

**WORLD  
TOURISM  
FORUM**  
*Institute*



**ADVISORY**

[WWW.WORLDTOURISMFORUM.NET](http://WWW.WORLDTOURISMFORUM.NET)

# About Us

World Tourism Forum Institute is reshaping economies through tourism development, in countries where they have an untold tourism story to share. It's our aim to reduce the negative impact of tourism, by increasing the more positive impact of sustainable development goals in tourism globally.

As the leading international tourism development and investment brand, World Tourism Forum Institute, is a London, UK, based organisation, committed to **promoting** developing countries in the field of tourism **development**, **economic growth**, foreign **direct investment** through tourism investments, and **human resource** development within the industry.

**World Tourism Forum Institute creates a legacy for the host country, through carefully selected and tailor-made initiatives aiming to promote and support the country's soft image internationally. These experiences are designed to strengthen the country's branding abroad through its conference, WTFI's masterclasses, and international media promotions.**



**World Tourism Forum Institute, is a London based organisation, committed to reshape developing economies through tourism.**

**Westminster - London - United Kingdom**

# Message From President

***Any partnership, big or small, will work best when there is a shared goal. That is why at WTFI partnerships matter!***

*Big breakthroughs and progress can't happen in silos. Working collaboratively with partners – within an organization as well as within your ecosystem to solve business problems – generates the kind of energy that fuels growth, innovation and creativity. Developing value-aligned partnerships that focus on common goals and complementary strengths is key to ensuring successful returns for all and are fundamental to improving business outcomes.*



## **Bulut BAĞCI / President of WTFI**

*Bulut Bağcı is a farsighted, success-oriented tourism specialist. As a tourism entrepreneur and expert, he is able to identify industry gaps in a destination and propose quantitative and measurable solutions. He has had several years of work experience in many nongovernmental organizations both in the national and international arena and within the wider tourism industry.*

*At a very young age he understood and questioned the unequal distribution of wealth between the developed and developing*

*economies. He cultivated a dream to create a platform that would address and provide a solution through tourism being the catalyst, and the rest is history. His small idea, combined with his sharp business acumen, germinated into the incredibly successful story of World Tourism Forum Institute.*

*He has been invited to several conferences and events as a "prolific" speaker and has authored several articles and books on tourism.*

# Message From CEO

*I've seen the greatest success when opportunity drives collaboration.*

*Any partnership, big or small, will work best when there is a shared goal. Each of our partnership models has unique strengths and generates functional and creative solutions for both parties. We regularly partner with companies and individuals across geographies to learn from their expertise, and apply key learnings to continuously improve WTFI value proposition, to its core purpose of **reshaping economies through tourism**.*



## **Sumaira ISAACS / CEO of WTFI**

*An Industry veteran, with over 25 years' experience working within tourism and business tourism industry, supporting and developing some of the most prolific winning tourism destinations.*

*Recipient of several industry awards and recognitions, she has worked on grassroot levels of tourism, both as a destination practitioner (Airline, DMC,*

*PCO) as well as on a strategic level, as advisor consultant to Tourist Boards, Associations and Local Governments in Asia, Africa, Middle East, and North America. In addition, she proudly serves, on several honorary board and senior advisory positions with governments and tourism authorities.*



# INTERNATIONAL COUNCIL

# THINKTANK

**WORLD  
TOURISM  
FORUM**  
*Institute*



**Rwanda**

### **TOYIN ABIODUN**

In her current role, she's advising on trade and industrialisation sector strategy for Rwanda. As a Strategic Trade and Industrial Development Advisor, her experience has encompassed trade facilitation, industrial cluster mappings, value chain development and investment engagements with both public, private and non-profit sectors in ways that have centred on the enabling of a thriving business climate that underscores sustainable inclusive growth and development.



**Germany**

### **RICHARD ADAM**

Richard Adam is a seasoned international C-level executive and board member in asset management and investment, focus on where visitor experience, frequency and retention is key, in particular destination-, resort-, hospitality-, leisure venue-, public realm, mega sporting events, commercial real estate development...



**USA**

### **JERAD BACHAR**

Jerad Bachar has close to thirty years of tourism and economic development experience in an array of countries and business environments. He has worked in both developed and emerging markets in the areas of destination branding and marketing, economic development and diversification, and workforce development.



**Spain**

### **GUY BIGWOOD**

Guy Bigwood has been delivering award-winning consulting services focused on helping cities, governments, associations and the hospitality industry step up, scale up and speed up their sustainability programmes and operational practices for the last 15 years.



**USA**

### **BOB CHAMBERS**

Bob Chambers is a 30 year veteran of the "people gathering" business, as a consultant, designer and producer of custom, high-end, permanent attractions for tourism, entertainment, theme parks, cultural/heritage, and brand visitor centers around the world.



**Switzerland**

### **LUCA FAVETTA**

Luca Favetta recently served as Regional Business Director EMEA at PCMA (Professional Convention Management Association), one of the world's largest network of Business Events Strategists, where he was responsible for developing PCMA Brand and Educational Services in the Region.



**Italy**

### **VALENTINA NDOU**

Valentina Ndou, PhD is Senior Researcher and Aggregate Professor on Management Engineering Department at University of Salento (Italy). Her research specializes in analyzing the innovation management trends and the effectiveness of information systems with particular emphasis on new solutions and approaches for smart tourism, eBusiness, entrepreneurship education and knowledge management.



**Sri Lanka**

### **TALAL RAFI**

Talal Rafi is a Sri Lankan entrepreneur and international consultant. After completing his university education in the United Kingdom, Talal returned to Sri Lanka to pursue his journey in entrepreneurship. He co-founded one of Sri Lanka's first co-working spaces company Hubpoint.

# ADVISORY SERVICES



- 1- NATIONAL TOURISM STRATEGIES
- 2- DESTINATION MASTER PLANS
- 3- GLOBAL MARKETING STRATEGIES
- 4- INVESTMENT CONSULTING
- 5- HATT BUSINESS SCHOOL
- 6- DEVELOPMENT of NATIONAL TOURISM BOARDS
- 7- PR & MEDIA RELATIONS
- 8- BRAND CREATION & DESIGN
- 9- CRISIS MANAGEMENT
- 10- HOTEL & RESORT OPERATIONS
- 11- HOTEL PRE-OPENING SERVICES
- 12- PROPERTY TRANSITION/CONVERSION MANAGEMENT
- 13- TRAVEL TRADE REPRESENTATION & OUTREACH
- 14- TOURISM PRODUCT DEVELOPMENT
- 15- END TO END SOLUTIONS
- 16- EVENTS

# National Tourism Strategies

**National Tourism Strategies represent the consensus of a wide consultative process with those commercially in tourism, non-governmental organizations and government officials.**

The strategy provides a framework for the mobilization of resources in order to realize long-term national objectives. These are sustained economic growth, employment creation, poverty reduction, reduced inequalities in income, gender and between regions and the promotion of economic empowerment.

Strategies cover several aspects of the economy, environment and society as a whole. This is appropriate because the “footprint” of tourism permeates many areas. Tourists are temporary residents in the countries they visit and as such share with locals in the benefits of services provided by all divisions of government.

Both tourists and nationals want security, good roads, efficient transport services, comfortable accommodation, hygienic restaurants, good value shopping, entertainment, efficient tele-communication services and access to health services in the event of indisposition.

# National Tourism Strategies

WTFI approaches to National Tourism Strategies under 9 main topics;

Strategic analysis and key issues to be tackled by the Strategy

Cross-cutting Tourism Framework Conditions

**Policy or Strategy Framework**

Helping government to devise a national tourism policy backed by a comprehensive Tourism Strategy

**National Tourism Governance**

Structuring the mechanism of a roll out of the tourism policy through authorities and

**National Tourism Priorities**

Developing an action plan that monitors, measures and analysis all achievements from angle of established strategic direction

Develop a mechanism for a process of scenario building to track, trace and preempt

**Destination Marketing**

Identifying National Tourism Priorities through destination's potential

Designing a global go to market Strategy to promote destination effectively

**Tourism Promotion**

Promoting touristic attractions of the destination globally

**National Tourism Potential**

Identifying National Tourism Potential and 10 years goals to constantly measure comparative study with other destinations

**Institutional Framework for Strategy Implementation**

Helping strengthen individual tourism associations with strategic development and revamp

# National Tourism Strategies

## Core Values

Values define the ethos, personality and soul of a destination, answering the question what do we stand for? These values are enduring beliefs or ideals and codes of conduct for our actions, and set the standards by which the destination is expected to operate. Usually four to eight values are sufficient, sufficient enough to be powerful yet straightforward to remember. access to health services in the event of indisposition.



# National Tourism Strategies

## KEY Guiding Principles of the Vision, Mission and Core Values

The Vision for the tourism sector is accompanied by 5 'Guiding Principles' that should inspire all future decisions made on product development, communication and management. This set of Guiding Principles will shape country's very own tourism model and are what, in the medium to long term, will generate truly sustainable prosperity for the country.

- 1 Make the destination "Premium" all year round tourism route
- 2 Give great importance to local heritage, cultural expressions and protection of natural environment
- 3 Develop top of the line special interest niche products
- 4 Support ease of investment in tourism infrastructure
- 5 Expand formulas to optimize tourism multiplier effect on the local economy

# National Tourism Strategies

## Aim of the Strategy

The National Strategy on Tourism for the country aims to provide a framework for the mobilization of tourism resources to realize long term national goals and the more specific targets of the National Tourism Plan, namely, sustained economic growth, employment creation, reduced inequalities in income, gender as well as between the responsible tourism, quality service delivery, various regions, reduced poverty and the promotion of economic empowerment.

