

DEVELOPING MULTI-DESTINATION TOURISM CORRIDORS IN THE OIC MEMBER COUNTRIES



Global Trends and Success Factors



14th Meeting of the COMCEC Tourism Working Group

October 31st, 2019
Ankara, Turkey

Presented by:
DinarStandard

Agenda

DEVELOPING MULTI-DESTINATION TOURISM CORRIDORS

Global Trends, Approaches and Success Factors

1. **Research Methodology**
2. **Multi-Destination Tourism Corridors – An Introduction**
3. **Global Multi-Destination Tourism Corridors – Best practices**

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1. Research Methodology

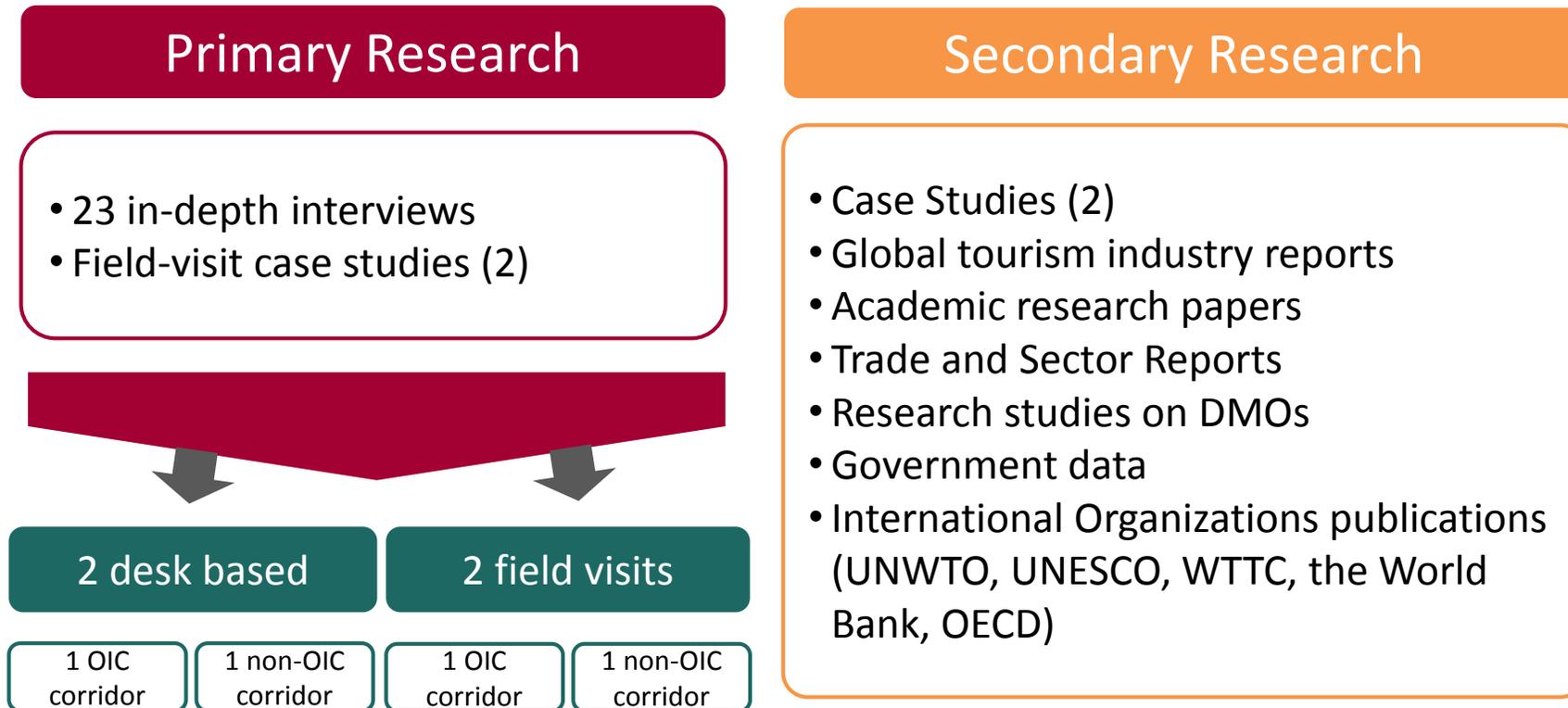
2. Multi-Destination Tourism Corridors – An Introduction

3. Global Multi-Destination Tourism Corridors – Best practices

Purpose & Research Methodology

The purpose of this study is to identify best practices of global Multi-Destination Tourism Corridors (MDTCs) in areas of planning and establishment, governance and management, and marketing, as well as providing policy recommendations for OIC MDTCs, in addition to identifying potential OIC MDTCs.

