

**14th MEETING OF THE COMCEC
TOURISM WORKING GROUP**

October 31st, 2019, Ankara

**EXPERIENCE OF AZERBAIJAN IN IMPLEMENTING THE PROJECT
"DESTINATION MANAGEMENT
ORGANIZATION: CONCEPTUAL FRAMEWORK
FOR AZERBAIJAN, CAMEROON AND IRAN"**

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Lead Project Researcher

2018-AZETOURI-545



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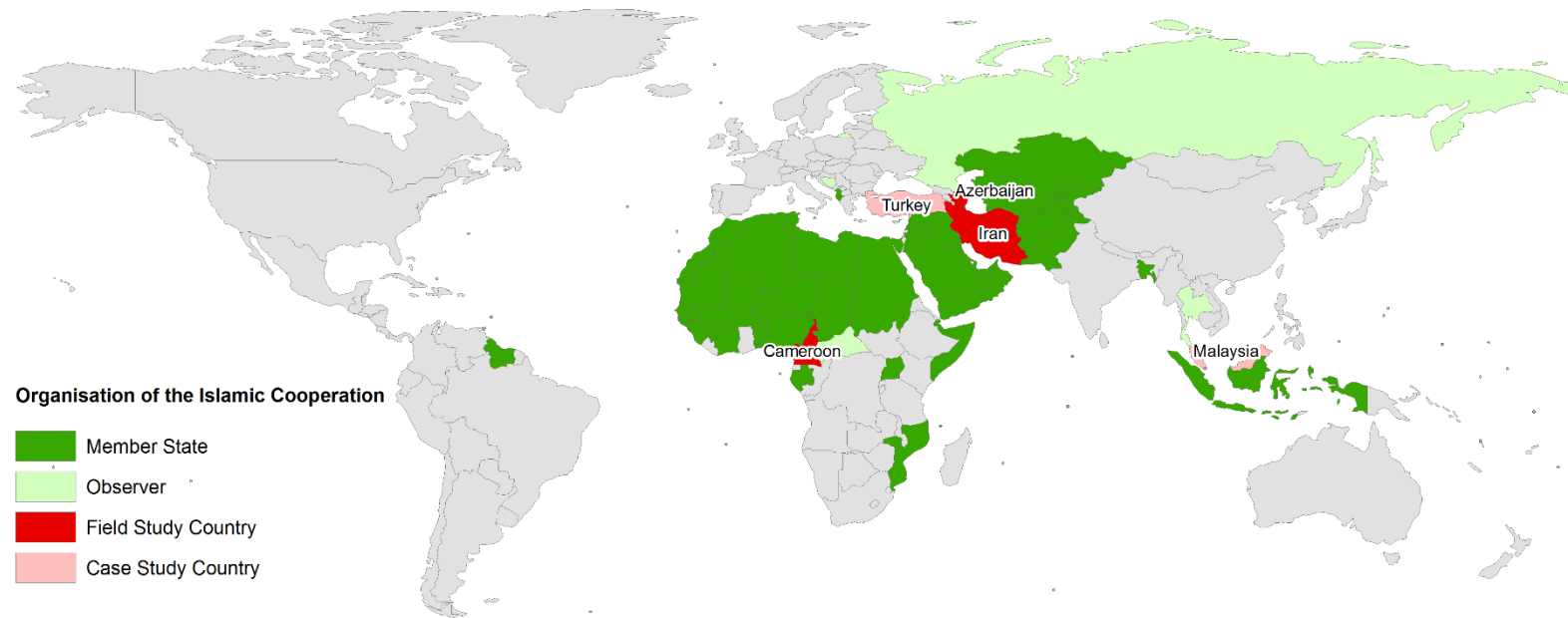
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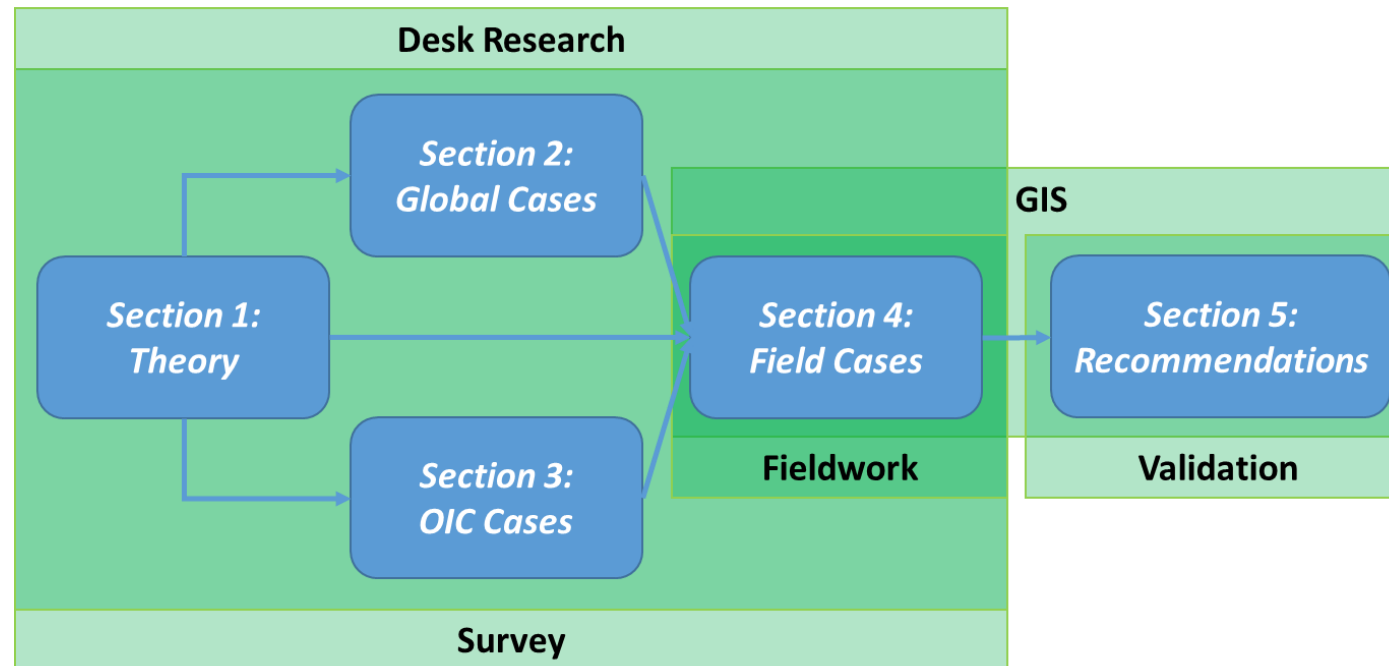
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AIM

Suggesting regionalized destination management frameworks in Azerbaijan, Cameroon and Iran, and the OIC in general, with particular attention on less developed regions and informed by global benchmarks, especially in the two leading tourism countries of the OIC – Malaysia and Turkey



RESEARCH DESIGN



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WHAT/WHO IS A DMO?