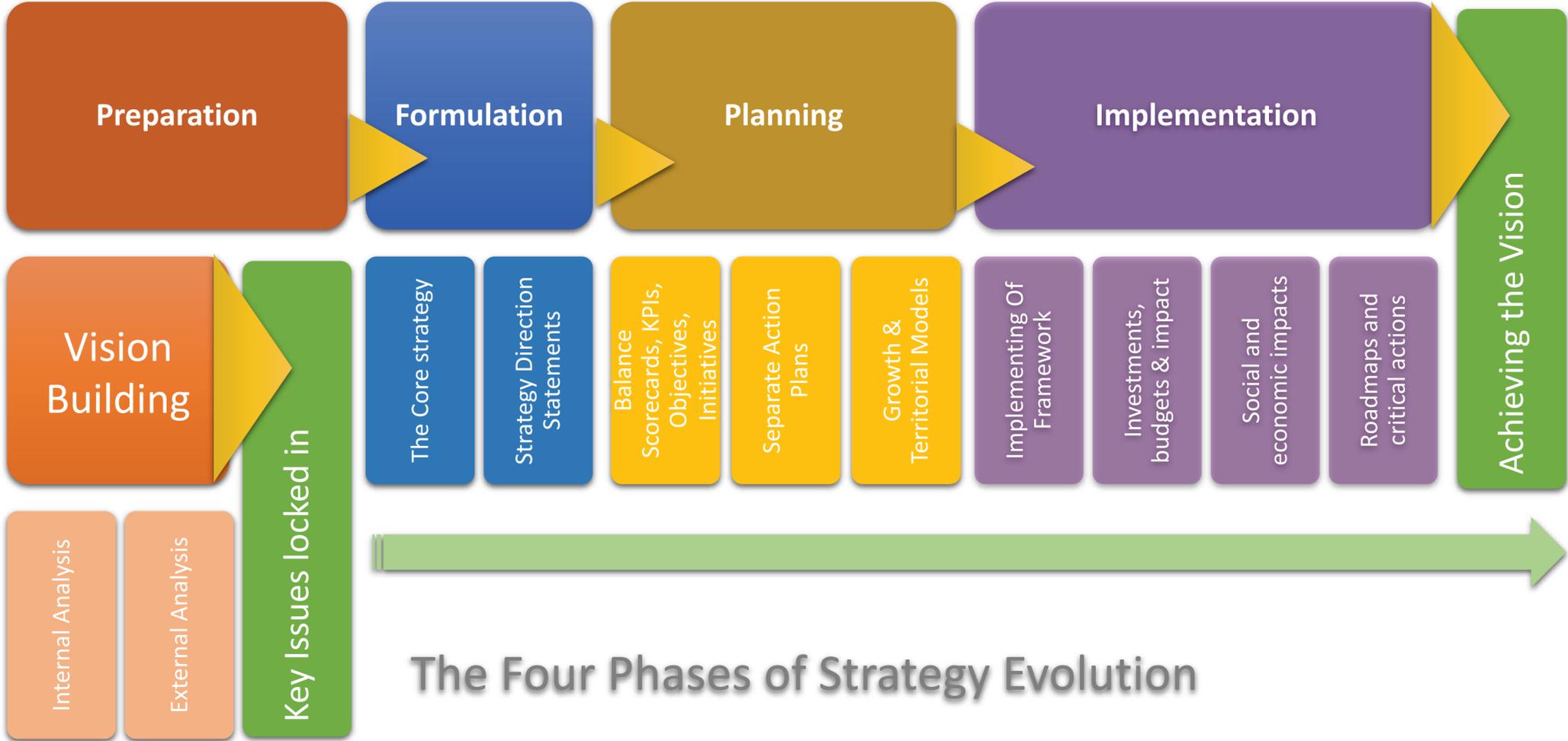
The strategy formulation is guided by the vision of:

*“A mature, sustainable and responsible tourism industry contributing significantly to the economic development of the country and the quality of life of all her people, primarily through job creation, social inclusion and economic growth”.*

# National Tourism Strategies

## The four phases of Strategy preparation

The preparation of the Country Tourism Strategy was conceived as a four-phased process shown in the figure below:

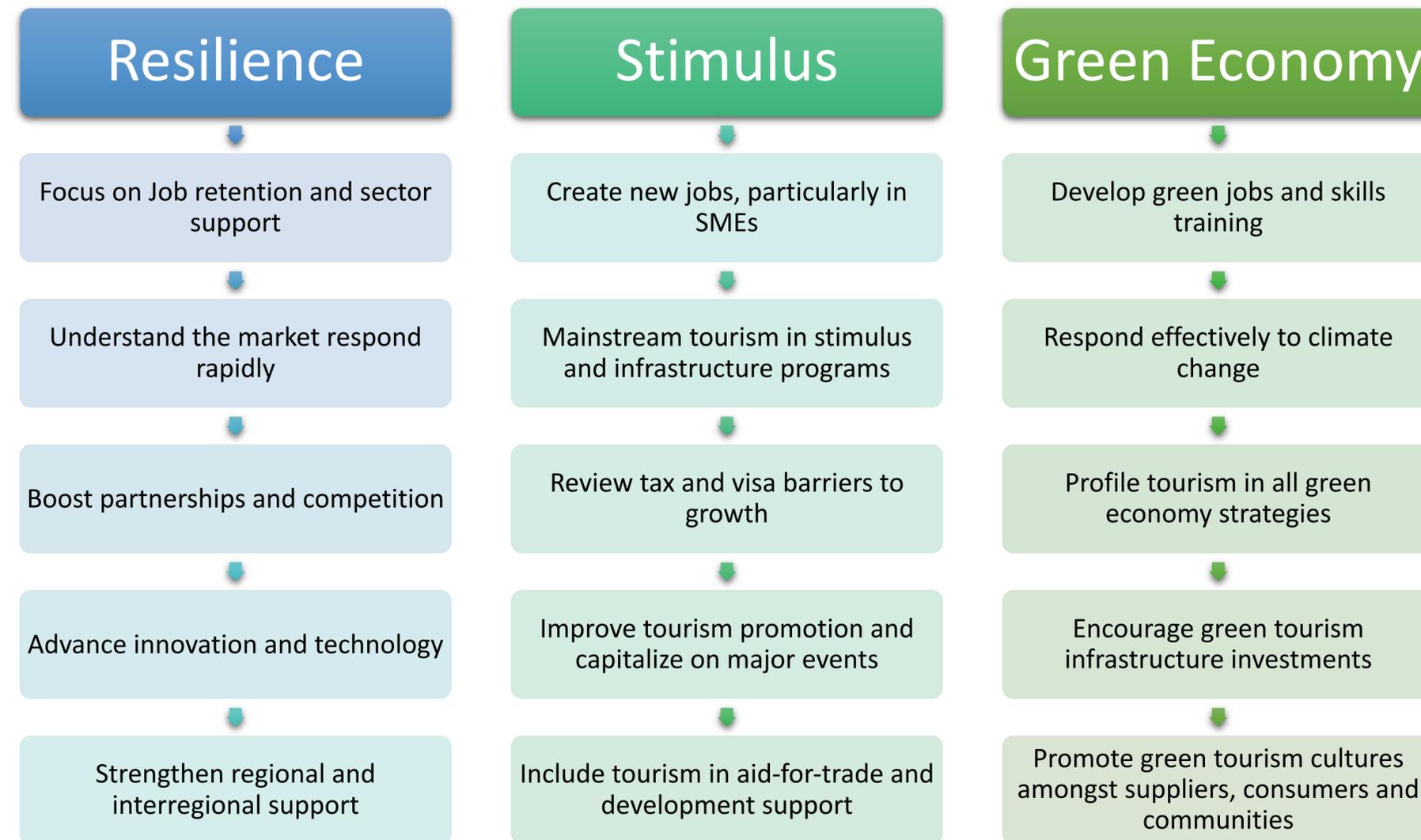


# National Tourism Strategies

- Tourism is one of the best performing economic sectors & strategic pillar of a Government's Economic Diplomacy.
- Has the potential to address the triple challenges of unemployment, poverty and inequality through the creation of decent jobs.
- A foreign exchange earner and contributes towards the balance of payments
- Provides the provision of economic opportunities for women and youth and support the developments of SMMEs
- Provides the opportunity to stimulate economic activity in rural and township areas
- Supports Government's economic policy objectives for a more diversified economy
- Has multiple linkages with other sectors of the economy and generate significant multiplier effects
- Tourism is not only important for economic reasons but has potential to foster social cohesion, in particular domestic tourism

