

Making Cooperation Work

COMCEC STRATEGY

For Building an Interdependent Islamic World



RESPONSES OF THE MEMBER COUNTRIES TO THE POLICY QUESTIONS ON “Destination Marketing Strategies in the OIC Member Countries”



COMCEC

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OUTLINE

- 1. Formulation of Policy Recommendations (PRs)**
- 2. Policy Questions and Responses**
- 3. Room Document**

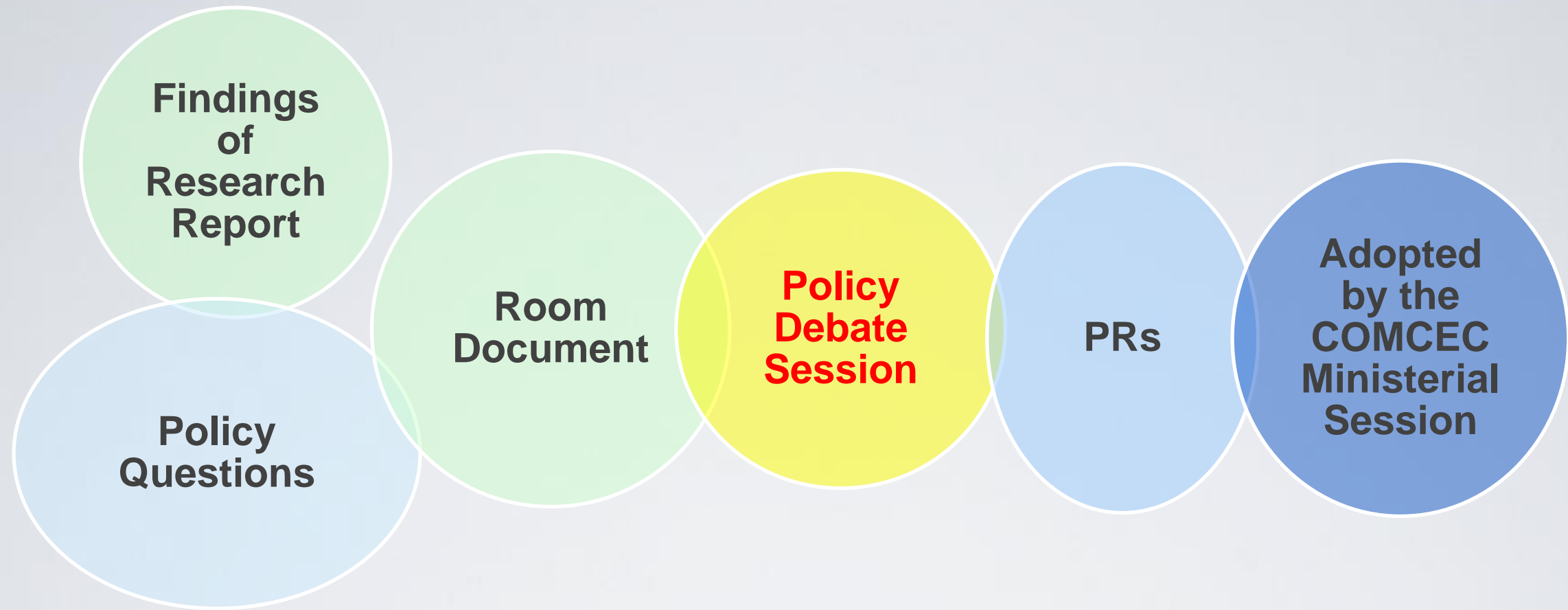
1) FORMULATION OF POLICY RECOMMENDATIONS

«..... *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

2- Policy Questions and Responses

Q1: «The current average spending per tourist per night»

average spending per tourist	Countries
0- 250 USD	Azerbaijan, Indonesia, Iran, Mali, Sudan and Mozambique
251-500 USD	
501-750 USD	Malaysia,
751-1000 USD	
1001-1250 USD	
1251+ USD	

2- Policy Questions and Responses

Q2: The average night of stay per tourist

average night of stay per tourist	Countries
0-2 nights	Azerbaijan, Mali,
3-4 nights	
5-7 nights	Malaysia, Sudan, Mozambique, Iran,
8-11 nights	Indonesia,
12+ nights	

2- Policy Questions and Responses

Q3: The approximate current and desirable share of source markets of the tourist arrivals