In-depth interviews, field visit case studies and secondary research sources were utilized



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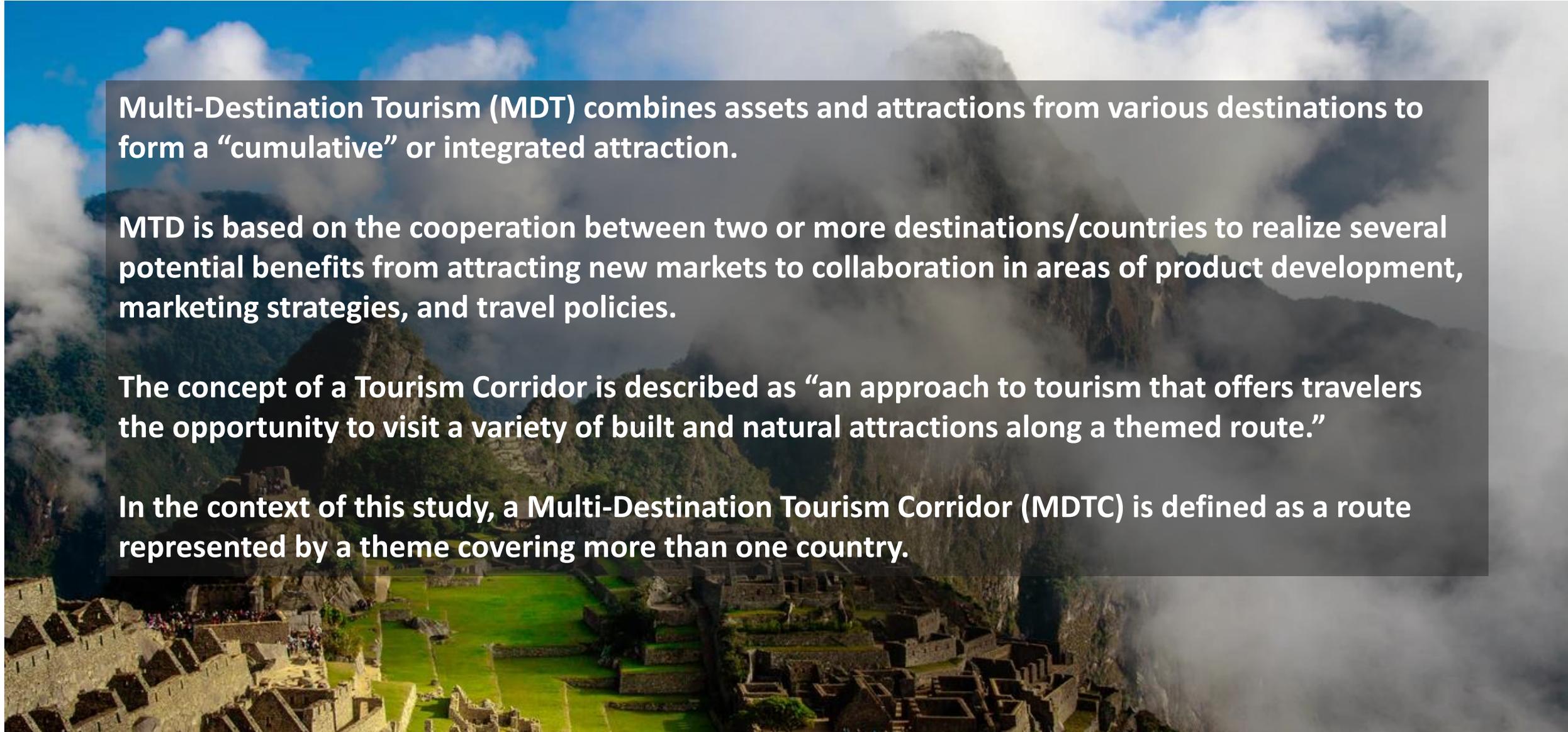
Defining Multi-Destination Tourism Corridors

Multi-Destination Tourism (MDT) combines assets and attractions from various destinations to form a “cumulative” or integrated attraction.