- 1990s:
 - **D**estination **M**arketing **O**rganization (**O**ffice)
- 2000s:
 - **D**estination *M*anagement **O**rganization
- Next?



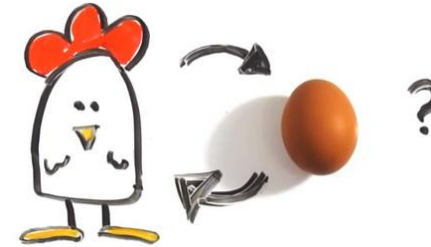
WHAT/WHO IS A DMO?

- **Destination Management:** «the co-ordinated management of all the elements that make up a destination» (UNWTO 2007: 4)
 - *Coordination*
 - *Leadership*
 - Public/Private/PPP (Public-Private-Partnership)



WHAT DOES A DMO DO?

- Destination Development (TALC Involvement/Rejuvenation Stage)
 - Institutionalization & Governance
 - *DMO Establishment*
 - Infrastructure and Accessibility
 - Tourism Culture and HR Capacity Building
 - Investment Planning and Facilitation
 - Product Diversification
- Destination Management (operational)
- Destination Marketing



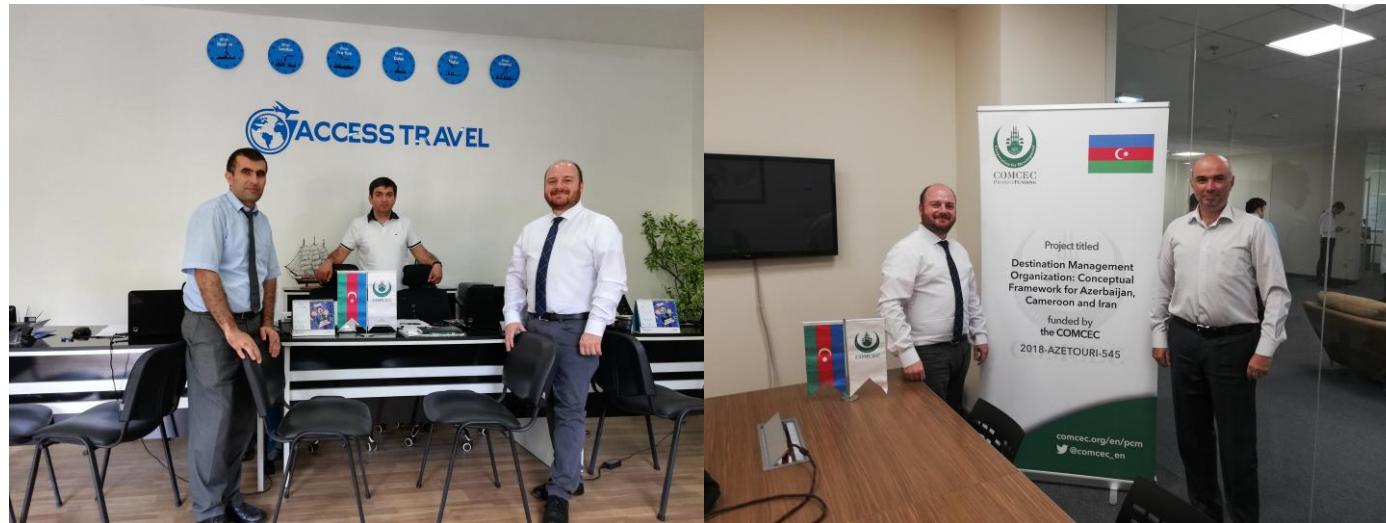
FIELDWORK

<i>Fieldtrip</i>	<i>Dates</i>	<i>Activities</i>
Iran	27.5.2019	Roundtable Meeting at the ICHTO
Cameroon	29-31.5.2019	7 Interviews in Yaounde, 3 Site Visits
Azerbaijan	11-13.6.2019	6 Interviews in Baku
Aran, Azerbaijan	22-28.7.2019	16 Roundtable Meetings, Numerous (Potential) Site Visits



INTERVIEW/SURVEY

<i>Interviewee</i>	<i>Alias</i>	<i>Date</i>	<i>Language</i>	<i>Duration</i>
Senior Tourism Officer	STO	11.06.2019	Azerbaijani/Turkish	01:18:33
DMO Expert 1	DM1	11.06.2019	English	01:31:20
DMO Expert 2	DM2	13.06.2019	English	01:07:28
Tourism Scholar	TS	11.06.2019	Azerbaijani/Turkish	00:37:23
Travel Agent 1	TA1	12.06.2019	Azerbaijani/Turkish	01:42:19
Travel Agent 2	TA2	13.06.2019	Azerbaijani/Turkish	ca. 1 hour



INTERVIEW/SURVEY

Section 2: DESTINATION MANAGEMENT

3- How would you define a “tourism **destination**”?

4- How would you define a “**Destination Management Organization (DMO)**”?
What activities should a DMO engage with?

5- **Who are the actors** (public, private, NGO, public-private partnership) involved in the management of destinations in your country? How has this actor framework evolved in the past and what future changes would you anticipate?

6- What are **legal and political frameworks** affecting the governance of destinations in your country, in particular the establishment and running of DMOs?

7- Could you give concrete **example(s)** of DMO(s) that you perceive as (partly) successful in your country or elsewhere? What do you think are the main drivers, e.g. human resources, funding, accountability, executive power etc., behind the success?

