



CONCEPT NOTE

Training Workshop on “Tourism Destination Marketing Strategies”

02-04 March 2021

10:00 AM - 02:00 PM Greenwich Mean Time (GMT)

Introduction

In recent decades, tourism has turned into one of the main economic activities and a significant source of foreign exchange earnings, economic growth and employment in many countries that around 10 per cent of the world’s GDP is being generated in this sector. Despite occasional setbacks due to insecurity and outbreak of epidemics, tourism development has been given much attention in the national development strategies of many countries including OIC member countries. According to the UNWTO, the number of international tourist arrivals increased from 1,087 million in 2013 to 1,407 million in 2018, corresponding to the compound annual growth rate of 4.4 per cent. In this period, OIC member countries have also increased their tourism earnings from US\$ 157.1 billion in 2013 to US\$ 181.9 billion in 2018. Therefore, the total contribution of international tourism to GDP in the OIC region on average climbed up from 8.1 per cent in 2013 to 8.8 per cent in 2018.

For majority of OIC member countries, tourism is a natural-fit due to their rich and diverse set of natural, historical, cultural, and archaeological and architectural attractions. As a group, OIC countries possess a significant potential for the development of a sustainable international tourism sector. Yet, given the modest share of the OIC region in the world tourism market and the concentration of tourism activity in only a few OIC countries, apparently, a significant part of this potential remains untapped. This state of affairs demonstrates itself in the relatively modest shares of the OIC countries in the global international tourist arrivals and receipts, which were recorded at 10.7 per cent and 12.4 per cent in 2018, respectively.¹

Given that the OIC countries represent about one-fourth of the world’s population, there is a wide room for the development of international tourism activities. Nevertheless, the OIC countries still need to address a number of challenges that limit the development of tourism sector such as lack of proper infrastructure, fragmented standards, and weak destination and industry development strategies.

Another point worth mentioning is that international tourism has experienced one of the extreme disruptions in the history of the industry due to adverse impact of COVID-19. According to the estimation of UNWTO, international arrivals declined by 70 per cent to 75 per

¹ SESRIC (2020), International Tourism in the OIC Countries: Prospects and Challenges



cent in 2020 with a loss around US\$ 1.1 trillion in international tourism receipts.² The tourism industry in OIC countries has also been hit hard by the pandemic. The projections made for the OIC countries show that the tourism sector has recorded a total of loss of US\$ 58 billion in tourism receipts for 2020 according to SESRTC's recent report on "International Tourism in OIC Countries". To prevent additional losses in the tourism industry, there is an urgent need for OIC Countries to adapt their national tourism plans and strategies to the current and post COVID-19 context to gain more share in international tourism receipts, particularly from the global Islamic tourism market which in 2018 was estimated around US\$ 175 billion.

Against this backdrop, the tourism industry in the OIC countries requires a broad approach to reach its full potential, including the upgrading and expansion of their tourism ecosystems along with the improvement of the destinations through developing marketing and branding strategies to be customized according to the features of different segments of the tourism industry. Through developing efficient marketing strategies, it is possible to compare various best practices and institutional landscapes, plan a sustainable image, involve all stakeholders, ensure effective marketing of the destination, and improve visitor loyalty and recommendations. Therefore, developing efficient destination marketing strategies for both planned and current destinations can provide substantial benefit for OIC destinations to gain more share from the global tourism market. The efficiency of destination marketing also depends on human and institutional capacities at the local, regional and national levels for effective policy design and execution.

In this context, within the framework of SESRTC's Tourism Capacity Building Programme (Tourism-CaB), SESRTC and ICDC are jointly organizing the training workshop on "Tourism Destination Marketing Strategies" to spot the light on the latest tourism destination marketing strategies and tools to strengthen the capacities of experts and executives attending from the national tourism authorities of the OIC countries. The training workshop also aims to provide a platform for exchange of knowledge and best practices and to facilitate cooperation opportunities among the participants to enhance intra-OIC cooperation in the domain of tourism.