MTD is based on the cooperation between two or more destinations/countries to realize several potential benefits from attracting new markets to collaboration in areas of product development, marketing strategies, and travel policies.

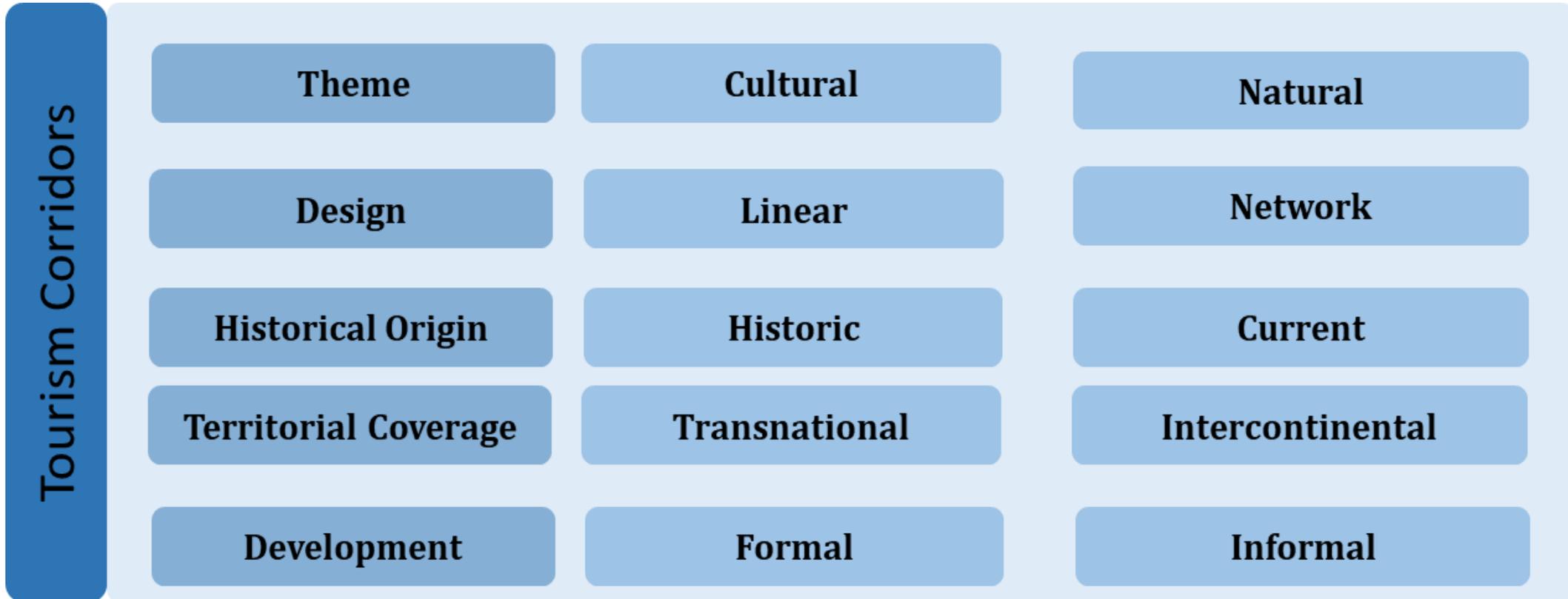
The concept of a Tourism Corridor is described as “an approach to tourism that offers travelers the opportunity to visit a variety of built and natural attractions along a themed route.”

In the context of this study, a Multi-Destination Tourism Corridor (MDTC) is defined as a route represented by a theme covering more than one country.



Classification of Tourism Corridors

MDTCs can be classified according to several criteria, including theme, design, historical origin, territorial coverage, and development.