# National Tourism Strategies

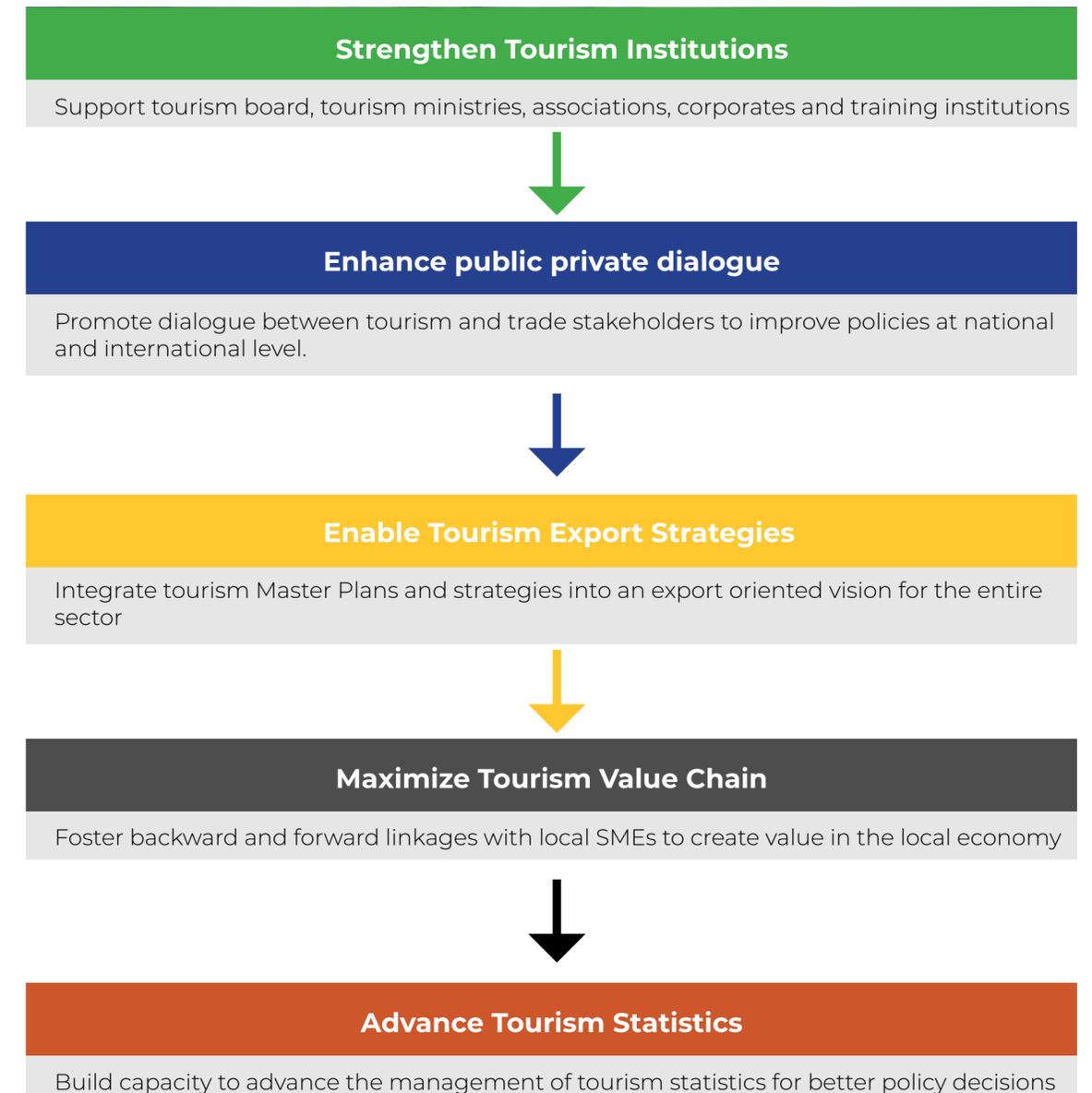
## Roadmap To Tourism Recovery



# National Tourism Strategies

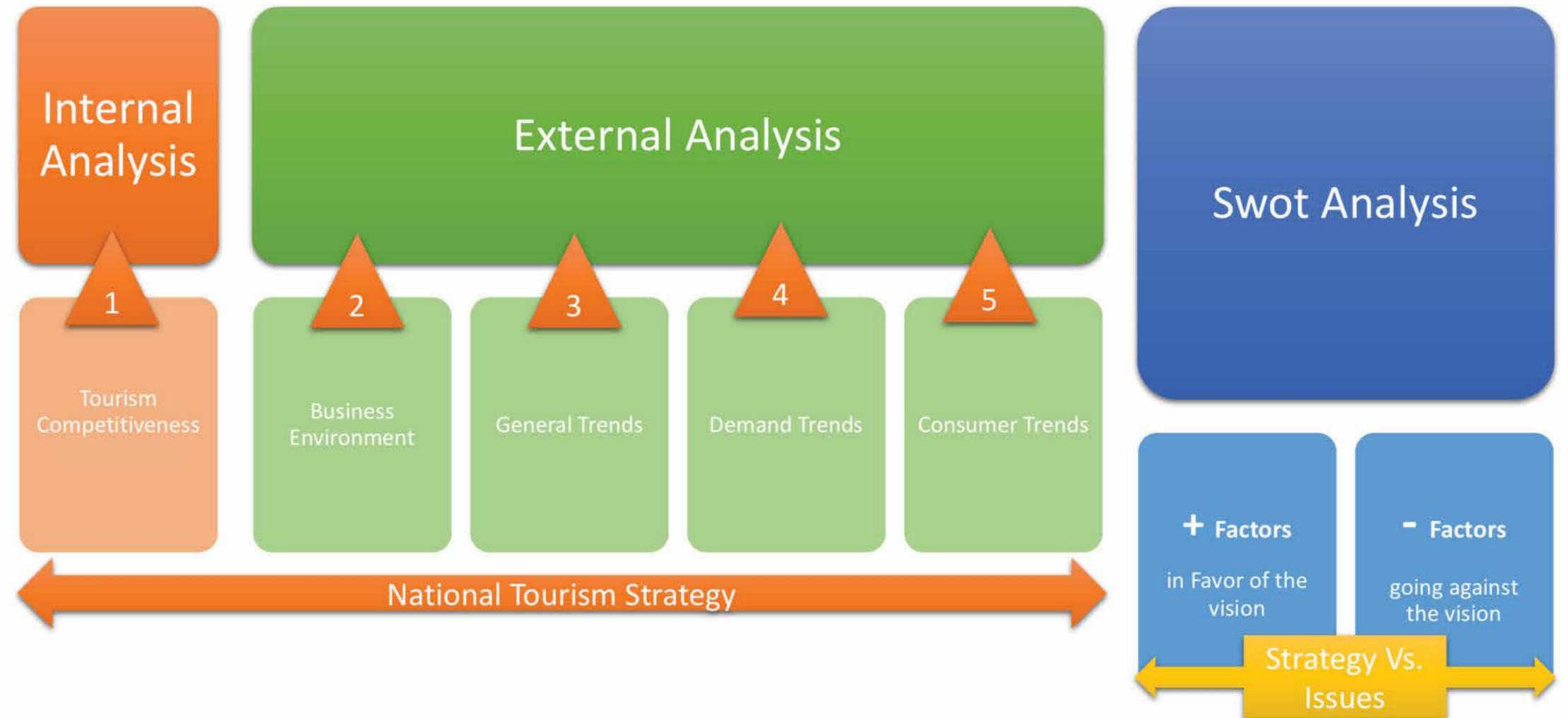
## Building a New Paradigm in Tourism

Tourism is not a new phenomenon in many countries. It has evolved over the years on the domestic front, notwithstanding the absence of a specific written strategy. However, the Strategy is required because we are at the stage when important decisions need to be taken on the future of the sector whose implementation would require significant focus on both governmental as well as private sector.



# National Tourism Strategies

## Strategy Considerations





Shah Faisal Mosque - Islamabad - Pakistan

# Destination Master Plans

A tourism master plan is the roadmap for destination success. It is a crucial first step that will address three important questions: "Where are we?" "Where do we want to go?" "How do we get there?"

WTFI's goal is to contribute to improving the destinations' profitability and their long-term sustainability through innovative tourism master plans, improving their competitiveness, creating partnerships and engages the public and private sectors to encourage their participation and commitment to achieve a shared vision for the destination. The master planning process will secure local buy-in, define the actionable steps needed to achieve common goals, and provide you with the ability to track results and adapt to.

At the end of our comprehensive process, destinations will have a 5-10 year strategic vision, strategy, and action plan for developing tourism in a sustainable manner for the benefit of local residents, investors, and tourism operators.

**"Tourism is now commonly viewed not only as a major source of employment, but also as a tool for conservation and a catalyst for urban and rural regeneration. WTFI assists destinations approach this fragmented industry through undertaking a strategic tourism master plan."**

# Destination Master Plans

## What to Expect?

**Destination Assessment** – A comprehensive assessment of the destination brand, attractions, product quality, and a thorough assessment of tourism’s enabling environment and policies

**Destination Vision** – A shared view of the destination’s desired qualities in the long-term

**Focus on Demand** – Analysis of visitation levels and travel habits to and within the destination among important niche traveler segments

**Visitation Goals and Sales Targets** – Targets for visitor arrivals in the short-term and long-term delineated by visitor profile

**Product Development Action Plan** – Approach for the creation or improvement of tours, lodging, attractions, events, and visitor services that can enhance the visitor experience. Includes opportunities to attract investment

**Marketing Goals and Opportunities** – Strategies to increase awareness among target markets, driving sales, and reaching visitation goals

**Monitoring and Evaluation Plan** – Key performance indicators with time bound targets and a methodology to collect the data to analyze the success of all destination initiatives



Luanda Bay - Luanda - Angola

# Global Marketing Strategies

If you are going to expand tourism for your destination, you have to think big. There are only so many possible tourists within your immediate area, so to increase your number of visitors you have to know how to market globally.

However, that's a huge challenge that requires the right kind of network and expertise. If you are looking to promote your country internationally, it helps to have the right partner who can help you attract tourists from all over the world.

If you've worked in tourism for a long time, you know how much the landscape has changed in recent years. That's why you need a marketing representative who can navigate these changes with you. WTFI combines knowledge and experience to help you use innovative tourism marketing to attract tourists from all over the globe.



Here are some of the best ways your destination can reach and engage international travelers;

### **Digital Tourism**

When people plan trips, they turn to technology and the internet. Similarly, when you are building your marketing strategy, digital innovation must be a priority if you want to be effective and far-reaching. WTFI can help you promote your destination through the world wide web and bring the world to you.

### **Compelling Content**

Every destination has a story to tell. That's what draws in tourists who are looking to live and tell their own story. People want to go somewhere exciting that they can tell their friends about. That's why it's so important for your destination to have the right image and tell the right story.

WTFI works with journalists, bloggers, and influencers every day to tell stories and create exciting and helpful content about the destinations we partner with. With WTFI's vision, your destination's story can reach the right audience and get retold by influential storytellers.

### **Networking**

WTFI has been forming an international network of partnerships in the tourism industry for years. We have the connections in place to help you build strategic partnerships of your own, and we go beyond traditional partner selection practices to match you with potential partners from many different industries in order to create a bigger impact and longer sustainability.

### **Connect with the World**

WTFI's mission is to connect international consumers with travel-related companies throughout the world to support your destination's business goals. Whether you're looking to increase revenue, build your brand, expand your market share, or all of the above and more, WTF helps you strategize and achieve your objectives.

Whether you're promoting a city, state, or country, you know your destination has a lot to offer visitors. WTFI can help you use strategic partnerships, compelling content, and digital innovation to market yourself internationally and connect with more potential tourists.

# KEY ELEMENTS OF A GLOBAL MARKETING STRATEGY

## Branding

Creating an inspiring and attractive brand is a mayor step for every successful campaign.

## Website Development

Today's consumers researching and planning their trips mostly on online. Having an engaging, well-designed promotional website is crucial for every destination.

## Travel Trade Marketing

Relationships with the core groups of travel industry is always important to attract tourists. WTFI maintain these relationships with major tour operators and travel agents to keep them as key elements for success of the destination.

