



**Standing Committee
for Economic and Commercial Cooperation
of the Organization of Islamic Cooperation (COMCEC)**

Tourism Product Development and Marketing Strategies in the COMCEC Region

**COMCEC COORDINATION OFFICE
September 2013**



2nd Meeting of the COMCEC Tourism Working Group October 3rd, 2013, Ankara

Presentation

Tourism Product Development in the COMCEC Region

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- Framework for Tourism Product Development
 - ➔ Definition
 - ➔ Characteristics
 - ➔ Influences and Determinants
 - ➔ Fundamental Issues
- COMCEC Member Approaches to Tourism Product Development
 - ➔ Institutions/Organizations
 - ➔ Policies, Planning Strategies and Systems
 - ➔ Product Types
 - ➔ Challenges and Obstacles
 - ➔ Future Tourism Prospects and Implications
- Conclusions
- Recommendations

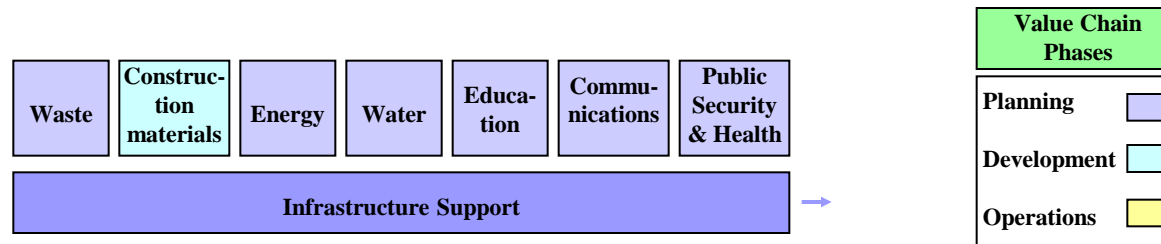
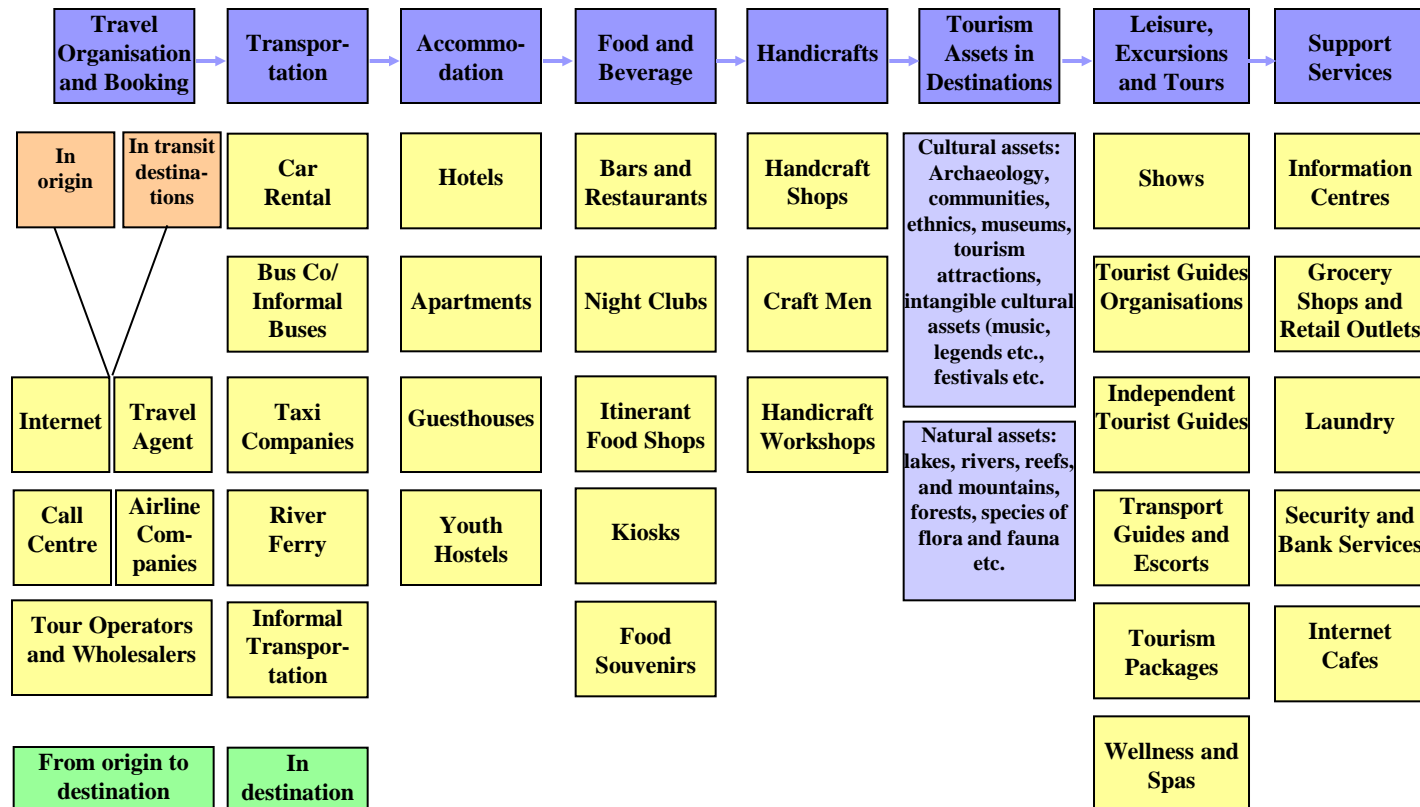
Defining Tourism Product Development

