



AZERBAIJAN

Project No: 2018-AZETOURI-545

Project Title: Destination Management Organization: Conceptual Framework for Azerbaijan, Cameroon and Iran

Project Owner: Azerbaijan-State Tourism Agency

Project Partners: Cameroon and Iran

Cooperation Area: Tourism

Implementation Year: 2019

Project Purpose: Two of the policy recommendations adopted in the 34th COMCEC Ministerial Session are “-establishing/empowering a central body (i.e. Destination Management Organization (DMO)) to position the destination at a desirable place among the competing destinations, to create the brand image of the destination; -identifying tourism resources, assessing their potential and investing on infrastructure”. This project will serve the purpose of realizing above-mentioned policy recommendations through identifying tourism resources, assessing their potential and developing a DMO(s) concept model for remote areas of Azerbaijan, Cameroon and Iran.

Project Activities:

- Research report on developing a DMO(s) concept model for Azerbaijan, Cameroon and Iran