## Social Media and Digital Marketing

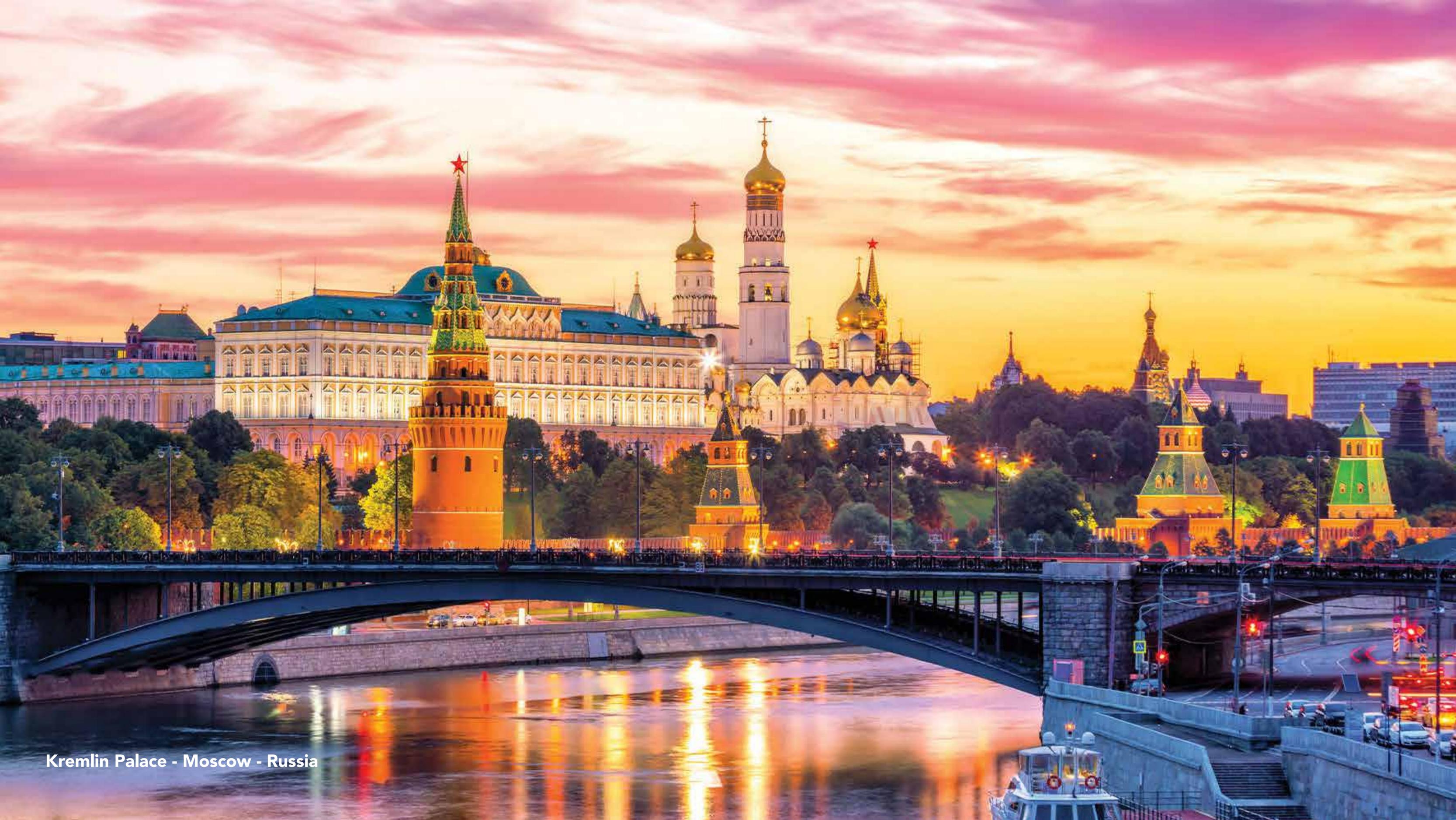
Today's travellers discover attractive destinations mostly on social media. Right social media and digital campaign management is vital to engage new consumers.

## Media & Public Relations

With digital revolution on media news start to travel with speed of light all around the world. To create strong public image is more important than ever before especially for the promising destinations.

## Integrated Marketing

WTFI's integrated Marketing Program offers a comprehensive marketing solution for destinations. It ensures that all messaging and communication strategies are unified across all channels and strategically focused on attracting travellers.



Kremlin Palace - Moscow - Russia

# INVESTMENT CONSULTING

We offer professional advice in designing strategies to compete in challenging market conditions effectively through our vast business expertise.

We provide consultancy services in feasibility, valuation, purchasing and sales, hotel operations choices, and negotiation management in all investment and management processes.

## Foreign Direct Investment

Foreign Direct Investment (FDI) is part of a strong and open international financial system, a significant catalyst for growth. FDI is an important development catalyst. Nevertheless, the benefits of FDI do not expand through nations, industries and local populations uniformly and evenly. National policies and an international investment architecture are needed to attract FDIs to a wider range of developing countries and to harvest the full development benefits of FDI. The challenges addressed primarily host countries, which need to develop and build their human and institutional capacity for investment in an open, broad and effective policy setting. **The World Tourism Forum Institute works to promote foreign direct investments and to facilitate them to increase the image of the host country, which promotes development and competitiveness as an attractive destination for foreign capital.**



Bosphorus Maiden's Tower - Istanbul - Turkey



# HATT® Business School

To set up, manage & run an international training & learning business school, with both in-person (On-site) as well as e-Learning (Online) capabilities, encompassing HATT® industries.

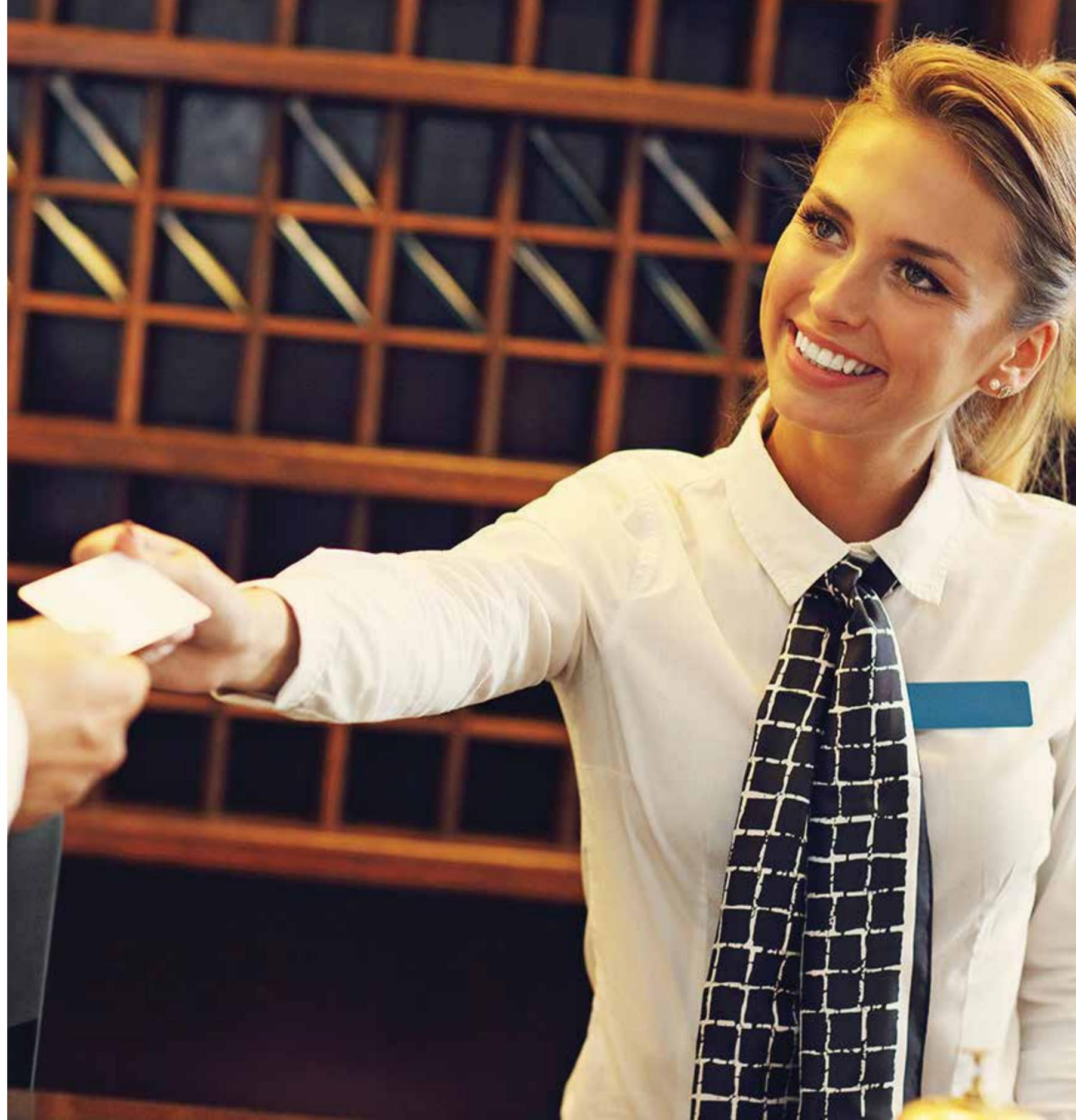
**H**ospitality, **A**viation, **T**ourism, **T**ravel



Empowering Industry  
development and  
thought leadership  
through learning and  
development

# HATT® Business School

HATT® Business School is catalyzing a global learning platform for continuous and accredited professional training. Build a creative, international, regional, and sectoral curriculum. Development of criteria, best practices, and rising qualification frameworks by a network of academic and other participants.



# Overarching Goals



# Bird's eye-view

A tourism training institute,  
positioned as a business school

## Broaden Horizons

- Corporate Internships
- Global opportunities
- Exchange programs with other tourism & travel schools

## Business Laboratories

- Business simulations
- Peer to peer coaching
- Case competitions
- Tourism & travel related Capstone projects

## The Social Experience

- Alumni mentoring
- HATT® Business School Clubs
- HATT® Business School Network

## Learner Experience

- Tourism Consulting & advisory
- Quality faculty & consultants
- English language pre program prep & teaching
- Learning pathways
- Coaching & Profiling
- Customised corporate programs
- Career Acceleration Programs



**Beaches in Cape Coasts - Ghana**

# 6 Development of National Tourism Boards

WTFI cooperates with ministries of tourism to develop national tourism boards.

