



PROGRAMME

4th MEETING OF THE COMCEC TOURISM WORKING GROUP

(September 4th, 2014, Ankara, Crowne Plaza Hotel)

“Enhancing the Capacity of Tourism Workforce in the OIC Member Countries for Improved Tourism Service Quality”

- 08.30-09.00 **Registration**
- 09.00-09.15 **Opening Remarks**
- 09.15-09.45 **The COMCEC Tourism Outlook**
- Presentation: *Ms. Asli TAŞMAZ DADAKOĞLU*
Expert
COMCEC Coordination Office
- 09.45-10.45 **Enhancing the Capacity of Tourism Workforce: Global Trends, Approaches and Success Factors**
- Presentation: *Prof. Dr. Thomas BAUM*
Tourism Development Partners
- Questions for Discussion
- ✓ How does your country perceive the recent global trends regarding tourism workforce capacity?
- 10.45-11.00 Coffee Break
- 11.00-11.45 **Tourism Workforce Development in the Member Countries: Current Situation, Main Challenges, Recommendations and Prospects**
- **Government Policies and Programmes for Tourism Workforce Development in the Member Countries**
 - Presentation: *Prof. Dr. Thomas BAUM*
Tourism Development Partners
- Questions for Discussion
- ✓ Does your country have any "unique" experience which you can highlight and recommend the other participants to pay special attention for tourism workforce development?
 - ✓ How can we raise awareness on the human resource potential in the Member Countries and the importance of developing human resource capacity?

- 11.45-12.45
- **Private Sector Perspective for Human Resource Capacity-Development**
 - Presentation: *Ms. Rochelle TURNER*
Head of Research
World Travel and Tourism Council (WTTC)
 - Presentation: *Mr. Hüseyin KÜCÜ*
Human Resources Manager
Rixos Hotels
- Questions for Discussion
- ✓ There are several stakeholders in tourism workforce development. In enhancing human resource capacity, what can be possible role of private sector and NGOs or other development agencies?
 - ✓ How can we encourage the private sector in tourism to identify skill needs and to plan human resource development in this regard?
- 12.45-14.00 **Lunch**
- 14.00-16.00 **Success Stories of the Member States**
- *Discussion*
- 16.00-16.15 Coffee Break
- 16.15-17.30 **The Way Forward: Policy Options for Enhancing the Capacity of Tourism Workforce**
- *Moderation: Mr. Fatih ÜNLÜ*
Senior Expert
COMCEC Coordination Office
- Questions for Discussion
- ✓ Does your country have a long term national tourism human resource development strategy?
 - ✓ Does your country have national occupational standards or accreditation in tourism services?
 - ✓ What kind of education and training policies and programmes would you recommend to increase the quality of tourism workforce?
- 17.30-18.00 **The Way Forward: Utilizing the New COMCEC Project Funding Mechanism**
- Presentation: *Mr. Mustafa TEKİN*
Director
COMCEC Coordination Office
- 18.00-18.15 **Closing Remarks**