	Current share (%)	Desired share (%)
Europe	(Mali-42) (Iran- 39) (Azerbaijan-38) (Indonesia-11) (Sudan-10) (Mozambique-10) (Malaysia-4)	(Mali-45) (Sudan-15) (Indonesia 12) (Mozambique-4)
Asia	(Malaysia-92.5) (Indonesia-68) (Azerbaijan-60) (Iran-57) (Sudan -14) (Mozambique-11) (Mali-5)	(Indonesia- 72) (Sudan-10) (Mali-10) (Mozambique-8)
North America	(Mozambique-9) (Sudan-5) (Indonesia-3) (Mali-3) (Malaysia-1.2) (Azerbaijan-0.8) (Iran-0,2)	(Sudan-11) (Mozambique-8) (Mali-5) (Indonesia-4)
South America	(Indonesia-0,5) (Sudan-1) (Iran-0,8) (Azerbaijan-0.1) (Mozambique-1) (Malaysia-1.2) (Mali-0,15)	(Sudan-4) (Mali-1) (Mozambique-5)
Australia	(Indonesia-9) (Sudan-3) (Iran-0,2) (Azerbaijan-0.1) (Mozambique-1) (Malaysia-1.4) (Mali-0,3)	(Indonesia-8) (Sudan-7) (Mali-1) (Mozambique-5)
Africa	(Mozambique-68) (Mali-50) (Sudan-16) (Indonesia-0,7) (Iran-0,3) (Azerbaijan-0.3) (Malaysia-0.2)	(Mozambique-70) (Mali-60) (Sudan-13) (Indonesia-0,7)

2- Policy Questions and Responses

Q4: Structure of (D)MOs

Tourism Organization	Current Structure
Public	Azerbaijan, Mali Malaysia, Turkey, Mozambique, Iran, Sudan, Indonesia,
Public-Private Partnership	Malaysia, Mali, Indonesia
Private	Mali, Indonesia, Turkey

2- Policy Questions and Responses

Q5: The importance/success level of DMOs (scale from 1 to 5)

Responsibilities of DMOs	Importance	Succes Level
Ensuring sustainable development of tourism	5	3,1
Developing destination wide plans and strategies	4,9	3,4
Organizing Events and Festivals	4,9	4,1
Tourism Product Development	4,6	3,1
Stakeholder coordination and engagement	4,6	3,1

2- Policy Questions and Responses

Q6: DMOs' Budget components

Types of Communication	Current (%)
TV (e.g. advertisements)	5 - 70
Print (e.g. billboards, brochures, newspapers)	5 - 80
Web site, social media, Search Engine Optimization)	5 - 50
FAM Trips (e.g. tour operators, press)	5 - 80
Tourism Fairs & Events	5 - 80

2- Policy Questions and Responses

Q7: Sources of funding

Types of Funding	Current (%)
Government funding	35 - 100
Membership fees	20
Tourist taxes	5 - 40
Entrance fees / Tickets / City Cards	20 - 60
Reservation Commissions	0 - 20
Service Fees	0 - 10
Other (Please specify)	

2- Policy Questions and Responses

Q8: The importance and performance of the stakeholders
 (#1 most important/successful item - #5 least important)

Stakeholders	Importance	Success Level
Central government	2,1	3,5
Local government	2,8	3
Tourism Industry (Hotels, travel trade etc.)	2,9	3,5
Local residents & NGOs	3,4	2,9

2- Policy Questions and Responses

Q9: The strategies to be utilized in joint marketing and branding of a destination

- Stakeholders Engagement
- Discovery of the value proposition,
- Creation of a story about the destination,
- Benefiting from customers experiences;

2- Policy Questions and Responses

Q10: How should the DMO be structured?

- Participation of all stakeholders: Effective cooperation of public, private sector organizations and the local community.
- DMO's operations should be regulated by government
- DMOs should create an enabling environment:
 - Planning and infrastructure;
 - Human resources development;
 - Product development;
 - Technology and systems development; and
 - Related industries and procurement.

2- Policy Questions and Responses

Q11: Successful destination marketing strategies / campaigns and key performance indicators for DMOs?

- A successful destination management strategy should attain brand differentiation.
- The marketing evaluation framework should provide an integrated approach (linkages between the wide variety of marketing and promotional activities)
- Increase in visitors' spending
- High satisfaction of stakeholders;
- Broadening the scope of market segmentation
- Selection of target markets (niche markets)
- Addressing the needs of diversified market trends.

3- Room Document

Policy Advice 1

Establishing/Empowering a central body (i.e. DMO) to position the destination at a desirable place among the competing destinations, to create the brand image of the destination, and to promote the destination through utilizing such tools as social media, digital marketing, trade fairs, public relations, and fam-trip organizations.

Policy Advice 2

Encouraging new product development (i.e. events, festivals) to mitigate the adverse effects of seasonality and the risks related to dependence on one product or a single market.

3- Room Document

Policy Advice 3

Managing and regulating existing distribution channels, developing new distribution channels to prevent dependency and minimize power asymmetry between destination stakeholders as well as international intermediaries, and establishing strategic alliances with external stakeholders that would create synergies for the destination and other collaborators (i.e. airlines, event organizers etc).

3- Room Document

Policy Advice 4

Promoting collection, storage, analyses and dissemination of market data on visitor characteristics, seasonality, distribution channels performance, source markets, trends etc. to improve the marketing effectiveness of the destination stakeholders as well as DMOs.

Policy Advice 5

Utilizing digital platforms (i.e. social media) for improving destination marketing



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THANK YOU

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