- A Tourism Product is comprised of three responses from the tourist:
 - 1. EXPERIENTIAL** Festivals, activities, community, dining, entertainment etc.
 - 2. EMOTIONAL** human, cultural and history, hospitality
 - 3. PHYSICAL** infrastructure, natural resources, accommodation, restaurants, shops
- The study defines Tourism Product Development as:

The Process by which the resources of a destination are shaped to meet the requirements of international and domestic customers.

FRAMEWORK FOR TOURISM PRODUCT DEVELOPMENT

Complex Characteristics of Tourism Destinations



Influences and Determinants

Factors that have continuing influence on tourism

- **ECONOMIC** 2.5% growth in travel spend for each 1% growth in GDP
- **TECHNOLOGICAL** Instant communication access; social media influencing travel choices
- **POLITICAL** Barriers to travel reduced through withdrawal of visa requirements
- **DEMOGRAPHIC** Ageing of industrialized populations
- **OTHER FACTORS** i.e. Growing environmental awareness; globalization and localization

Fundamental Issues

Three primary stages necessary for destination authorities in establishing a framework for tourism product development

- **INSTITUTIONAL STRUCTURES** – For planning, development, administration and marketing
- **A SYSTEM OF COORDINATION AND INTEGRATION** – Between all levels of government, government agencies
- **PLANNING SYSTEM** – and procedures that provide guidance, encourage innovation, and stimulate investment.

Principles and Procedures of Tourism Product Development (I)

Activity	Purpose
Market Research	Understand profile, characteristics, tasks and trends of markets and segments
Market: Product Matching	Identify products and services to be developed in line with market requirements
Tourism/Product Development Areas	Identify areas within the overall destination appropriate for specific types of product development
Stakeholder Consultation and Collaboration	Ensure the opinions and aspirations of all relevant stakeholders – local, national, international – are canvassed and taken into account in the tourism product development plans prepared
Flagships/Hubs	Identify outstanding features within one or more tourism/product development areas where major products can be developed to constitute 'hubs' to attract tourists

Principles and Procedures of Tourism Product Development

(2)

Activity	Purpose
Clusters, Circuits and Events	Create the 'spokes' fed through the 'hubs' by bundling together a range of attractions and activities, creating tourism routes, and organising festivals and events
Product Portfolio and Investment Plan	Formulate the various tourism product development opportunities into a cohesive and integrated development plan, and prepare and disseminate a product investment portfolio for prospective investors
Human Resource Development	Create vocational training and managerial educational programmes that produce the level and caliber of personnel needed by the planned tourism product developments
Marketing and Promotion	Feature the tourism product developments in the positioning of individual tourism development areas as part of the overall destination branding.

Institutions/ Organizations (I)

- All COMCEC countries have a government ministry or department responsible for tourism
- Role and range of responsibilities vary:
 - ➔ Administration/Regulation
 - ➔ Policy/Strategy/Planning
 - ➔ Management of tourism sector
 - ➔ Marketing
- COMCEC member countries with highly developed tourism (eg Turkey, Malaysia) have fully integrated ministries handling **ALL** aspects of tourism
- Half of COMCEC Countries' tourism administrations provide **clear directions for the future development of tourism**

Institutions/ Organizations (2)

A range of organizational arrangements have been put in place by COMCEC countries:

- National Tourism Offices
- Tourism Development Corporation
 - To undertake tourism development/facilitate private investment
- Destination marketing
 - Specialist bodies involving private sector
- MICE/Exhibition and Convention Centres

Tourism Policies

Survey of COMCEC NTAs indicates emphasis on:

- Sustainable and responsible development
 - ➔ Environmental protection
 - ➔ Avoiding socio-cultural disruption
- Diversification of products and markets
 - ➔ Avoid over-dependence
 - ➔ Reduce seasonality
- Innovation and authenticity in types of product being developed
- Regional tourism development
 - ➔ Spreading the socio-economic benefits

