



COMCEC

**12th MEETING OF THE COMCEC TOURISM WORKING GROUP
(September 13th, 2018 Ankara)**

***“Destination Marketing Strategies
in the Islamic Countries”***

AGENDA

Opening Remarks

1. The COMCEC Tourism Outlook
2. Destination Marketing Strategies: Global Trends, Approaches and Success Factors
3. Destination Marketing Strategies in the OIC Member Countries
4. Policy Options for Developing Destination Marketing Strategies in the OIC Member Countries
5. Member State Presentations
6. International Institutions'/ Private Sector's Perspective
7. Utilizing the COMCEC Project Funding

Closing Remarks