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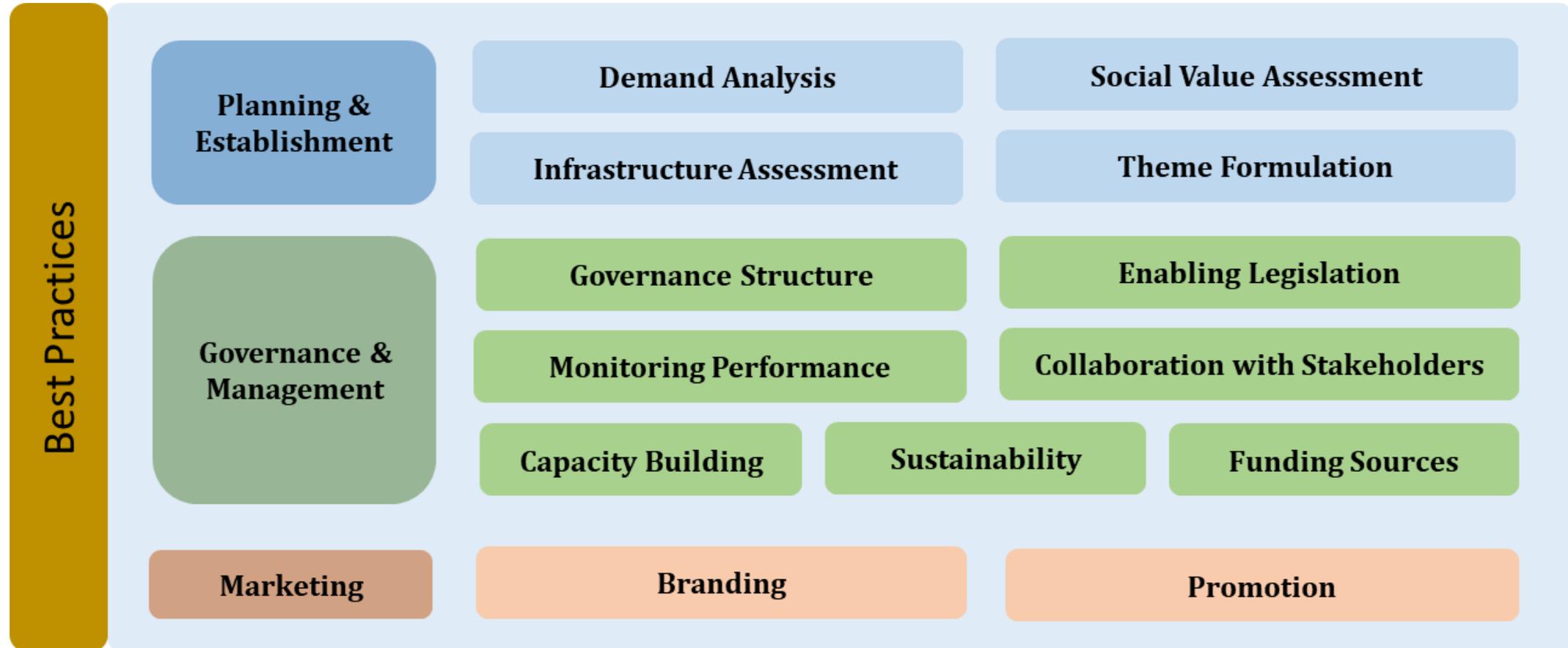
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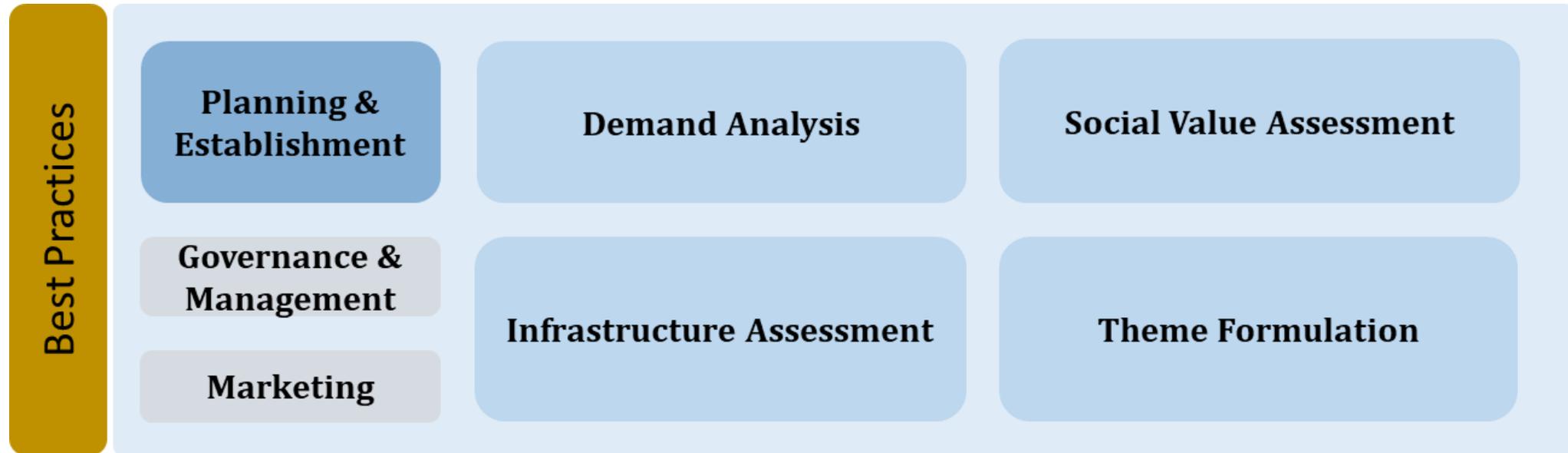
Best Practices of Global Multi-Destination Tourism Corridors