Planning Strategies and Systems

- **TOURISM AREA LIFE CYCLE** – Variations in priorities and objectives
 - ➔ **Countries with major tourism sectors** – Diversification; Regions; Development
 - ➔ **Countries at growth stage** – Commitment to a controlled approach to tourism development
 - ➔ **Countries in early stage of development** – Focus on small scale developments; emphasis on community
- **THE PLANNING APPROACH**
 - ➔ Tourism Master Plans commonly used in COMCEC Countries
 - ➔ Framework and Guidelines for Tourism Planning
- **FULL STAKEHOLDER CONSULTATION**
- **ATTRACTING INVESTMENT**

Product Types and Categories

- Clear trend – All COMCEC countries share requirement for their tourism product developments to be **sustainable** (i.e. economically, environmentally, and socio-culturally).
- 10 broad tourism product categories that COMCEC member countries are seeking to facilitate:
 - ➔ Nature/Eco-tourism
 - ➔ Cultural Heritage
 - ➔ Community-based/Rural
 - ➔ Sports and Activities
 - ➔ Urban/City
 - ➔ Business & MICE
 - ➔ Medical, Health & Wellness
 - ➔ Events and Festivals
 - ➔ Cruise and Inland Waterways
 - ➔ Beach and Marine

Challenges and Obstacles (I)

- Overall challenges faced by COMCEC member countries:
 - ➔ Technical know-how and weak promotional activities
 - ➔ Insufficient tourism-related infrastructures
 - ➔ Insufficient tourism investment
 - ➔ Lack of consistent tourism strategies and plans
 - ➔ Lack of tourism diversification
 - ➔ Lack of tourism safety

Challenges and Obstacles (2)

- Obstacles relating to tourism markets and distribution systems:
 - ➔ Government support – **Lack of Government support for the new tourism products is a serious obstacle in many COMCEC Countries**
 - ➔ Border formalities
 - ➔ Human Resources
 - ➔ Transport access and infrastructure

Challenges and Obstacles (3)

- Market Control
- Local Society Awareness
- Land
- Finance
- Economic Leakage
- Image and Perception

Overall Approach to Tourism Product Development

CONCLUSIONS

The planning of tourism development requires incorporation of a **wider** range of factors than is the case for other economic sectors:

- The tourism system of demand, supply and distribution
- The values of the destination **community** and of **visitors**
- The relationships and inter-linkages between stakeholders in the three interest groups:
 - ➔ Government and other authorities
 - ➔ Private sector investors, developers and operators
 - ➔ Local Communities
- The prevailing planning goals and regulations
- The issues of scale i.e. carrying capacity
- The requirement for tourism development to meet sustainable development goals

Implications for Destinations Arising from Changing Patterns of Tourism Demand

- A greater **volume** and **range** of tourism products are needed
- Product development focussed on the **natural** and **cultural heritage** of destinations
- Increased focus on product development at two extremes:
 - ➔ High end attractions – ‘Flagships’
 - ➔ Local community – development and activities
- Need to take environment and social implications into account.

Lessons fom the Case Studies

- Creating awareness
- Stakeholder support and collaboration
- Technical expertise
- Regulatory management
- Cross-administration collaboration
- Commitment to implementation
- Maintaining the momentum
- Role of outside agencies

Sustainable tourism development necessitates tourism product development that is:

- Original and authentic
 - ➔ Reflecting special attributes of the destination
 - ➔ Differentiated from competitors
- Supported by the people
- Respectful of the natural and socio-cultural environment
- Of sufficient scale to make meaningful contribution

Recommended actions for COMCEC Countries (1):

- Establish effective **institutional structures** for tourism
- Planning systems and procedures
- Tourism Product Development Strategy
 - ➔ Market research and information exchange (between COMCEC Member Countries)
 - ➔ Market opportunity – 1.6 billion citizens in COMCEC Countries
 - ➔ ‘Flagship’ and Cluster development
 - ➔ Events and Festivals
 - ➔ Human Resource Development
 - ➔ Quality Standards

Recommended actions for COMCEC Countries (2):

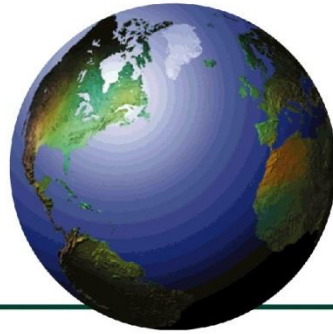
- Funding/Investment
- Infrastructure
- Facilitation of travel
- Adoption of modern marketing techniques

Recommendations – COMCEC Countries with large/rapidly developing tourism sectors:

- Product development and diversification
 - ➔ Designation of tourism/product development areas or zones
 - ➔ New types of tourism product/experience
 - ➔ Investment in marketing/e-marketing

Recommendations – Least developed COMCEC countries

- Tourism awareness campaigns
- Tourism technical knowledge
- Development funds and agencies
- Tourism institutions
- Natural and cultural resources
- Flagship development
- Value chain analysis
- Human resource programmes



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Thank You