National Tourist Boards (NTBs) are national tourist organizations founded with a **view to promoting and creating the identity**, and to enhance the reputation of tourism at national level. Their mission also includes the planning and implementation of a common strategy and the conception of its promotion, proposal and the performance of promotional activities of mutual interest for all subjects in tourism in the country and abroad, as well as raising the overall quality of the whole range of tourist services on offer in the country.

## Development of National Tourism Boards



### NTBs' GOALS

**WTFI helps ministries of tourism to structure their NTBs' bodies to working on these tasks;**

- | To encompass the total tourist offer at national level;
- | Structuring and conducting operational market research for the promotion of tourism at national level; designing programmes and promotion plans of tourist product at national level;
- | Organizing, conducting and implementing all business operations concerning the promotion of the tourist product of the country;
- | Analysis and appraisal of the purposefulness and efficacy of implemented promotional activities; establishing a national tourist information system;
- | Performing global and tourist information activities;
- | Providing and coordinating the incentives of all the Tourist Boards, as well as all economic and other tourism subjects which operate either directly or indirectly, in order to improve and promote tourism in the country;
- | Establishing tourist representative offices and branch offices in foreign countries, and the organization and supervision of their work;
- | Cooperation with national tourist boards in foreign countries and with specialized international regional tourist organizations; according to reports received from county tourist boards, analysis and evaluation of activities by plans and programmes of the established tasks and the roles of the tourist boards' system;
- | Taking necessary measures and planning activities for the development and promotion of tourism in the less developed areas of the country.

## Development of National Tourism Boards

### Transformation of National Tourism Board into a World-class Destination Marketing Organization

#### Step by Step Approach

- Developing Strategic Framework
- Measurement & Resilience Framework
- Developing Strategic Action Plans
- National Strategic Plan

Step  
by Step  
Approach

## Development of National Tourism Boards

*Transformation of National Tourism Board into a  
World-class Destination Marketing Organization*

### Good Governance

- Developing Tourism Strategy, Monitoring & Evaluation
- Research, Information & Knowledge Management
- Developing Policy & Legislative Framework with Provinces
- Making Collaborative Partnerships at National, Provincial & Local Government Level

### Creating Growth – Demand

- Destination Marketing & Brand Management
- Developing Domestic Tourism Strategy (Provincial)
- Developing Regional & International Tourism Strategy

Good  
Governance

Creating Growth  
– Demand

## Development of National Tourism Boards

*Transformation of National Tourism Board into a  
World-class Destination Marketing Organization*

### Tourism Development

- “Supply” Relevant Capacity Building
- Niche-product Development
- Responsible Tourism
- Investment Promotion

### People Development

- Establishing Industrial Transformation
- Decent work
- Quality Assurance - Service excellence & standard
- Community Beneficiation

Tourism  
Development

People  
Development

## Development of National Tourism Boards

*Transformation of National Tourism Board into a  
World-class Destination Marketing Organization*

### Enablers for Growth

- Building awareness of importance of tourism local market
- Develop a school-trip/tour program and industry-employee holiday exchange programs
- Safety & Security & Disaster Management
- Managing Domestic, International & Regional Airlift
- Managing Ground Transportation

Enablers  
for Growth

## Development of National Tourism Boards

### *Transformation of National Tourism Board into a World-class Destination Marketing Organization*

## Critical Success factors

- Strategic and visionary leadership driven by **an agreed, shared and inspirational vision**
- Giving strategic priority to **people development** (human resources and capacity building)
- Continuously advocating to politicians about Tourism as the catalyst for change and GDP contributor future tourism product development and packaging are **value and market-driven** and underpinned by a **culture of service excellence**
- **Research** as a key to future tourism planning, marketing and management of the resource base
- Ensuring and sustaining a **powerful and distinctive destination brand results-driven, streamlined, dynamic and adaptable tourism structure from national to local level**, with clarity on roles, responsibilities and relationships (avoiding unnecessary bureaucracy)
- Leveraging **mutually beneficial partnerships** regionally and between stakeholders at all levels
- Influencing a **review of the airlift strategy**, and active participation in its implementation
- Focusing on **sustainable competitiveness** and balancing economic, social and environmental issues
- Ensuring that effective **risk mitigation plans** are in place

Critical  
Success  
Factors

## Development of National Tourism Boards

*Transformation of National Tourism Board into a  
World-class Destination Marketing Organization*

### Challenges Risk Factors

- **Lack of experience and political will**
- Regional Peace and conflict with neighbors
- Global economic downturn
- International or national terrorism
- **Macro-economic policy**
- Natural disasters and climate change
- **Breakdown in multilateral approach to global governance issues**
- Rate of Crime
- Dependence on ONLY domestic tourists
- **Political unrest/civic strife**
- **Incidents of intolerance & hate mongering**
- **Spread of diseases**
- **Incoherent policies and inconsistency**
- **Poor stakeholder relations and management**
- **Lack of organizational structure (national/ provinces and local government)**

Challenges  
Risk Factors

## Development of National Tourism Boards

*Transformation of National Tourism Board into a  
World-class Destination Marketing Organization*

### Who are our stakeholders?

- National Tourism Boards
- **Provincial tourism Ministries & Secretariats**
- **Local government**
- **Industry associations**
- **Labor organizations and unions**
- Key Support departments and agencies
- Vendors T/O T/A Hoteliers Venue
- Regional Development Banks -International Economic Cooperations
- **Academia**
- Private Sector

Who are our  
stakeholders?

## Development of National Tourism Boards

*Transformation of National Tourism Board into a  
World-class Destination Marketing Organization*

### Monitoring & Evaluation Mechanisms

The National Tourism Strategy proposes a variety of mid and long- term actions in the realm of planning, investment, organization, awareness building, sensitization, transport and hospitality infrastructure and research and development (R&D). Comprehensive monitoring and evaluation mechanisms are being devised to uphold transparency and accountability throughout the sector, while paving way for evidence-based policy making.

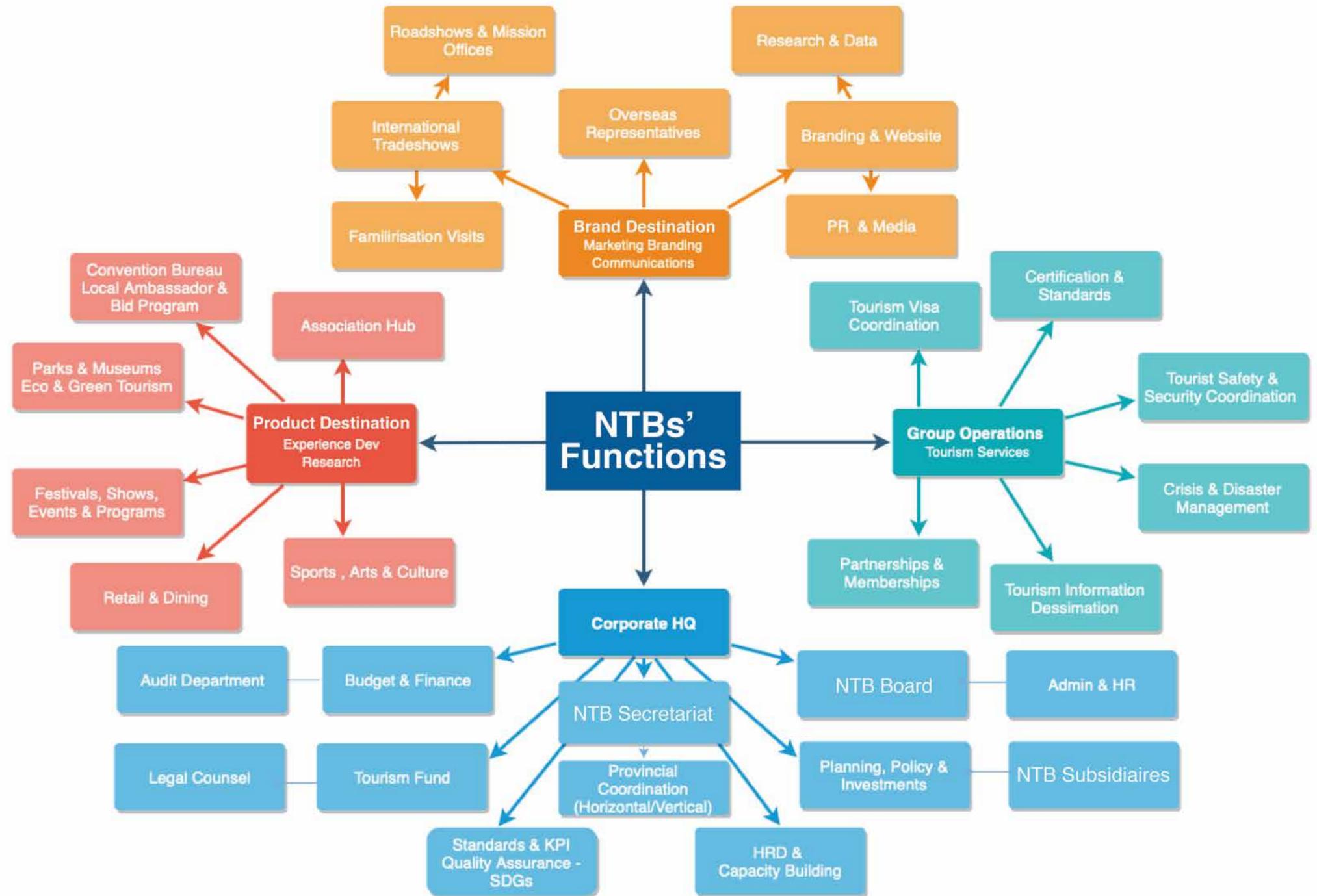
- National Tourism Board's Structure
- Award & Recognition program design
- Tracking and Policy Implementation
- Monitoring & Evaluation Unit reports into Chairman of NTB

Monitoring  
& Evaluation  
Mechanisms

# Development of National Tourism Boards

## 6 NTBs' Mindmap

WTFI helps ministries of tourism to structure their NTBs' bodies to working on these tasks;



## Development of National Tourism Boards

*Transformation of National Tourism Board into a World-class Destination Marketing Organization*

### Functions of National Tourism Board

The National Tourism Strategy proposes a variety of mid and long- term actions in the realm of planning, investment, organization, awareness building, sensitization, transport and hospitality infrastructure and research and development (R&D). Comprehensive monitoring and evaluation mechanisms are being devised to uphold transparency and accountability throughout the sector, while paving way for evidence-based policy making.