Best practices in planning, establishment, governance and management are taken from select global MDTCs



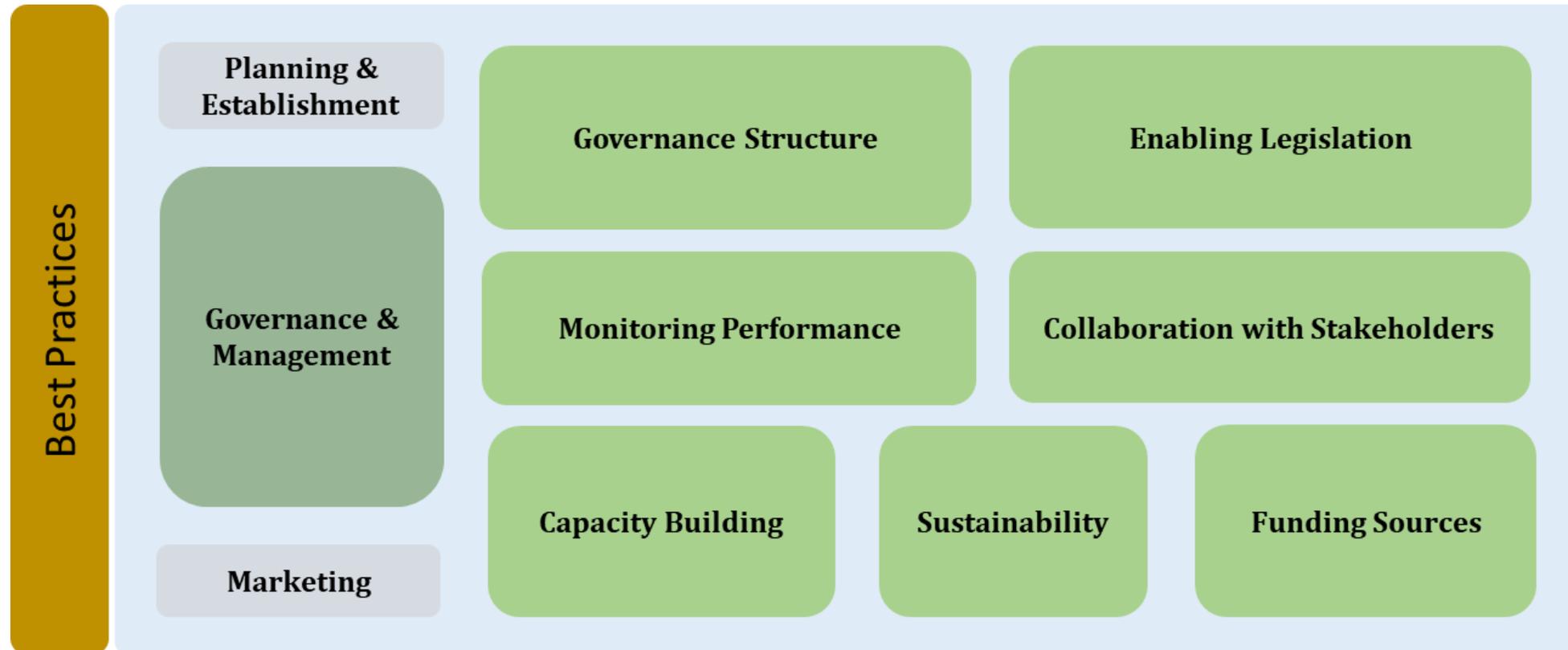
Tourism Corridor Planning and Establishment Best Practices

