



6th MEETING OF THE COMCEC TOURISM WORKING GROUP
(September 3rd, 2015, Ankara)

***“EFFECTIVE TOURISM MARKETING STRATEGIES:
ICT-BASED SOLUTIONS FOR THE OIC MEMBER COUNTRIES***

AGENDA

Opening Remarks

1. The COMCEC Tourism Outlook
2. Effective Tourism Marketing Strategies: ICT Based Solutions
 - ICT- Based Tourism Marketing Tools/Instruments
 - Recent Trends and Success Factors in ICT- Based Tourism Marketing
3. ICT-Based Tourism Marketing in the Member Countries: Current Situation, Main Challenges, Recommendations and Prospects
 - The Usage and Diffusion of ICT Tools in Tourism Marketing
 - Government Policies and Programmes for Effective Usage of ICT-Based Tourism Marketing
 - Selected Case Studies related to ICT-Based Tourism Marketing
4. Policy Options for ICT-Based Tourism Marketing in the Member Countries
5. Success Stories of the Member States
6. Private Sector Efforts for ICT-Based Tourism Marketing
7. Utilizing the COMCEC Project Funding

Closing Remarks

