



**PROGRAMME  
OF THE 2<sup>nd</sup> MEETING OF THE COMCEC TOURISM WORKING GROUP**

**(October 3<sup>rd</sup>, 2013, Ankara, Crowne Plaza Hotel)**

**“Tourism Product Development and Marketing Strategies in the COMCEC Region”**

08.30-09.00 **Registration**

09.00-09.15 **Opening Remarks**

09.15-10.00 **The COMCEC Tourism Outlook**

- Presentation: *Ms. Aslı TAŞMAZ DADAKOĞLU*  
*Expert*  
*COMCEC Coordination Office*

10.00-11.00 **Tourism Product Development in the COMCEC Region**

- Presentation: *Peter MAC NULTY*  
*Managing Director*  
*Tourism Development International (TDI)*

**Questions for Discussion:**

- Are there any policies/programs or strategies implemented in your country for developing new tourism products?
- What are the types of tourism products developed in your country? What are the key factors for their success?
- How do you evaluate the role of government agencies in tourism product development? What is the situation in your country?

11.00-11.15 **Coffee Break**

11.15-12.30 **Marketing Strategies in the COMCEC Region**

- Presentation: *Robert CLEVERDON*  
*Director-International Projects*  
*Tourism Development International (TDI)*

**Questions for Discussion:**

- Does your country have any specific/special marketing strategies for the tourism products?
- How does your country ensure involvement of relevant stakeholders in tourism product development and marketing?

12.30-14.00 **Lunch**

14.00-16.00 **Member State Presentations**

**Questions for Discussion:**

- Does your country have a specific strategy, plan or program for developing tourism products?
- What are your country experiences in tourism product development and marketing?
- How do you evaluate the impacts of new tourism products developed in your country on tourism development in general?

16.00-16.15 Coffee Break

16.15-17.00 **Private Sector Perspective on Tourism Product Development and Marketing**

- Presentation: *Canan ALIABET*  
*Vice President*  
*Karnak International Travel & Tourism*

17.00-17.45 **The Way Forward: Utilizing the New COMCEC Project Cycle Management**

- Presentation: *Mr. Deniz GÖLE*  
*Expert*  
*COMCEC Coordination Office*

17.45-18.00 **Closing Remarks**