



# For Building an Interdependent Islamic World

**Selçuk KOÇ**

**October 31st 2019**

# OUTLINE

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- 1. Formulation of Policy Recommendations (PRs)**
- 2. Policy Questions and Responses**
- 3. Room Document**

# 1) FORMULATION OF POLICY RECOMMENDATIONS

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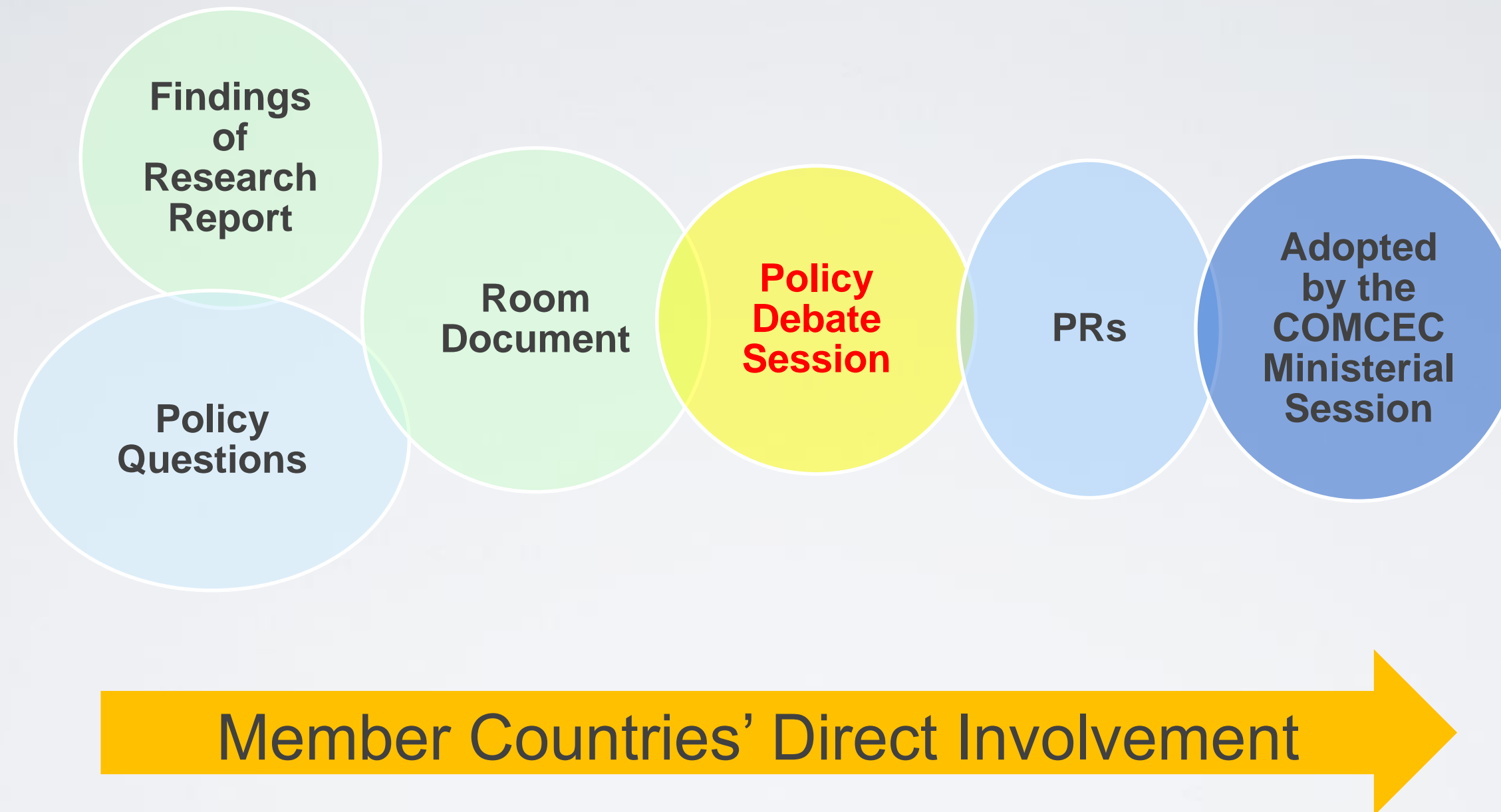
*«..... **approximate policies** in the cooperation areas to address and find solutions to the economic and social challenges of the Islamic Ummah»*  
**(COMCEC Mission)**