INTERVIEW/SURVEY

Section 2: DESTINATION MANAGEMENT



21 iyun 2019 17:10 352 Çap et

Quba Destinasiya Menecmenti Təşkilatı
ictimaiyyətə təqdim edilib

Sheki Destination Management Organization to promote regional tourism in country [PHOTO]

4 October 2019 13:13 (UTC+04:00) 949



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ARAN MEETINGS

1- What are the main **driving economic sectors** of the region? How has this evolved in the past and what are your future expectations?

2- How has travel and **tourism** – international and domestic – contributed (or not) to economic, sociocultural and environmental **development** in your region? What are your future expectations?

3- What natural and cultural **resources** can be utilized for tourism? Are there already strong products?

4- What are the **internal and external factors** affecting tourism development positively or negatively?

5- How do you see your tourism **cooperation chances with other regions in Aran**? Are there any geographical and cultural similarities and/or complementary aspects among the rayons? Can you name any (potential) cluster of tourism products?

6- Who are the **actors** (public, private, NGO, public-private partnership) involved in destination management in your region? What activities are they engaged with?



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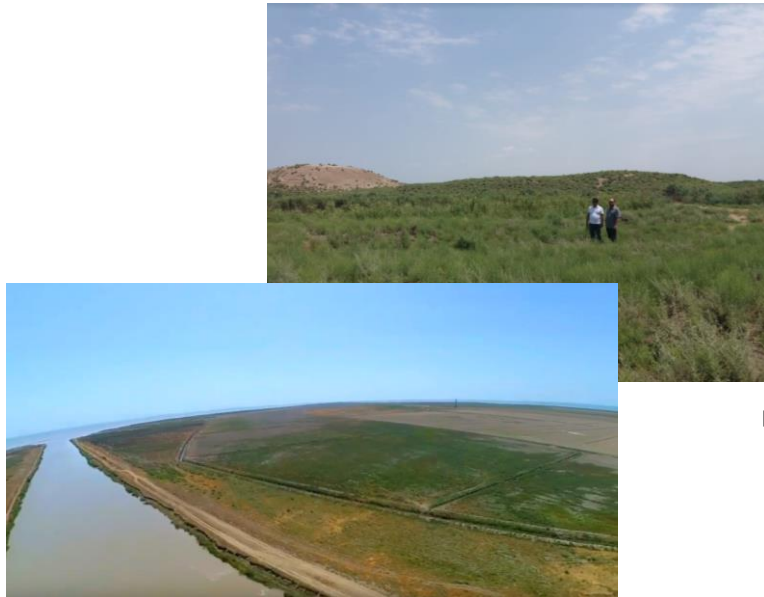


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ARAN, AZERBAIJAN

*Economic Regions of
Azerbaijan*



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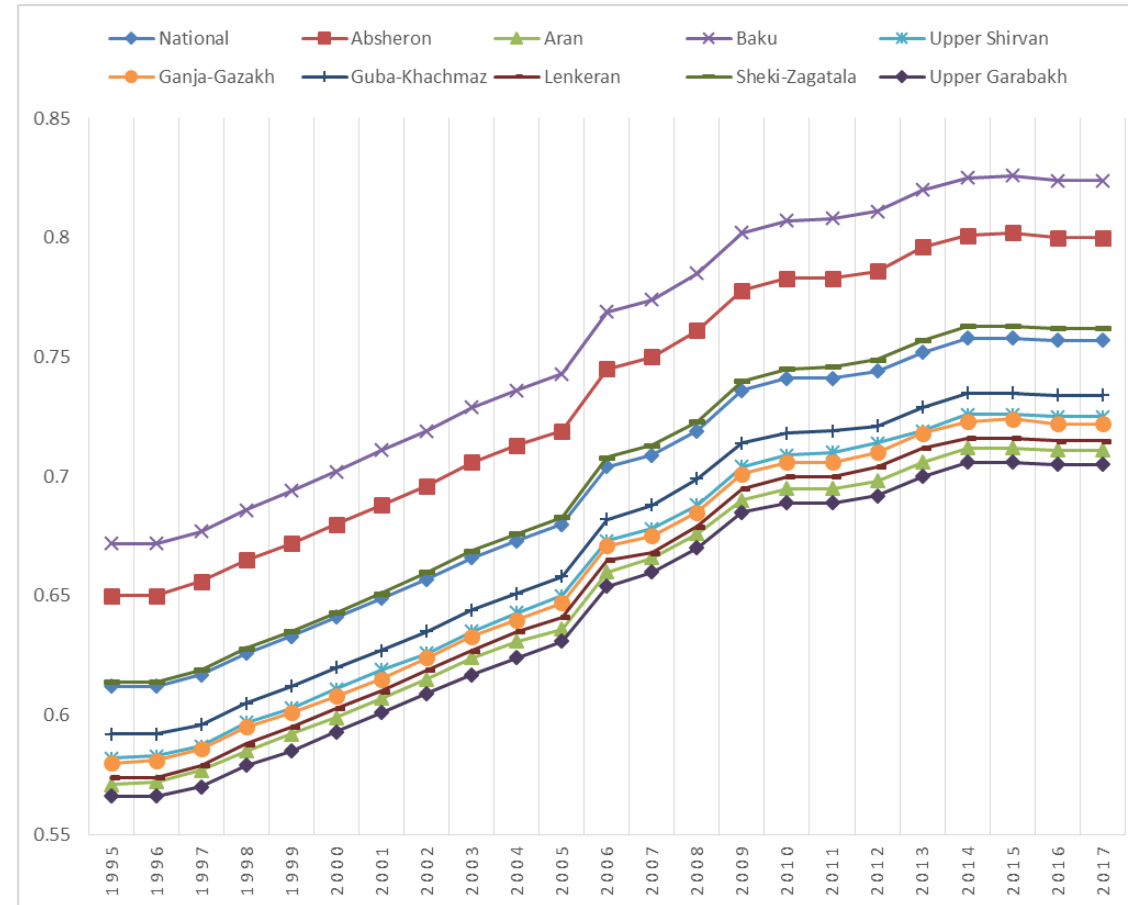