Mpumalanga Drakensberg - South Africa

# PR & MEDIA RELATIONS

It is vital to improving awareness and influence behavior to optimize the traffic to your destination or hotel through public relations and media attention. WTFI is increasing traditional hospitality markets and community collaborations to raise awareness for advertising goods, and customer experiences across its strong media influence attention on a global and domestic scale. We give bold, customized notifications to our massive media connections to render influencers into supporters.

**Our policies vary from personalized press releases to FAM trips to crisis management to success with customer relations to create a strategic plan to support the destination's goals.**

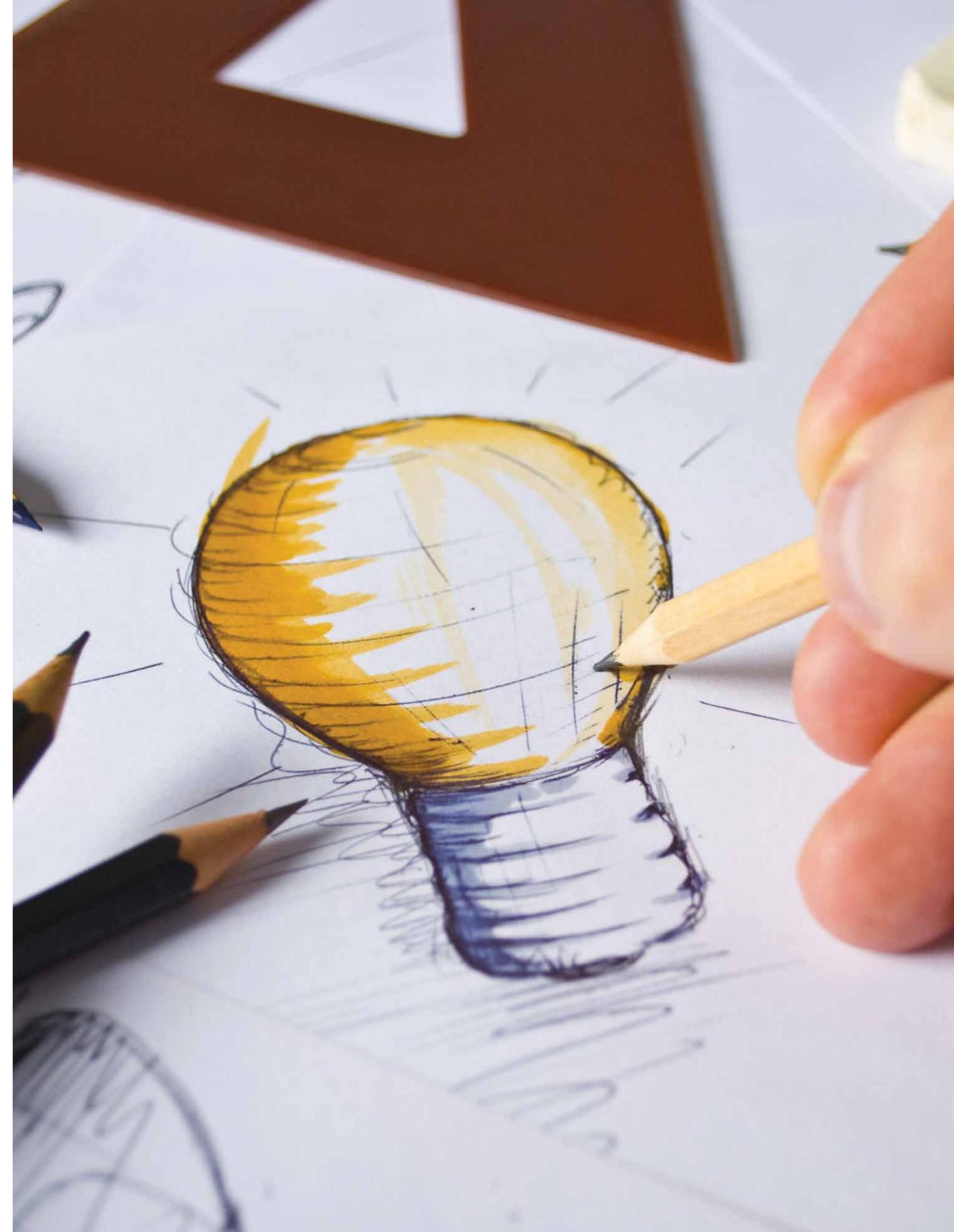
## **PRESS RELEASE DISTRIBUTION**

WTFI will help a range of related resources to particular publication expectations in addition to providing extensive, personalized promotional campaigns. Suppose a tourism stakeholder seeks to establish media coverage about a single event, increase the profile of a national or foreign business PR contact or reach for travelers in a specific feeder area. In that case, the versatility and sophistication of WTFI are built to produce tailored programming to match the stakeholder's requirements and objectives.

# BRAND CREATION & DESIGN

It goes beyond a logo and a slogan. Our branding mechanism partners with audiences to put up the most exciting tales and provide people with opportunities to help them live by encouraging and creating experiences.

- **Brand evaluation**
- **Identity and concept graphics**
- **Content development and strategy framework**
- **Messages for marketing**
- **Guest trip and theory of service**





# CRISIS MANAGEMENT

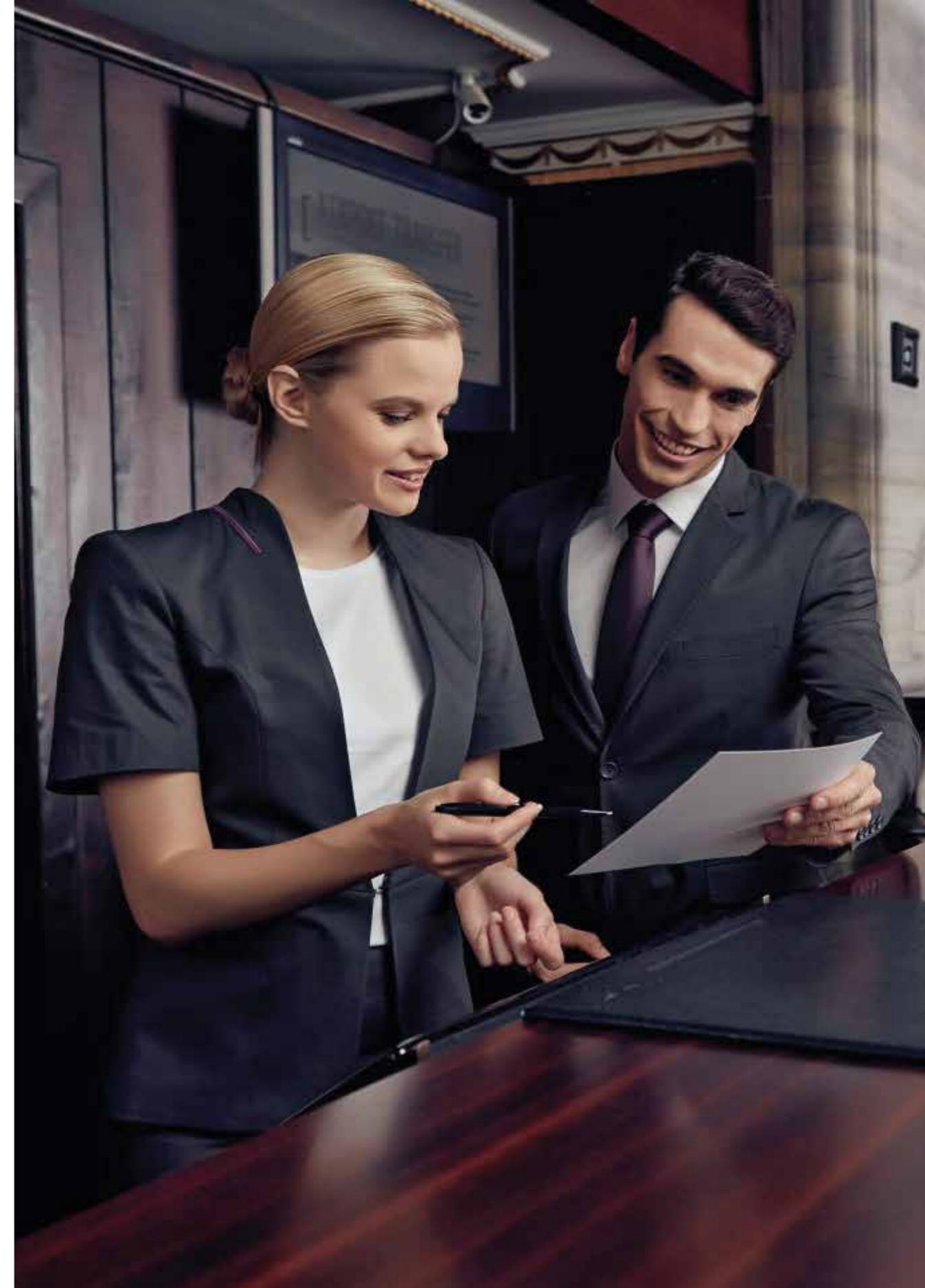
Covid-19 has emphasized the reality that the travel and tourism industry is exposed to a global confidence crisis, and accelerated measures are required to minimize its effect on our market. Tough choices must be made rapidly to preserve the properties and value while ensuring that the organization is well-formed and that the eventual recovery is taken advantage of.



