



## **ICDT & SESRIC ORGANIZED A 3 DAYS TRAINING WORKSHOP ON TOURISM DESTINATION MARKETING STRATEGIES**

2<sup>nd</sup> to 4<sup>th</sup> March 2021

With a view to reinforcing the capacities of Tourism Authorities in OIC Countries, ICDT & SESRIC jointly organized from 2<sup>nd</sup> to 4<sup>th</sup> March 2021, a Training Webinar on “Tourism Destination Marketing Strategies” to shed light on the latest tourism destination marketing strategies and to strengthen the capacities of experts and executives working in tourism national authorities in OIC countries. The training workshop also aimed at exchanging best practices and at enhancing intra-OIC cooperation in the domain of tourism.

Attended this Training Workshop, their Excellencies Mrs Latifa Elbouabdellaoui (Director General of ICDT), Mr Nebil Dabur (Director General of SESRIC), Mr Onur Gozet (Deputy Director General in Charge of promotion and strategies at the Ministry of Culture and Tourism of the Republic of Turkey) as well as around 100 participants from OIC countries: Azerbaijan, Bahrain, Benin, Brunei Darussalam, Burkina Faso, Côte d’Ivoire, Guinea, Indonesia, Jordan, Mali, Morocco, Mozambique, Nigeria, Oman, Palestine, Pakistan, Somalia, Sudan, Togo, Turkey, Turkmenistan, Uganda and Yemen.

On this occasion, Dr Cem Tintin presented SESRIC’s Report on “International Tourism in the OIC countries: Prospects and Challenges 2020”, Mrs Reem El Shafaki from DinarStandard made a presentation on “Tourism Destination Marketing Strategies” and Dr Khairusy Syakirin Has-Yun Bin Hashim from the International Institute for Halal Research and Training (INHART) presented “ICT-based Tourism Destination Marketing”.