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ARAN, AZERBAIJAN

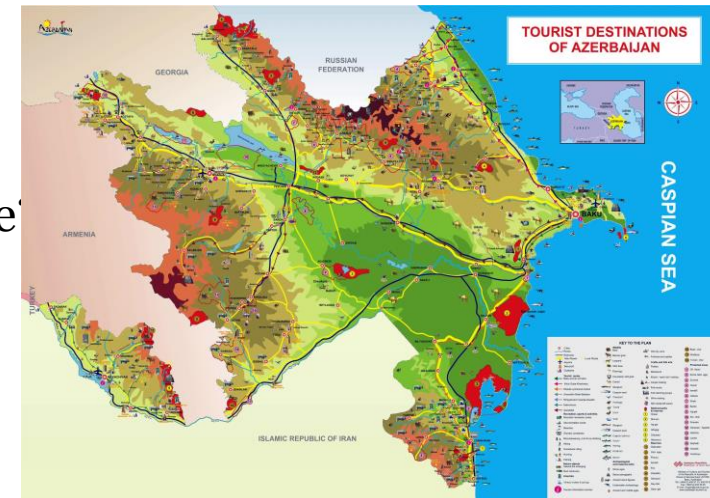


Evolution of Human Development Index Scores in Azerbaijan's Economic Regions

Source: data from Global Data Lab (2019)

NOTES AND QUESTIONS ON ARAN

- Field meetings
- Field observations notes
- Grey literature
- Atlases
- Red Book
- Previous field notes
- Web search, remote sensing
- Mini workshop
- Large area?
- Remote area?
- Transit
 - Iron Silk Road
 - Agreement with Georgia
- Innovation (1/5 rule - AIRTH)
- Leakage, Emerging Destinations Knowledge (YEGN)
- USP: Kura River?
 - Meanders
- Climate Change
- Caspian Sea



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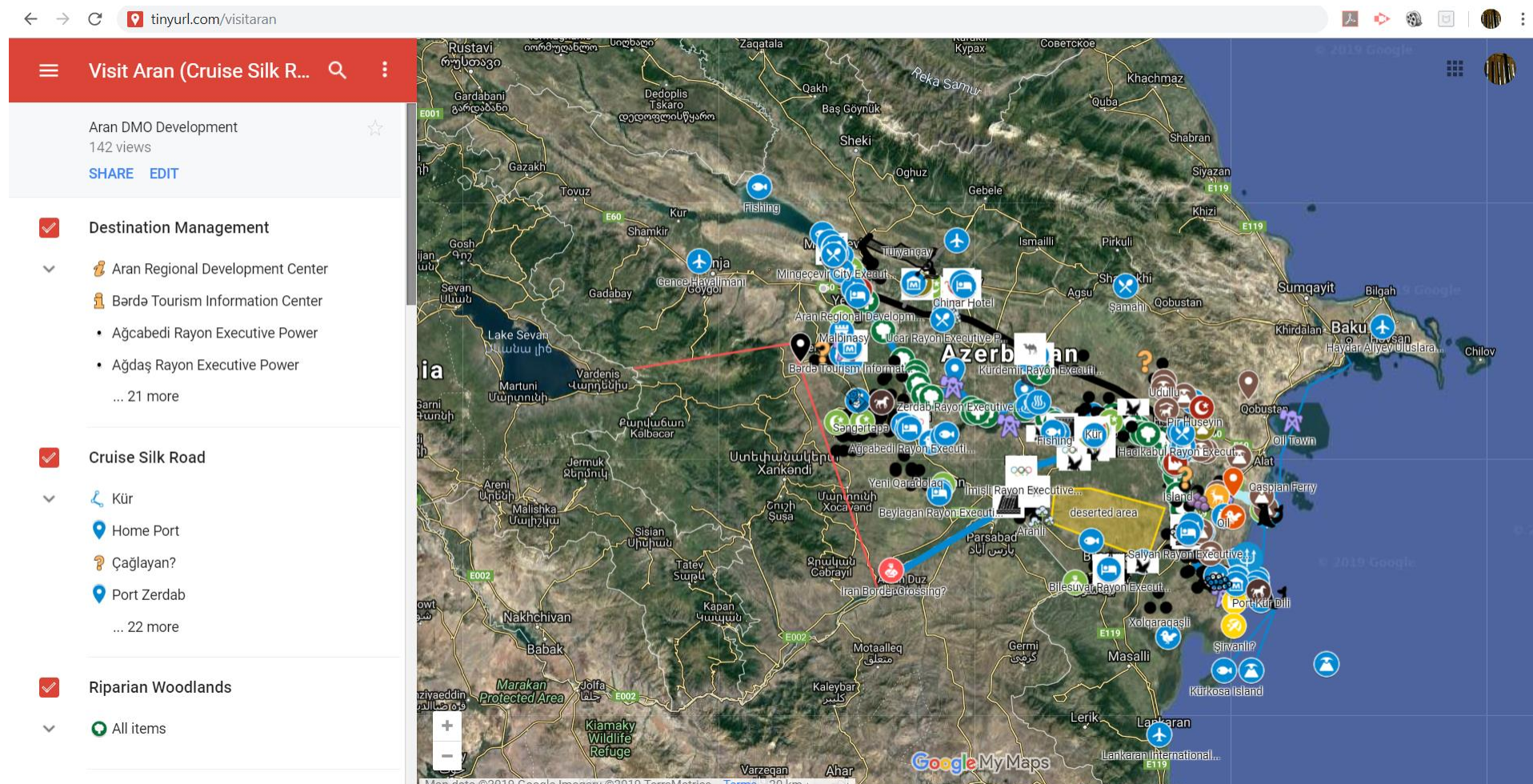