**To help you successfully negotiate these troubled oceans, WTFI handles all partners actively to ensure sure the actual enterprise is protected and not adversely affected.**

# 10 HOTEL & RESORT OPERATIONS

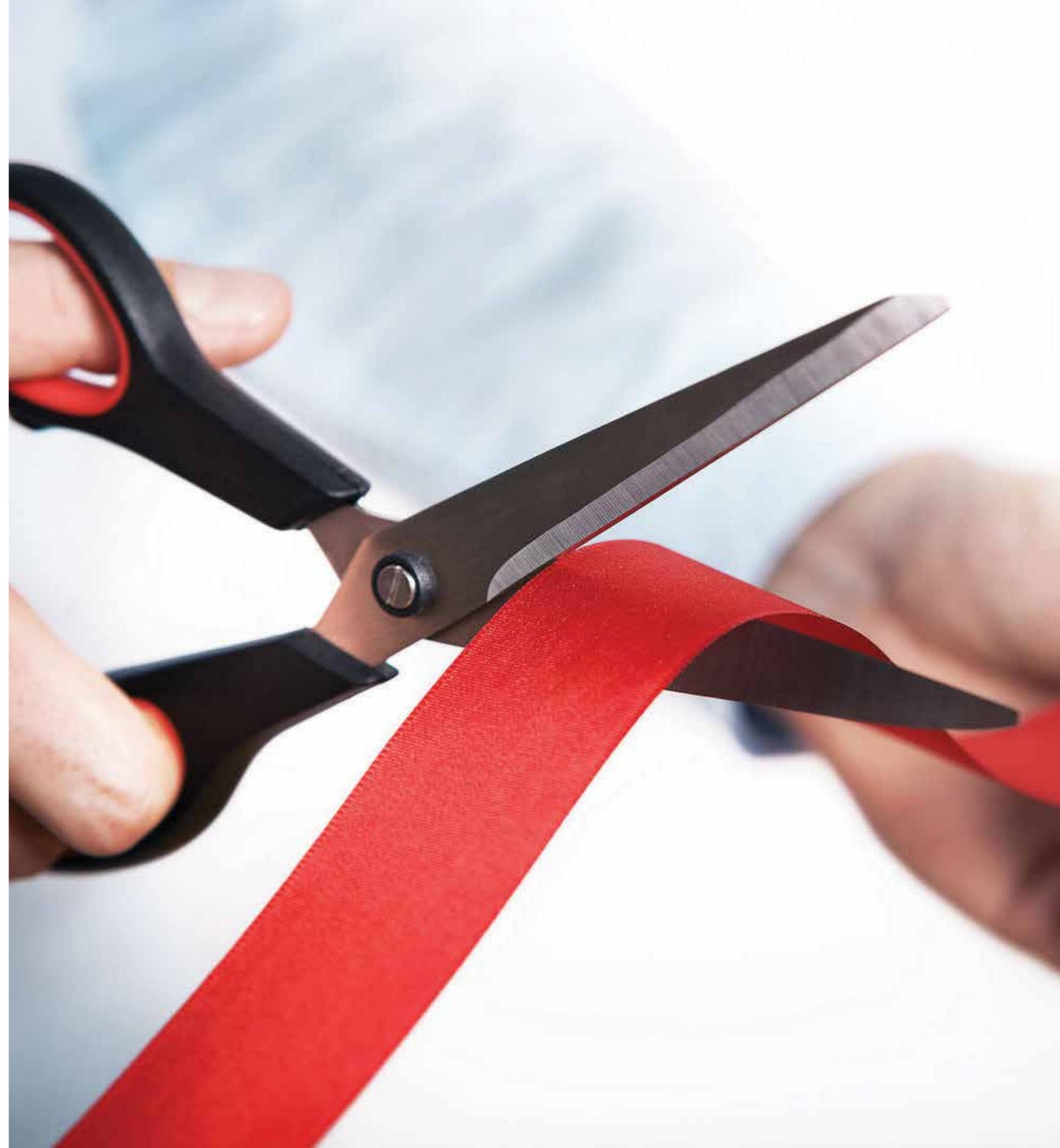
WTFI will provide specialist guidance on almost all restaurant and hotel activities, spanning from detailed market reviews and due diligence procedural to standard operating procedures ( SOPs), risk prevention systems, HR evaluations, and organizational planning to the production and execution of models.



# HOTEL PRE-OPENING SERVICES

There is plenty to consider and plan throughout this crucial time before the new hotel is released. We will assist you in the pre-opening preparations and project management as part of our hotel management services.

We will take care of all the challenges, build operations, and plan for your new hotel. The WTFI team has considerable expertise in this area, which makes hotel ventures a huge success. Our best practices and strategy allow us to transform your property into a market leader and reveal its latent revenue value that drives top sales and bottom earnings.

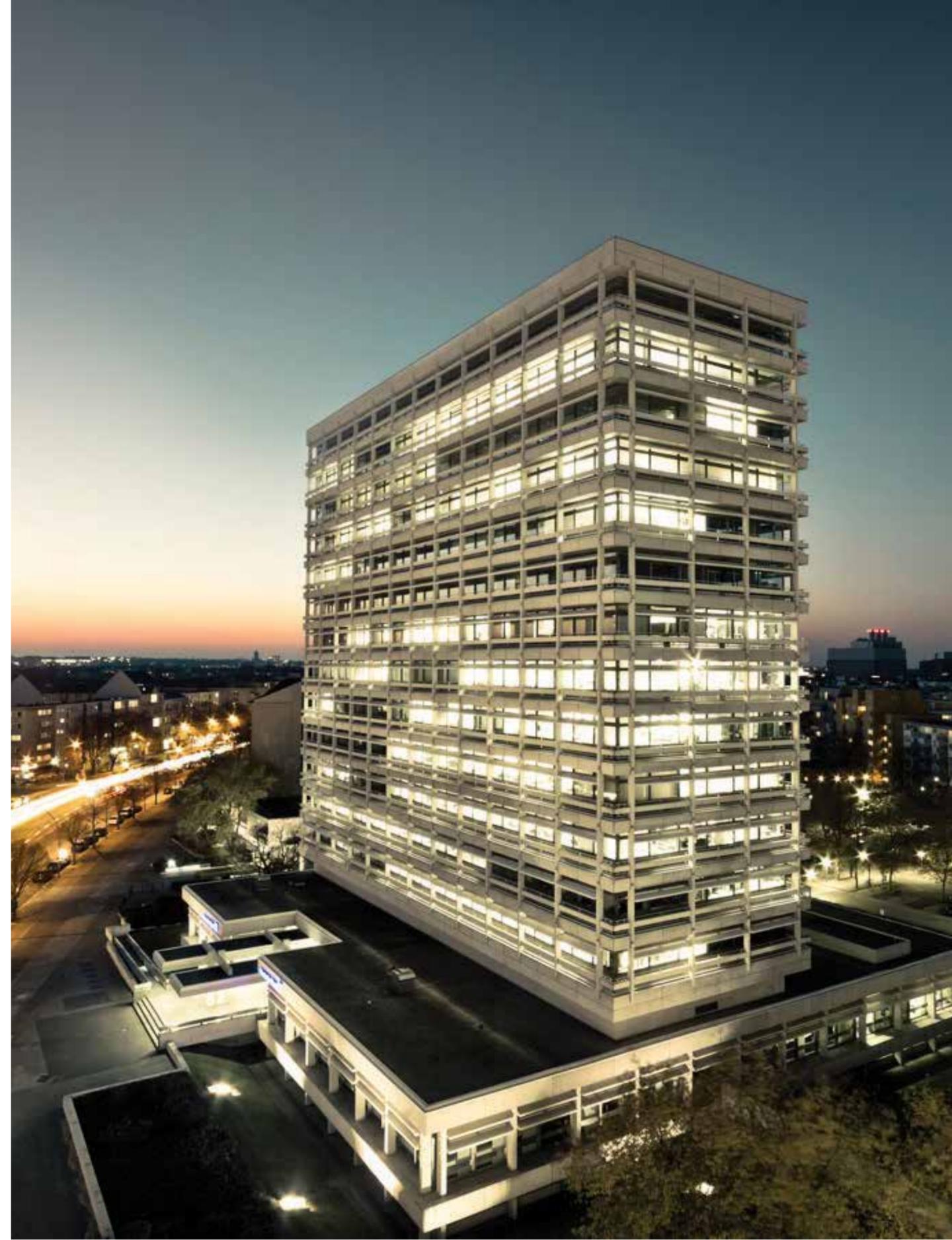


# 12

## PROPERTY TRANSITION/CONVERSION MANAGEMENT

Let us make your property independent.

Transition to a more lucrative independent property from a hotel chain.  
During this conversion phase, adopt an established but customized  
vital routine and achieve optimum results.



# 13

## **TRAVEL TRADE REPRESENTATION & OUTREACH**

WTFI will allow you to attract and obtain dedication to targeted promotions for your organization or destination across our partnerships with some leading tour operators, unique purpose operators, and connections to industry trade events. WTFI would establish a variety of educational services, advertising, and communication resources to support travelers, promote them, and empower them to ensure this promotion campaign's long-term effectiveness.

# TOURISM PRODUCT DEVELOPMENT

At one extreme, tourism product development can be defined as embracing all elements with which the visitor to a destination comes into contact. This includes infrastructure (e.g., transport, utilities), the service personnel, places of lodging, attractions, activities, facilities, and amenities.

**At a more focused level, tourism product development can be defined as comprising only those attractions, activities, and facilities provided explicitly for the visitor.** The tourism product development is the process by which the resources of a destination are shaped to meet international and domestic customers' requirements. This covers everything from humanmade facilities or attractions to activities requiring varying levels of physical input and organized events such as festivals and conferences.

**The global tourism industry is growing, and destinations must work harder than ever to attract the right tourists and get linked in fresh and exciting ways while delivering a vibrant, appealing image, thanks to the openness offered by the internet and social media.**



# 15 END TO END SOLUTIONS

In the tourism industry, technology plays a growing role. The overall Internet use has exponentially expanded over the past 15 years, giving way to a prosperous information and trade environment. The new landscape has radically changed how destination tourism strategies operate by growing customer and supplier interaction while creating new selling opportunities. A new market is evolving that is becoming more and more competitive and accessible.

The appetite for tourism and the growth of the internet are rapidly changing. Consumers are searching for customized and personally tailored marketing experiences.

# END TO END SOLUTIONS

Recognizing this concept, World Tourism Forum Institute is designed to illustrate the elements of ICT-based tourism marketing that contribute to competitiveness for the destinations' tourism industries. There are four key elements that WTFI implements to help destinations to have significant influence on ICT-based tourism marketing:

- The digital marketing approach assists and incorporates the travelers through the whole travel process, includes content useful for the viewer, concentrates on an extensive experience and has measurable results, as well as other traditional marketing practices.
- A skilled workforce that excels at writing, editing, design, and analytics
- Strong ICT infrastructure with reliable and consistent Internet connectivity alongside affordable and accessible ICT hardware such as computers, smartphones, and WiFi routers.
- At present, Virtual reality (VR) technology is used primarily in video games,

however, tourism is a sector that could obviously be impacted if people were readily able to experience new and exotic locations without leaving the comfort of their own homes. In the tourism sector, balancing the potential and promotion of VR destination experiences against the interests of those along the traditional tourism value chain, will likely become a key decision point for many marketing entities.