Assessing potential demand, evaluating feasibility based on infrastructure, as well as viability and theme formulation are important steps



Tourism Corridor Governance and Management Best Practices

Governance starts with choosing a suitable governance model and setting a legislative framework



Best Practices in Monitoring Performance

A number of complementary approaches can be used to monitor performance

Measurement Approach/Model	Key Performance Indicators	Measurement
Visitor Metrics¹	Visit Statistics ROI	Number of Visitors, Average Length of Stay, Tourist Spending Ratio of Visitor Spending to Corridor Management Spending
Marketing Communications²	Activity Performance Productivity	Number of Programs/Campaigns, Total Reach and Total Frequency Advertising Awareness, Brand Image Changes Conversion Rates, Cost-per-Conversion Rate
Consumer-Based Brand Equity (CBBE)³	Brand Salience Brand Associations Brand Resonance Brand Loyalty	Mindset, Decision Set Cognitive Attributes, Affective perceptions Previous Visits, Intent to Visit Repeat Visits, Word-of-Mouth Referrals
Organizational Effectiveness	Appropriateness of Objectives Achievement of Objectives Implementation Efficiency	Clarity of Objectives, Feasibility of Objectives Progress towards Objectives Efficient Resource Allocation, Cost-Effectiveness
Stakeholder	Tourist Evaluation ⁴ Local Industry Evaluation ⁵ Local Community Evaluation ⁶	Satisfaction with Access to Services, with Accommodation and Transport Satisfaction with Destination Promotion, Satisfaction with Industry Support Satisfaction with Quality of Life
Sustainability Metrics⁷	Social Impact Economic Impact Environmental Impact	Residents Satisfaction with Tourism Impacts on Destination Identity Percentage/Value of Local Products Sold to Tourism Facilities Water, Energy Consumption & Waste Production per Tourist Night Compared to General Population per Person