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GIS INVENTORY



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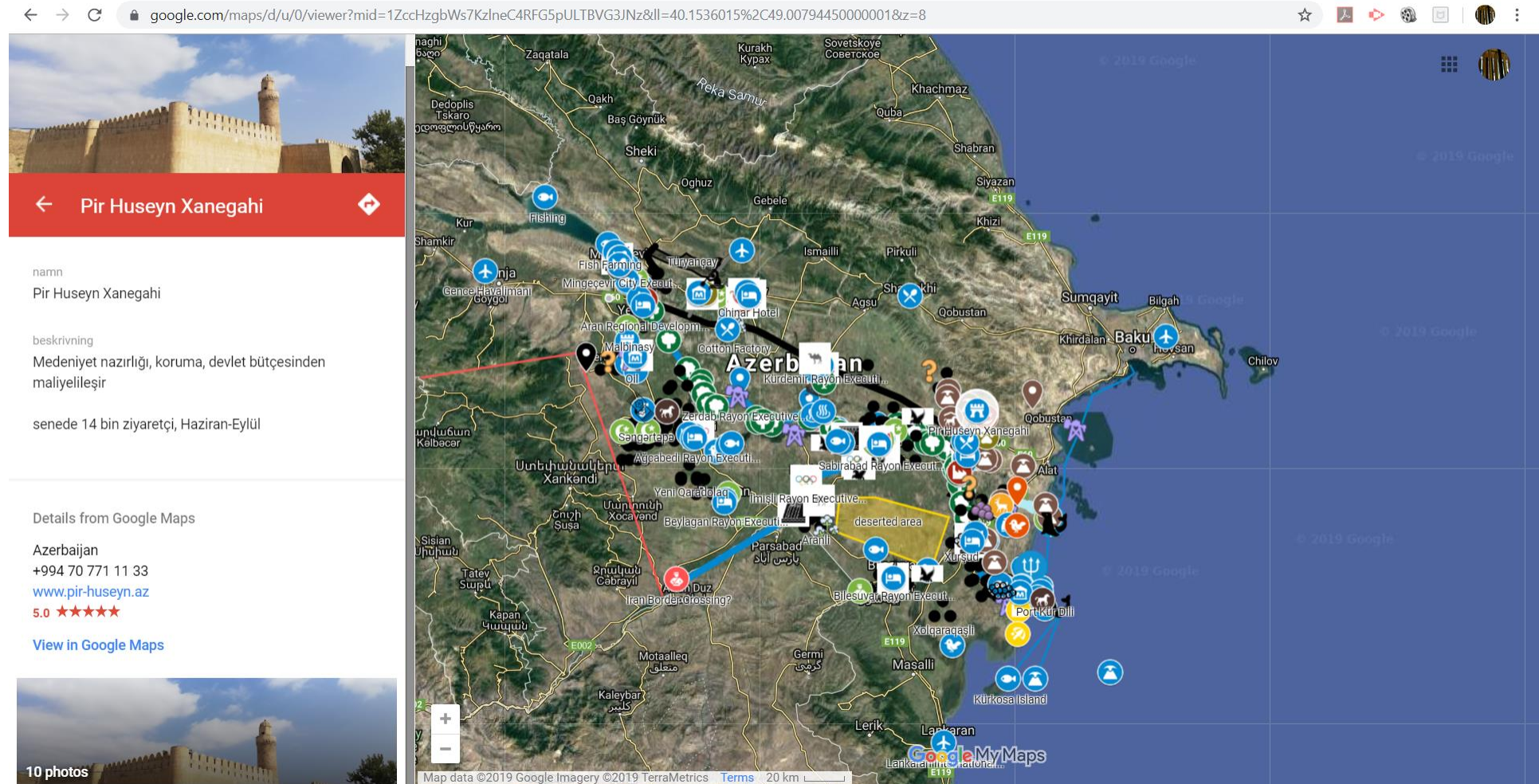


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GIS INVENTORY

← → ↺ google.com/maps/d/u/0/viewer?mid=1ZccHzgbWs7KzIneC4RFG5pULTBVG3JNz&ll=40.1536015%2C49.00794450000001&z=8



Pir Huseyn Xanegahi

namn
Pir Huseyn Xanegahi

beskrivning
Medeniyet nazirlığı, koruma, devlet bütçesinden maliyelileşir

senede 14 bin ziyaretçi, Haziran-Eylül

Details from Google Maps

Azerbaijan
+994 70 771 11 33
www.pir-huseyn.az
5.0 ★★★★★
[View in Google Maps](#)

