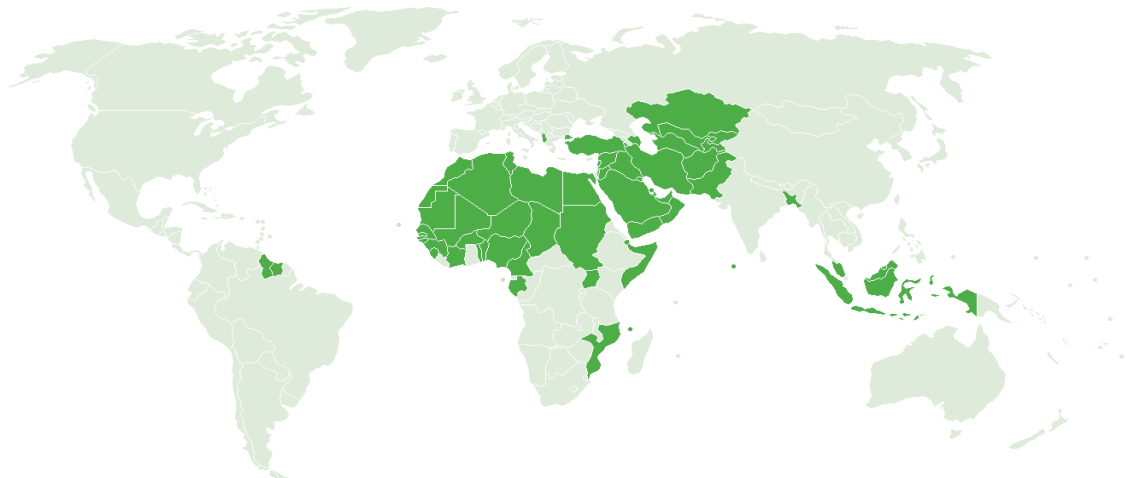




RESPONSES OF THE MEMBER COUNTRIES TO THE POLICY QUESTIONS ON ICT-BASED TOURISM MARKETING



**COMCEC Coordination Office
3 September 2015**

OUTLINE

1. Policy Questions
2. Responses of the Member Countries
3. Room Document
4. Evaluation Form

1- POLICY QUESTIONS

1. What are the current policies and instruments about ICT-based tourism marketing in your country?
2. What are the challenges/obstacles faced by your country in usage and diffusion of ICT-tools and services in tourism marketing?
3. How important is ICT in tourism in your country or region for tourists to the following objectives?
4. How important is ICT in tourism in your country or region for tourism suppliers to the following objectives?
5. Are there any cooperation between the government and the private sector on ICT usage and diffusion in tourism marketing?
6. Is there any policy in your country to support Digital Literacy?
7. What kind of ICT related policies would you recommend to use in tourism marketing in the OIC Member Countries?

2- RESPONSES OF THE MEMBER COUNTRIES

Q1: Current policies and instruments about ICT-based tourism marketing

1-Use of Promotion Websites and Social Media

2-Tourism marketing strategies focusing on ICT Tools.

2- RESPONSES OF THE MEMBER COUNTRIES

Q2- Challenges/obstacles faced by the Member Countries in usage and diffusion of ICT-tools and services in tourism marketing

1- Lack of awareness by the tourism SMEs (7 MCs)

2- Lack of skilled ICT- Based Tourism Marketing Workforce (6 MCs)

3- Lack of digital marketing strategy (6 MCs)

4- Limited collaboration among stakeholders (Tourism Ministries, Private Sector, etc) (5 MCs)

2- RESPONSES OF THE MEMBER COUNTRIES

Q3- Importance of ICT tools for tourists for the objectives of:

1- Information search

(7 MCs)

2- Evaluation of alternatives

(3 MCs)

2- RESPONSES OF THE MEMBER COUNTRIES

Q4- Importance of ICT tools for tourism suppliers for the objectives of:

1- Providing reliable information

(7 MCs)

2- e-Marketing

(2 MCs)

2- RESPONSES OF THE MEMBER COUNTRIES

Q5- Cooperation between the government and the private sector on ICT usage and diffusion in tourism marketing

1- Joint Promotion Efforts (mobile apps, website creation, online booking engine)

2- Strategy Alignment

3- Sponsorships, subsidies and tax reductions

2- RESPONSES OF THE MEMBER COUNTRIES

Q6- Policies for supporting Digital Literacy

8 Member Countries have policies serving to digital literacy

- Training in ICT-enabled education modules for teachers
- Implement e-Learning programmes

3 Member Countries do not have such policy but emphasize the need to:

- Encourage a Culture of Digital Learning
- Introduce Primary & Secondary Digital Curriculum

2- RESPONSES OF THE MEMBER COUNTRIES

Q7- Possible approaches/policies to make ICT-based tourism marketing easier and more efficient in the MCs

Cross-country learning to improve ICT-based tourism marketing skills

Tourism Marketing Certificate Programs

Long-term policies need to be monitored

3- ROOM DOCUMENT



Policy Advice 1

- *Building and Strengthening a Skilled Workforce on ICT-Based Tourism Marketing in the Member Countries*

Policy Advice 2

- *Enhancing cooperation between the government and private sector on ICT usage and diffusion in tourism marketing*

Policy Advice 3

- *Developing comprehensive and effective digital marketing strategies in the Member Countries*

3- EVALUATION FORM

To follow-up the implementation of the Tourism WG policy recommendations

To elaborate on the what have been done by the Member Countries till now

3 Member Countries answered (**need for more detailed info**)

Will be filled-out by the **COMCEC Tourism Focal Points**

New deadline: 30 September 2015



THANK YOU

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