



8th MEETING OF THE COMCEC TOURISM WORKING GROUP
(September 1st, 2016, Ankara)

“Muslim Friendly Tourism(MFT): Developing and Marketing MFT Products and Services in the OIC Member Countries”

AGENDA

Opening Remarks

1. The COMCEC Tourism Outlook 2016
2. Global Trends in Muslim Friendly Tourism: Global Muslim Traveler Index 2016
3. MFT Products/Services and Marketing Strategies in the OIC Member Countries: Current Situation, Main Challenges, Recommendations and Prospects
 - Analyzing 4Ps for the MFT Market: Product, Place, Price and Promotion
 - Selected Case Studies
 - Gap Analysis and Opportunity Insights
 - Policy Recommendations
4. Policy Options for Developing Products and Services and Marketing Strategies in the Member Countries
5. Utilizing the COMCEC Project Funding
6. Member State Presentations
7. Success Stories of the Private Sector

Closing Remarks

