New Recommended Corridors

Masar Ibrahim is a community-based walking trail was initially developed in Palestine with an ambition to include the whole Abrahamic path



New Recommended Corridors

The Fatimid Culture Route focuses on early Islamic history and its influence on the culture and architecture of the Middle East and Northern Africa



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We look forward to hearing from
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