

OUTLINE

- 1. Formulation of Policy Recommendations (PRs)**
- 2. Policy Questions**
- 3. Responses of the Member Countries**
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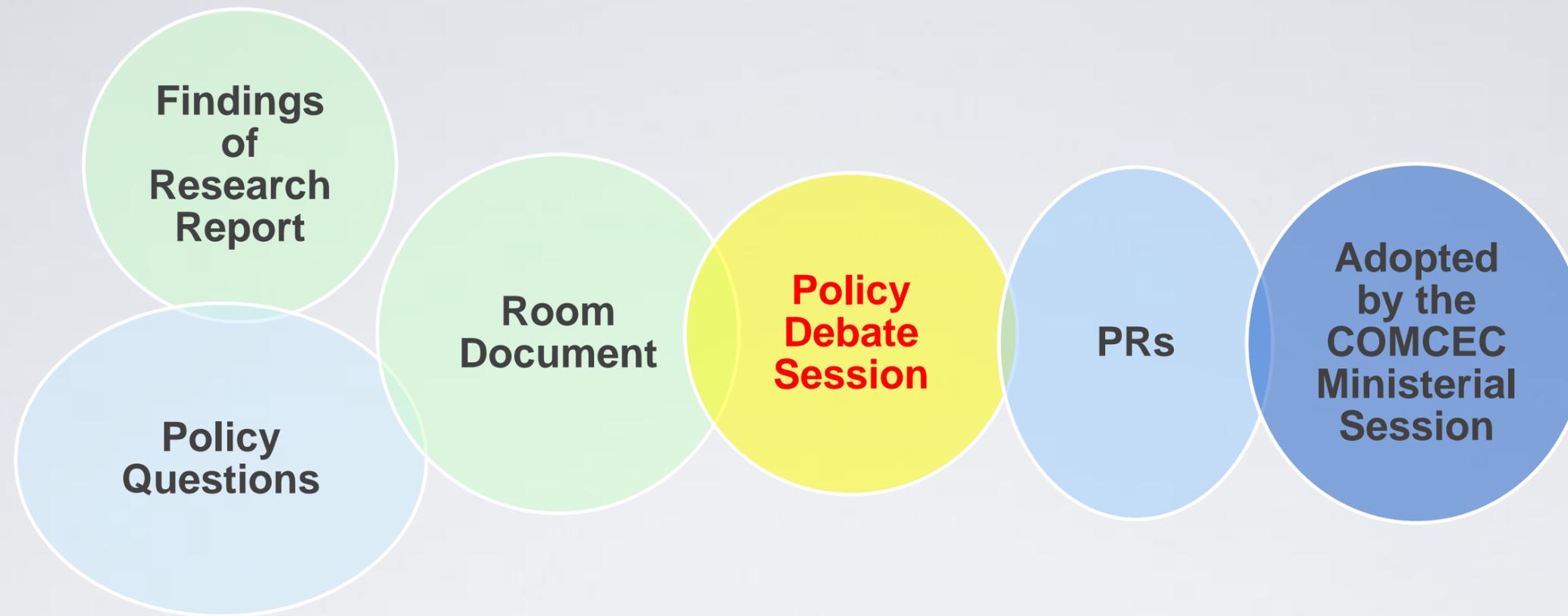
1) FORMULATION OF POLICY RECOMMENDATIONS

«..... **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



Member Countries' Direct Involvement

3- RESPONSES OF THE MEMBER COUNTRIES

Q1: «The structure of DMOs (destination management organizations responsible for Tourism development at local/regional level)»

Ministry of Tourism/Government
Tourism Organization

- Azerbaijan, Iran, Mozambique, Sudan and Turkey

There is no DMO

- Somalia

3- RESPONSES OF THE MEMBER COUNTRIES

Q2: Could you rank the importance/success of the DMOs in terms of the responsibilities of indicated below?

Responsibilities	Importance/Success
Developing destination wide plans and strategies	1/1
Tourist experience management	2/5
Improving value chain of tourism in the destination	3/3
Ensuring sustainable development of tourism	4/4
Training and education	5/2

3- RESPONSES OF THE MEMBER COUNTRIES

Q3: The percentage of current and desirable sources of funding for DMOs

Government funding
Membership fees
Tourist taxes
Entrance fees / Tickets / City Cards
Reservation Commissions
Service Fees
Other (Please specify)

3- RESPONSES OF THE MEMBER COUNTRIES

Q4: Could you rank the importance of the following stakeholders in destination management? Please rank from one to five.

Stakeholder	Ranking
Tourism Industry	1
Local government	2
Local residents & NGOs	3
Central government	4
Other (Media)	5

3- RESPONSES OF THE MEMBER COUNTRIES

Q5: Could you rank the importance as well as the performance of the following stakeholders in managing crises at the destinations?

(#1 most important/successful item - #5 least important/successful item.)

Stakeholder	Importance	Success Level
Government	1	2
Media	2	1
Tourism Industry	3	4
Local Residents	4	3

3- RESPONSES OF THE MEMBER COUNTRIES

Q6: What are the strategies that might be utilized to create a shared vision of the destinations? How can stakeholders' involvement might be improved? What are the communication mediums in place?

- Develop for a well-designed strategy
- Consulting with stakeholders
- Attracting relevant stakeholders' interest
- A Tourism Council comprising of relevant government bodies and different associations
- A regular platform for improving communication and cooperation can be formed, which would include private sector and local branches of central government bodies

3- RESPONSES OF THE MEMBER COUNTRIES

Q7: How should the DMO be structured? Who should manage and monitor the DMO? How can the DMO operations would be regulated and become more accountable, fair and transparent?

- DMOs should be managed by government and include private sector as well as other relevant stakeholders
- The participation of all stakeholders must be ensured in any structural form of DMOs
- For ensuring transparency, all stakeholders should have an opportunity to oversee the DMOs operations

3- RESPONSES OF THE MEMBER COUNTRIES

Q8: How can DMOs improve economies of scale, effective use of resources, joint marketing and cost sharing? What are the tools to prevent free-riding?

- DMOs should carry out value chain analysis and based on that they should improve product competitiveness and diversification of specific destinations
- Incentives should be provided by taking into account sustainable development,
- Sound regulations are needed for attracting foreign investments
- Tool can be rules and regulations, incentives, holding events, and country introduction in international markets.

3- RESPONSES OF THE MEMBER COUNTRIES

Q9: What are the characteristics of successful destination management organizations? What are the key performance indicators for DMOs? What can be done for improving effectiveness of DMOs?

- Active involvement of all government related bodies as well as good working relations with non-government organizations and private investors
- Rate of investment as well as number of private companies involved are the key indicators of success.
- Developing a specific marketing model based on the tourism potential of a destination
- Benefit from the experiences of the countries which have shown certain success.

4- ROOM DOCUMENT - Policy Advices

1. Establishing/strengthening local and regional public-private Destination Management Organizations (DMOs) with the assignment of responsibilities related to destination planning, development, marketing and management.
2. Planning supply and demand as well as identifying and monitoring KPIs for ensuring sustainable tourism development at the destination.

4- ROOM DOCUMENT

Policy Advices

3. Ensuring self-funding of DMOs and efficiency as well as transparency in utilization and management of resources.
4. Promoting destinations through forming OIC country alliances and the alliances with external stakeholders.



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www.comcec.org

tourism@comcec.org



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Selçuk KOÇ

COMCEC Coordination Office

September 21st 2017