



DRAFT PROGRAMME

THE 22ND MEETING OF THE COMCEC TOURISM WORKING GROUP

(May 2nd, 2024; Virtual Meeting)*

“Developing and Branding Gastronomy Tourism Destinations within OIC”

- 13.15 - 13.30** **Joining the Online Meeting**
(The link for the participation will be conveyed in advance of the Meeting)
- 13.30 - 13.40** **Opening Remarks**
- 13.40 - 14.00** **Presentation of the Scope, Conceptual Framework, and Methodology of the Report**
*Presentation: Professor Ziad ALRAWADIEH
Consultant, University of Jordan*
- 14.00 - 14.10** *Questions and Answers (Q & A)*
- 14.10 - 14.30** **Selected Case Country Presentation**
*Presentation: Professor Ziad ALRAWADIEH
Consultant, University of Jordan*
- 14.30 - 14.40** *Q & A*
- 14.40 - 15.20** **Experiences/Perspectives of the Member States and International Institutions**

*Türkiye’s Experiences in Developing and Branding Gastronomy Tourism
Presentation: Ezgi MEMİŞ,
Product Marketing Manager, Türkiye Tourism Promotion and Development Agency(TGA)*

*Presentation by SESRIC
Exploring International Tourism Trends and Potential of Gastronomic Branding in OIC Countries
Presentation: Davron ISHNAZAROV, Researcher*
- 15.20 - 15.30** *(Q & A)*

15.30 - 15.40 **COMCEC Project Support Programs**
Presentation: COMCEC Coordination Office
Mr. Kadir ALTINTOP

15.40 - 15.55 *(Q & A)*

15.55 - 16.00 **Closing Remarks**