10 photos

Map data ©2019 Google Imagery ©2019 TerraMetrics Terms 20 km



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CLUSTERING THEMES AND FUNCTIONS OVERLAY WITH ADMINISTRATIVE ZONES



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CLUSTERING THEMES AND FUNCTIONS OVERLAY WITH ADMINISTRATIVE ZONES



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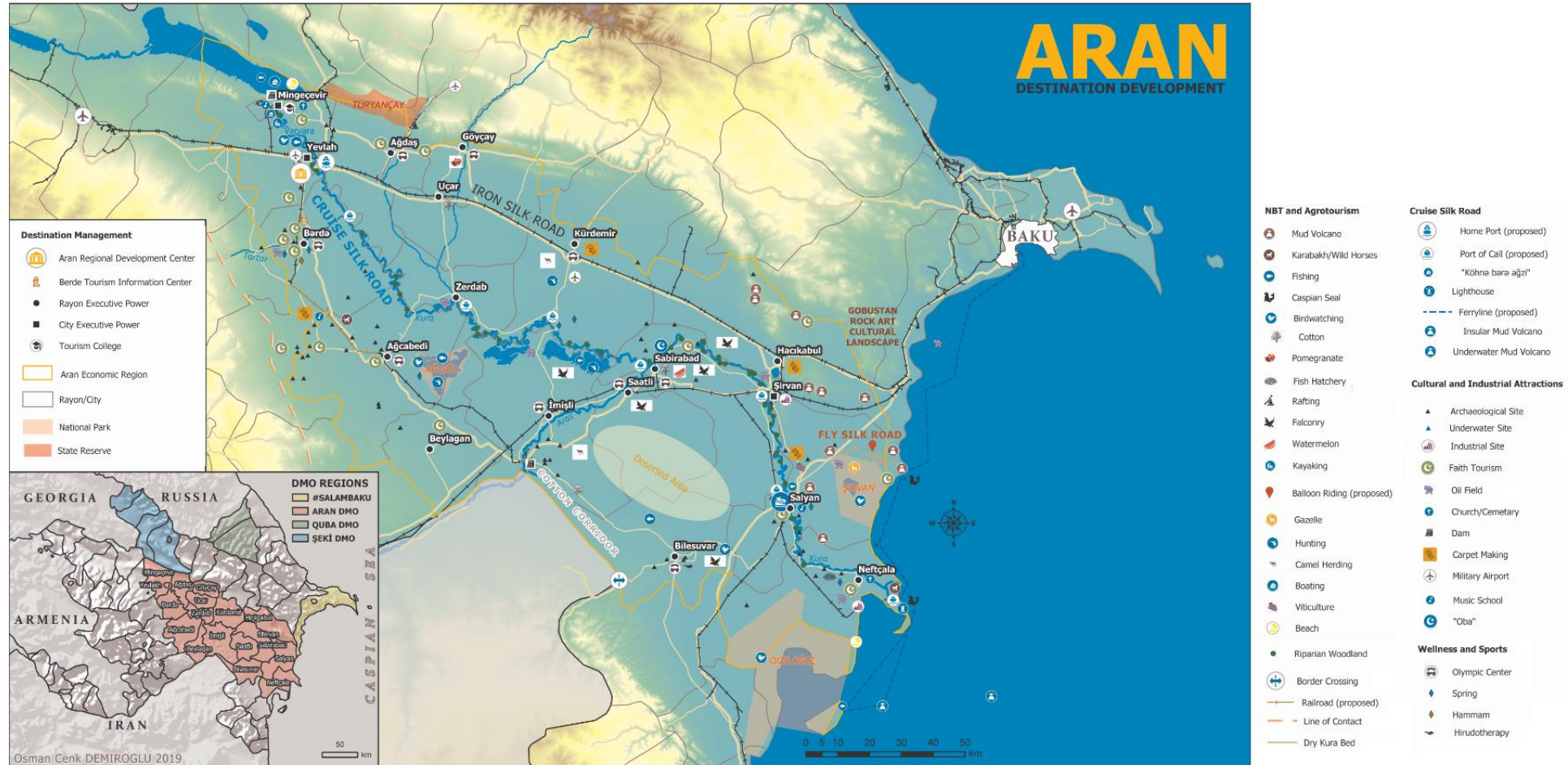
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The figure is a screenshot of a Google Maps interface showing an aerial view of the Aran region in Azerbaijan. The map displays the M2 highway (Baku-Alat-Gazakh-Georgia Hwy) running horizontally across the middle. To the right, the Mtkvari river flows vertically. Several locations are marked with icons and labels: 'Aran Regional Development Center' (orange icon), 'Home Port Hotel' (blue icon), 'Sahil restorani' (orange icon), 'Mirvari Ailevi Kafe' (orange icon), 'Çağlayan?' (purple icon), 'Port Zerdab' (blue icon), and 'Çağlayan?' (purple icon). The map also shows various streets like 'Çingiz Mustafayev', 'Korçulu', 'Çağlayan Nəsi', 'Səhildənizbəni', and 'Bakı-Alat-Gazax-Georgia Hwy'. The left sidebar contains a search bar with 'Visit Aran (Cruise Silk R...' and a list of categories: 'Destination Management' (checked), 'Cruise Silk Road' (checked), and 'Riparian Woodlands' (checked). Under 'Destination Management', there are links to 'Aran Regional Development Center', 'Bərdə Tourism Information Center', and 'Ağcabədi Rayon Executive Power'. Under 'Cruise Silk Road', there are links to 'Kür', 'Home Port', 'Çağlayan?', and 'Port Zerdab'. Under 'Riparian Woodlands', there is a link to 'All items'. The bottom of the map shows the Google MyMaps logo and a scale bar.



CLUSTERING THEMES AND FUNCTIONS OVERLAY WITH ADMINISTRATIVE ZONES



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CLUSTERING THEMES AND FUNCTIONS OVERLAY WITH ADMINISTRATIVE ZONES

Two things...

- Aran Regional Development Center
 - Regional DMO
 - Benefit from Berde TIC's status
 - Incubator: Cruise Silk Road
- Cruise Silk Road
 - Single USP Risk
 - Climate Change
 - Trends



Assessment of the Impacts of Climate Change on the Hydrology of
the Kura River Basin

