



11th MEETING OF THE COMCEC TOURISM WORKING GROUP
(February 15th, 2018, Crowne Plaza Hotel, Ankara)

***“Destination Development and Institutionalization Strategies
in the OIC Member Countries”***

PROGRAMME

08.30-09.00 **Registration**

09.00-09.05 **Recitation from the Holy Quran**

09.05-09.15 **Opening Remarks**

The COMCEC Tourism Outlook

09.15-09.35 - *Presentation: Mr. Gürel ÇETİN*
Associate Professor
COMCEC Coordination Office (CCO)

09.35-09.45 - *Discussion*

Destination Development and Institutionalization Strategies: Global Trends and Success Factors

09.45-10.15 - *Presentation: Ms. Reem EL SHAFAKI*
Senior Associate
Dinar Standard

10.15-10.45 - *Discussion*

10.45-11.00 *Coffee Break*

Destination Development and Institutionalization Strategies: Selected Case Studies, Main Challenges, Recommendations and Prospects

11.00-11.40 - *Presentation: Ms. Reem EL SHAFAKI*
Senior Associate
Dinar Standard

11.40-12.20 - *Discussion*

12.20-14.00 *Lunch*

Policy Options for Destination Development and Institutionalization Strategies in the Member Countries

There will be a moderation session under this agenda item. The participants are expected to discuss the the policy options/advices on destination development and institutionalization strategies in the OIC Member Countries. At the beginning of the session, the CCO will make a short presentation on the responses of the Member Countries to the policy questions and the Room Document.

- 14.00-14.10 - Presentation: *“Responses of the Member Countries to the Policy Questions on destination development and institutionalization strategies”*
Mr. Selçuk KOÇ
Director
COMCEC Coordination Office (CCO)

- 14.20-15.30 - *Discussion*

Utilizing the COMCEC Project Funding

- 15.30-15.45 - *Presentation: Mr. Burak KARAGÖL*
Director
COMCEC Coordination Office (CCO)

- 15.45-15.55 - *Discussion*

15.55-16.10 *Coffee Break*

Success Stories of the Member States

- 16.10-17.10 - *Presentation(s)*

- *Discussion*

International Institutions/Private Sector’s Experiences

- 17.10-17.25 - *Presentation: “Destination Development, Governance and Management in the OIC”*
Esencan TERZİBAŞOĞLU
Advisor
UNWTO

- 17.25-17.40 - *Presentation: “The Experience of Kayseri Erciyes Corporation in Destination Development”*
Dr. Murat Cahid CINGI
Chairman of Board Management
Kayseri Erciyes Corp.

- 17.40-17.55 - *Discussion*

17.55-18.05
Closing Remarks and Family Photo