## **Policy Recommendations:**

- Based on Research Reports, Policy Questions and discussions during the WG Meetings
- Adopted by the COMCEC Ministerial Sessions
- Serve to policy approximation

# 1) FORMULATION OF POLICY RECOMMENDATIONS

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## 2- Policy Questions and Responses

**Q1: The benefits of establishing multi-destination tourism corridors  
(#1 least important/ - #5 most important)**

Benefits	Importance
Tourists' spending	5
Promoting regional interaction and cooperation	5
Tourism volume	4.9
Improving local multipliers and value chain of tourism	4.9
Preserving the natural and cultural heritage	4.8

## 2- Policy Questions and Responses

Q2: The importance and performance of the stakeholders  
(#1 least important/ - #5 most important)

Stakeholders	Importance	Success Level
Private Sector & Tourism industry	5	5
National governments and NTOs	4.5	4.3
Local governments and regional DMOs	4.3	3.8
International Organizations	4.3	2.5

## 2- Policy Questions and Responses

**Q3: Tourism Corridors' themes and their importance**  
(#1 least important/ - #5 most important)

Themes	Importance
Nature based tourism routes	5
Cultural tourism routes	4,5
Health tourism routes	4,5
Islamic heritage routes	3,5
Adventure tourism routes	3,3
Gastronomy routes	3



## 2- Policy Questions and Responses

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**Q4: What are the strategies and tools that might be utilized to create multi-destination tourism corridors?**

- Supporting private sector and increasing public investments in the targeted tourism type along the corridor
- Enabling legal framework for multilateral cooperation
- Support of public/private sector and local communities
- Development of products that are unique to each destination
- Developing a destination brand and marketing strategy to ensure a consistent image and messages
- Visa regulations to ease travel between corridor countries
- Supportive regional infrastructure, e.g. highways, ports, etc.



## 2- Policy Questions and Responses

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**Q5: How can the multi-destination tourism corridors be managed effectively?**

- A well functioning DMO with public and private sector members, NGOs etc.
- National Tourism Working Groups (for policy formulation, multi-lateral collaboration and articulation of regional tourism corridor strategic framework)
- Establishment of tourism corridor Advisory Board
- Minimizing administrative restrictions in travel facilitation
- Conducting effective branding and marketing for common destinations

## 2- Policy Questions and Responses

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**Q6: What are the key performance indicators for multi-destination tourism corridors?**

- Number of tourists
- Per capita foreign tourist expenditure
- Visitor satisfaction
- Number of selected themes and corridors
- Number of signed specific agreements
- Investments and tourism revenues

# 3- Room Document

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## *Policy Advice 1*

*Planning corridors based on thorough demand analysis, infrastructure assessment, and social value analysis and identifying assets through expert-led research.*

## 3- Room Document

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### *Policy Advice 2*

*Making use of public-private partnership models for the effective management of Tourism Corridors and encouraging the participation of and collaboration with all relevant stakeholders.*

### *Policy Advice 3*

*Identifying a comprehensive set of indicators and promoting harmonized tourism related data collection as well as analysis for monitoring the corridor performance effectively.*

### 3- Room Document

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#### **Policy Advice 4**

***Improving branding and marketing of the tourism corridors in the OIC Region through among others, joint interactive marketing platforms and user-generated content (storytelling)etc.***

#### **Policy Advice 5**

***Diversifying funding sources of tourism corridors with a view to ensure the sustainability of their management and marketing.***



# THANK YOU

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