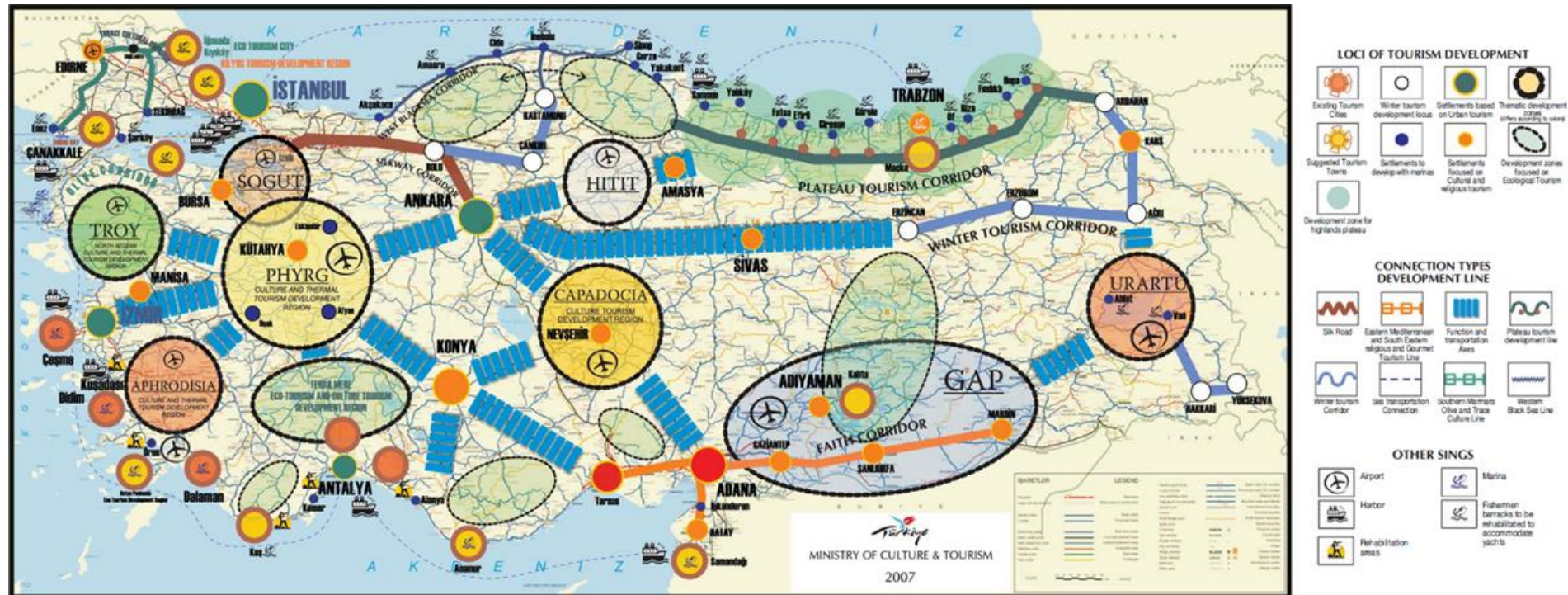
Shahana BILALOVA

July, 2019

Budapest

BENCHMARK: SKI SILK ROAD

Tourism Strategy of Turkey 2023 – Conceptual Action Plan



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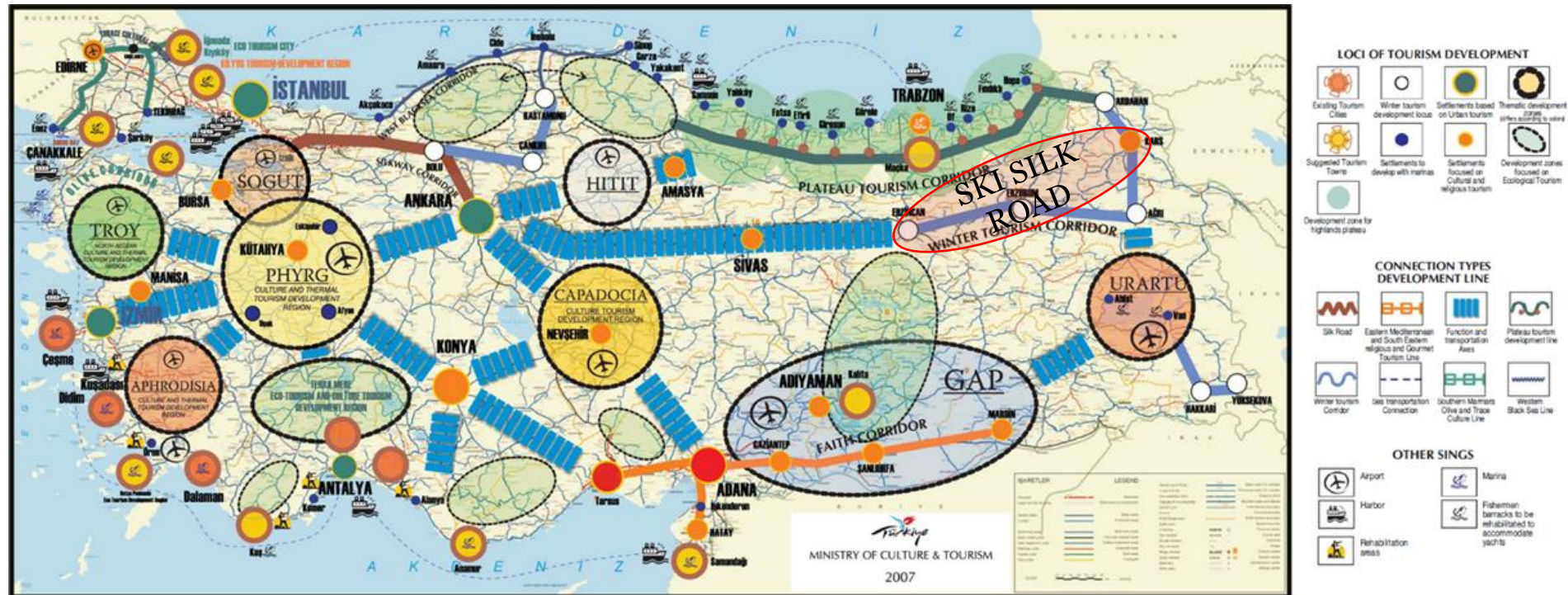
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BENCHMARK: SKI SILK ROAD

