



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

***“Effective Tourism Marketing Strategies:
ICT-Based Solutions for the OIC Member Countries”***

PROGRAMME

- 08.30-09.00 **Registration**
- 09.00-09.15 **Opening Remarks**
- 09.15-09.45 **The COMCEC Tourism Outlook**
- *Presentation: Ms. Aslı TAŞMAZ DADAKOĞLU*
Expert
COMCEC Coordination Office (CCO)
 - *Questions and Answers (Q&A)*
- 09.45-10.45 **Role of ICT in Tourism Sector: Global Trends and Projections in ICT-Based Tourism Marketing**
- *Presentation: Prof. Dr. Lorenzo CANTONI*
President
International Federation for IT and Travel & Tourism (IFITT)
 - *Q&A*
- 10.45-11.00 *Coffee Break*
- 11.00-12.30 **ICT-Based Tourism Marketing in the Member Countries: Current Situation, Main Challenges, Recommendations and Prospects**
- *Presentation: Mr. David BROWN*
Director of Tourism Marketing
Solimar International
 - *Discussion*
 - *Questions for Discussion*
 - *What are the impacts of technological changes on tourism policies of your country?*
 - *What are the challenges faced by your country regarding ICT-Based Tourism Marketing?*
- 12.30-14.00 *Lunch*
- 14.00-15.30 **Success Stories of the Member States**
- *Presentation(s)*
 - *Discussion*

15.30-15.45 *Coffee Break*

15.45-17.15 **Policy Options for ICT-Based Tourism Marketing in the Member Countries**

There will be a moderation session under this agenda item. The participants are expected to deliberate on the policy options/advice for ICT-Based Solutions for Effective Tourism Marketing in the Member Countries. The Room Document was prepared by the CCO, in light of the findings of the analytical study prepared specifically for the Meeting and the answers of the Member Countries to the policy questions which have already been sent by the CCO. This Document has been shared with the Tourism Working Group focal points before the Meeting with a view to enriching the discussions during the Session and coming up with concrete policy advice for the policy approximation among the Member Countries in this important field. At the beginning of the session, CCO will make a short presentation introducing the responses of the Member Countries to the policy questions as well as the Room Document.

- *Discussion*
- Questions for Discussion
 - *What lessons can be learned from the country experiences in ICT-based tourism marketing?*
 - *How can cooperation be furthered among the Member Countries in ICT-based tourism marketing?*

17.15-17.45 **Private Sector Efforts for ICT-Based Tourism Marketing**

- *Presentation: “Encouraging Private Sector to Utilize ICT Tools in Tourism Marketing”*
Ms. Reine GAMMOH
Social Media Manager
World Travel & Tourism Council (WTTC)
- *Presentation: “Istanbul Digital Platform Project”*
Ms. Gülben OĞUZ
Visitor Information Coordinator
Istanbul Convention and Visitor Bureau (ICVB)
- *Discussion*
- Questions for Discussion
 - *What are the success factors and challenges for private sector in e-marketing?*
 - *What lessons can be learned from the private sector experiences?*

17.45-18.05 **Utilizing the COMCEC Project Funding**

- *Presentation: Mr. Ali ORUÇ*
Expert
COMCEC Coordination Office
- *Discussion*

18.05-18.15 *Closing Remarks*