Objectives

The general objectives of the Training Workshop are:

- To bring together tourism experts and executives from different national tourism authorities of the OIC member countries to strengthen their capacities to develop effective tourism destination marketing policies and strategies,

² UNWTO News, <https://www.unwto.org/news/tourism-back-to-1990-levels-as-arrivals-fall-by-more-than-70>, Accessed 22 January 2021.



- To provide insights to better understand different aspects of tourism destination marketing including strategy development, stakeholder management, financing and ICT based marketing,
- To facilitate exchange of knowledge and best practices among participants to enhance intra-OIC cooperation in the domain of tourism.

Methodology

The Workshop will be conducted virtually over three days; sessions will be carried out following several specific themes each day in the format of presentations and discussions to be delivered by competent tourism experts from tourism authorities of the OIC member countries or relevant international organisations.

Participants

Representatives of relevant Tourism Ministries, Tourism Boards and other relevant national institutions of the OIC member countries will be invited to participate in the Training Workshop.

Time and Delivery Mode

The Training Workshop will be held virtually on 02-04 March 2021 at 10:00 AM -02:00 PM Greenwich Mean Time (GMT) through a video conferencing platform.

Language

The Training Workshop will proceed in English. Simultaneous translations into Arabic and French will be provided.



Training Workshop on “Tourism Destination Marketing Strategies”

02-04 March 2021

*The training workshop will be conducted over the course of 3 days. The sessions start each day at **10:00 AM** and end at **02:00 PM Greenwich Mean Time (GMT)**. The training workshop will be conducted through a video conferencing platform by following synchronous learning and instruction approaches. The link for connecting to the training will be sent by email to the registered participants.*

Draft Agenda

Day 1 – Tuesday, 02 March 2021

Session 1	10:00 – 10:20 AM (GMT)	<u>Welcoming Remarks</u> H.E. Mr. Nebil DABUR, Director General of SESRIC H.E. Mrs. Latifa ELBOUABDELLAOUI, Director General of ICDDT
Session 2	10:20 – 11:00	<u>Keynote Presentation</u> Dr. Cem TINTIN, Senior Researcher at SESRIC (tbc) <ul style="list-style-type: none">International Tourism in the OIC Countries: Prospects and Challenges 2020
	11:00 – 11:10	Break
Session 3	11:10 – 13:30	<u>Definition and Importance of Destination Marketing</u> Moderator: SESRIC <u>Presentation Plan:</u> <ol style="list-style-type: none">Definition of Destination MarketingDestination CompetitivenessDestination Marketing Organizations (DMOs)Current trends in the post COVID-19 era
Session 4	13:30 – 14:00	Q&A Session

Day 2 – Wednesday, 03 March 2021

Session 1	10:00 - 13:30 (GMT)	<u>Tourism Destination Marketing Strategies</u> Moderator: ICDDT
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Session 2	13:30 – 14:00	Q&A Session

Day 3– Thursday, 04 March 2021

Session 1	10:00 - 12:00 AM (GMT)	<p><u>ICT (Information and Communication Technology)-Based Tourism Destination Marketing: Trends, Success Factors and Challenges</u></p> <p>Moderator: SESRIC</p> <p><u>Presentation Plan:</u></p> <ol style="list-style-type: none"> 1. ICT Infrastructure and the Role of Government 2. ICT Tools and Initiatives for Destination Marketing 3. Critical Success Factors in ICT-based Destination Marketing 4. Challenges in ICT-based Destination Marketing 5. Factors Contributing to Success in ICT-based Tourism Marketing 6. ICT-based Destination Marketing in the OIC Countries
Session 2	12:00 - 12:30	Q&A Session
	12:30 - 12:40	Break
Session 3	12:40 - 13:30	Open Discussion on Success Stories and Best Practices from OIC Member Countries on Tourism Destination Marketing Strategies
Session 4	13:30 - 14:00	<p>Overall Evaluation of the Training Workshop and the Way Forward</p> <p>Closing Remarks</p>