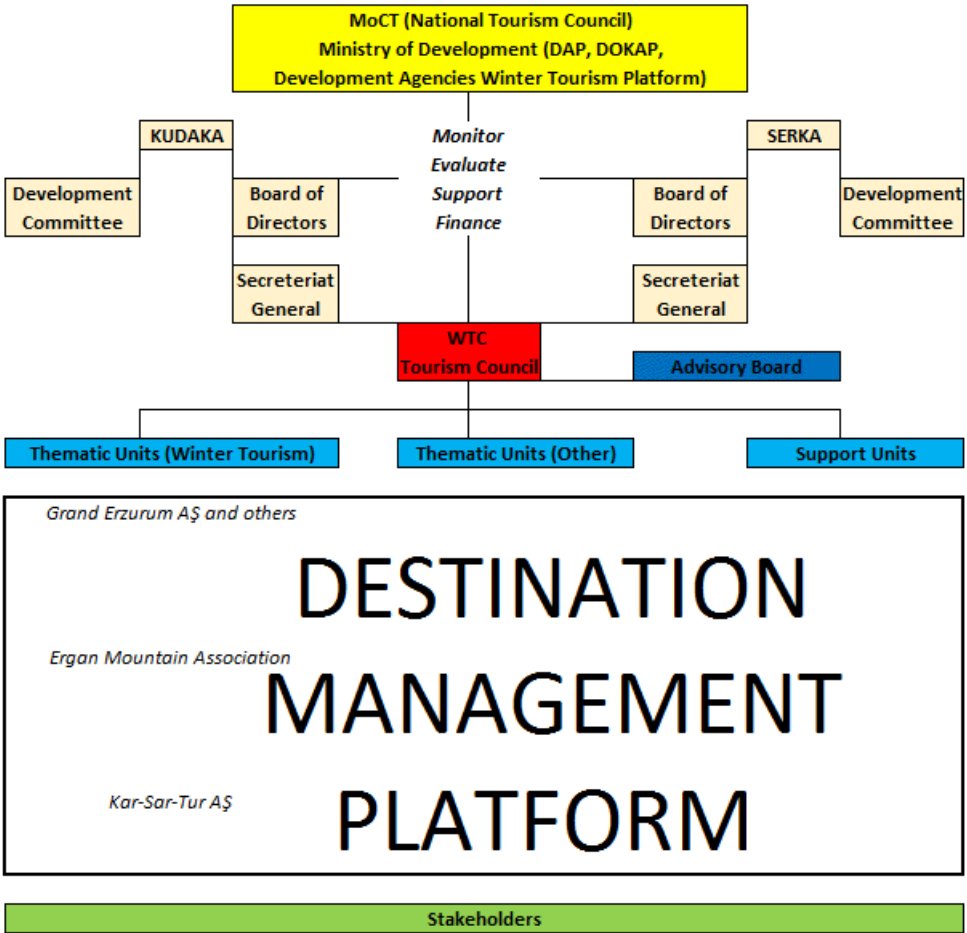
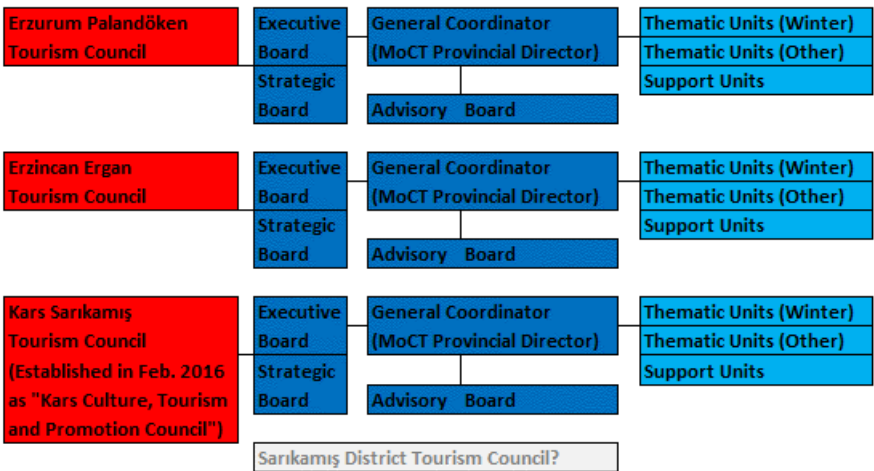
Tourism Strategy of Turkey 2023 – Conceptual Action Plan



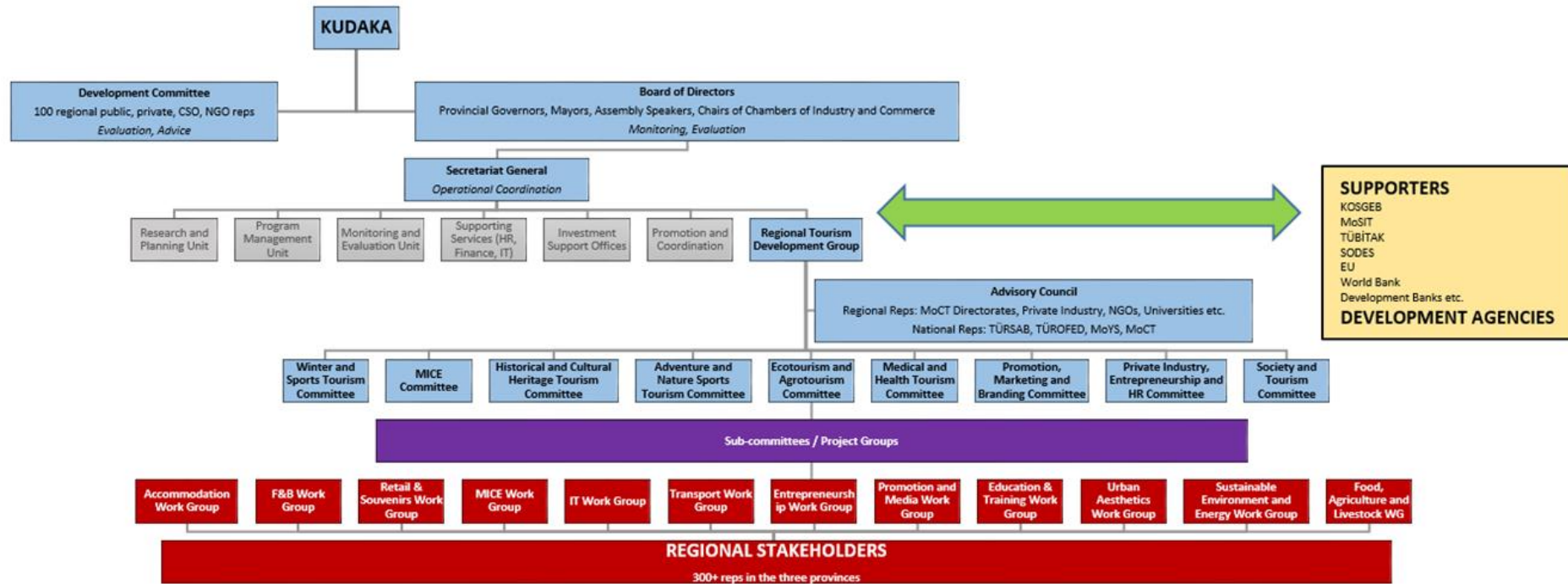
BENCHMARK: SKI SILK ROAD

A Proposed Destination Governance Framework for the WTC

SKI SILK ROAD REGIONAL-PROVINCIAL DMO'S



BENCHMARK: SKI SILK ROAD



A DMO Model within the Organizational Structure of KUDAKA

Source: Çetin et al. 2016: 16, based on KUDAKA (2011)

THANK YOU

EXPERIENCE OF AZERBAIJAN IN IMPLEMENTING THE PROJECT "DESTINATION MANAGEMENT ORGANIZATION: CONCEPTUAL FRAMEWORK FOR AZERBAIJAN, CAMEROON AND IRAN"

14th Meeting of the COMCEC Tourism Working Group: Developing Multi
Destination Tourism Corridors in the OIC Member Countries

31 October 2019 Ankara/Turkey



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