Best Practices in Collaboration with Tourism Stakeholders

Effective management of MDTCs requires cooperation between multiple stakeholders



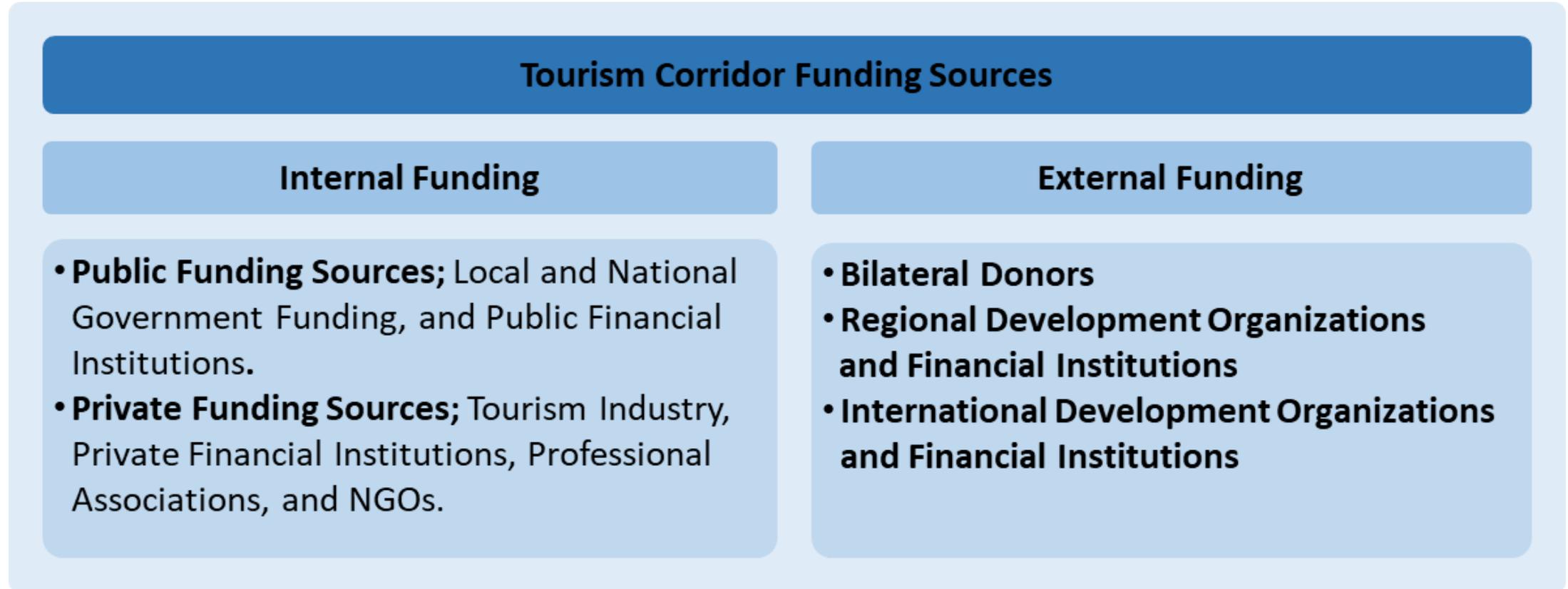
Best Practices in Capacity Building

Capacity building ensures unified standards are implemented.

- 1 Universities and training centers plan and deliver training
- 2 Interactive workshops on developing tourism products
- 3 Development of handbooks to disseminate knowledge
- 4 Roundtables for knowledge exchange between stakeholders
- 5 Field visits

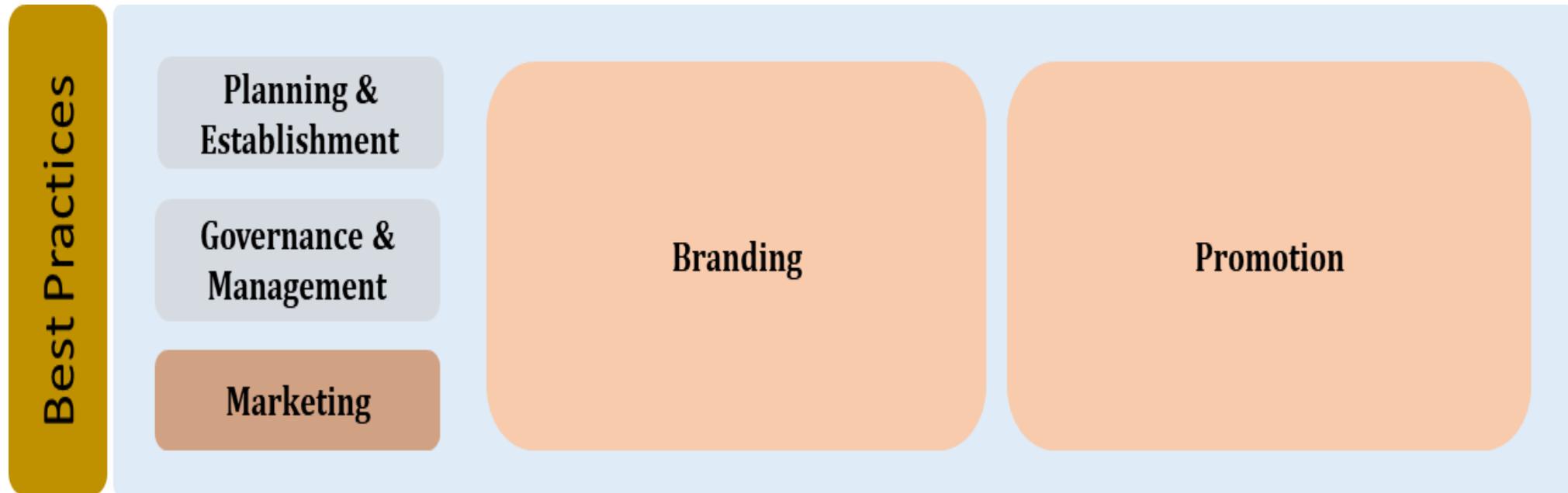
Best Practices in Diversifying Funding Sources

Funding is a major challenge; most MDTCs are funded by national governments, with some benefiting from grants.



Tourism Corridor Marketing Best Practices

Theme-based branding involves creating a story or narrative to be associated with the corridor and communicating this story across the various channels to all relevant stakeholders.



Best Practices in Promotion

Both traditional and digital tools are used for the promotion of MDTCs, however, digital media are increasingly being used to customize marketing messages to targeted tourist segments.

1

Familiarization Trips

2

Brochures and Printed Material

3

Tourism Fairs and Exhibitions

4

Digital Marketing Tools

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NEXT: Selected Case Studies, Main Challenges,



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We look forward to hearing from you.

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