- Augmented reality (AR) could end up being equally transformative for the sector, as travellers and service providers adapt to technologies such as holograms or mobile apps that add virtual elements to real-life situations. translations, and even virtual interactions with historical figures are possible ways of enhancing visitor experiences using AR technology.

# 16 EVENTS

As the leading international tourism, development, and investment brand of London based institution World Tourism Forum Institute, Global Tourism Forum promotes the countries in tourism development, economic growth, foreign direct investment, and sustainability and offers human resources support to the industry.

**The Global Tourism Forum (GTF) is a brand of international institution World Tourism Forum Institute** standing to promote responsible, sustainable, and worldwide accessible tourism.

GLOBAL  
TOURISM  
FORUM





# WE ACHIEVED!

CASE STUDIES

# Partnership with D-8 Economic Cooperation

As the World Tourism Forum Institute, made a partnership with D-8 Economic Cooperation. Main aim of this cooperation is the economic diversification through tourism within the member states. Nigeria, Indonesia, Malaysia, Turkey, Egypt, Iran, Pakistan, Bangladesh.

WTFI is also giving advisory service to D-8 on digital media, redesigning their website and develop brand new tourism platform for organization.



# ANGOLA'S FIRST 5-STAR HOTEL

## *INTERCONTINENTAL LUANDA*

With WTFI's involvement, Angola's first 5-Star international chain hotel, **Intercontinental Luanda** will start to operate in 2021 after 12 years of waiting. 12 years old investment's cost is 250 million USD.

Now the hotel is considered one of the most important milestone to Angola's improvement efforts on its tourism potential.



## ON GOING PROJECT...

### FAIRMONT HOTEL TALATONA

A operating convention hotel in Talatona, Luanda is handing over by **Fairmont Hotels**.



# RENOVATION OF LUANDA AIRPORT

We brokered the tender for the new runway construction and terminal improvement of the airport. The new New Luanda International Airport in Angola is set to undergo correction works to adapt the structure to the standards of modernity, innovation and passenger comfort. The corrections to the project, will be carried out up to the year 2022.







Hilton Development  
Sub-Saharan Africa  
2nd Floor – The Hudson  
30 Hudson Street  
De Waterkant  
8001 – Cape Town  
SOUTH AFRICA

**Private & Confidential**  
**Subject to Contract & Board Approval**

22nd July 2019

Tim Smith  
HVS  
Cape Town

Email: [tsmith@hvs.com](mailto:tsmith@hvs.com)

Dear Tim,

**Re: Luanda, Angola, Proposed Hotel Project**

I refer to Hilton's participation at the recent World Tourism Forum that was organised by Bulut Bagci, President of World Tourism Forum. We were very encouraged by the support given to the Forum by the President of Angola and his keynote speech to promote tourism in Angola. Such support is essential for the hotel industry in order to promote and market tourism in Angola through the World Tourism Forum.

Regarding the specific project, I can reaffirm Hilton's interest in further discussions regarding the proposed hotel operating under the Hilton brand.

Our involvement, should we reach agreement, would be on the basis of our standard Branding and Management Agreement.

Furthermore, whilst we believe that there is considerable potential for this project, we would have to be assured that adequate sources of finance, both equity and debt, were available and that the project was financially viable for both Hilton Worldwide and the investors.

I look forward to discussing the proposal further with you or your client and to agreeing Hilton's terms of involvement in this project.

This letter is not intended to, and does not, constitute a complete statement of, or a legally binding and enforceable agreement or commitment on the part of Hilton or any of its affiliates with respect to the matters described herein. No reliance of any kind is intended or should be placed upon this letter or any communications of any kind, oral or written, pursuant to these subjects.

**Private & Confidential**  
**Subject to Contract & Board Approval**

Kind regards,

Mike Collini  
VP Development Sub-Saharan Africa

# Some Examples of Letter of Intent for Angola

WORLD  
TOURISM  
FORUM  
Institute



Mr Bulut Bagci  
President  
World Tourism Forum

11 July 2019

Dear Mr Bagci,

**Re: Angola Tourism**

It was a pleasure working with you during the World Tourism Forum (WTF) in Luanda, many congratulations on a hugely successful event. I am thrilled HVS was able to contribute, but also to hear the encouraging comments and support from senior ministers throughout southern Africa. Now the dust has settled after the event it is time to pursue the various projects we discussed and to ensure we all assist in developing the tourism industry within Angola.

You will recall I mentioned during my sessions how very excited I was to hear His Excellency, President Joao Lourenco support the Angolan tourism industry. It is only with the understanding and support of leaders that economies can be improved and a complex industry such as tourism can flourish.

As was discussed during WTF efforts must be made to attract tourists throughout Angola and not just to Luanda. With this in mind we at HVS would be delighted to prepare **Strategic Masterplans** for **Kissama National Park and Cabo Ledo Beach Resort**. The purpose of these documents will be to provide a framework for the evolution of tourism and to ensure the economic benefits are sustainable and far reaching.

HVS is the largest global hospitality consultancy with over 50 offices. We have worked in 31 different African countries since 1990. It is with this huge experience, expertise and database that we will be able to deliver a strategy to firmly deliver the whole of Angola onto the world tourism map.

I would personally be responsible for the projects, assisted by various members of our teams. With this in mind I would be thrilled to meet you either in Turkey or Angola to discuss the best route forward. If you felt it appropriate, we would be pleased to meet with and report directly to the President's office, thus ensuring as soon as the strategy is agreed it can be implemented.

I very much look forward to hearing from you and indeed working with you on these exciting projects.

Yours sincerely,

Tim Smith MRICS  
Managing Partner

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Dreyer Street  
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Tim Smith MRICS  
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Stephen Rushmore Jr  
Partner

Hala Matar Choufany  
Partner

Cape Town    Dubai  
London        Athens  
Milan          Bangkok  
Beijing        Shenzhen  
Hong Kong    Jakarta  
New Dehli     Shanghai  
Singapore    Sao Paulo  
Bahamas      Asheville  
Atlanta        Austin  
Boston        Boulder  
Chicago       Dallas  
Denver        Houston  
Las Vegas     Los Angeles  
Mexico City   Miami  
Minneapolis   New Orleans  
New York     Newport R.I  
Portland      Philadelphia  
San Francisco St Louis  
Toronto       Vancouver  
Washington D.C.

HVS is the trading name of RS Valuation Services (Pty) Limited, a South African limited liability company formed under the laws of South Africa.  
Company Registration Number 720829009.



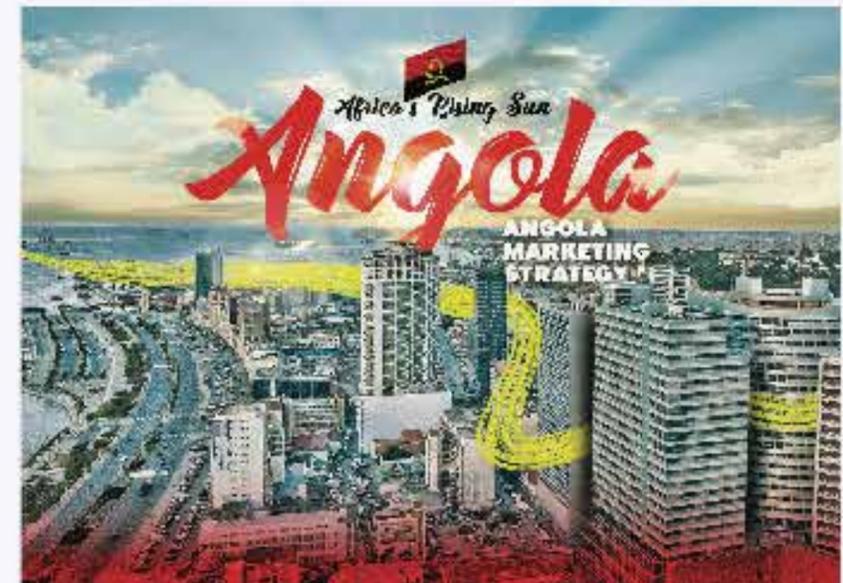
# ANGOLA MARKETING STRATEGY

During Angola 2019 Summit  
Ministry of Tourism of Angola,  
World Tourism Forum and it's partner  
World Development Group  
made an agreement on  
developing Angola's new global  
marketing strategy.



# ANGOLA

*Africa's Rising Sun*



# CPLP CONFERENCE

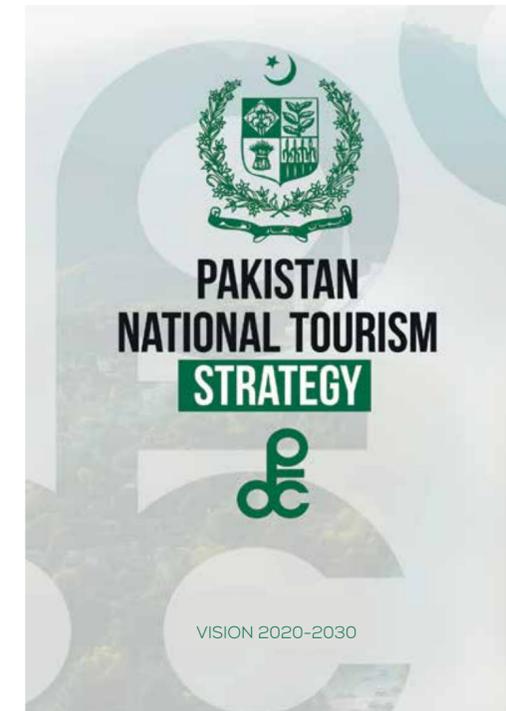
With World Tourism Forum Angola 2019, Angola found a chance to show it's MICE infrastructure to the international community. As a result Conference of Heads of State and Government of the **Community of Portuguese Speaking Countries (CPLP)** decided to be held first time in Angola.



**CPLP**  
Comunidade dos Países  
de Língua Portuguesa

# 2020 - NATIONAL TOURISM STRATEGY OF PAKISTAN

Pakistan's first National Tourism Strategy for the government led by Imran Khan was **conducted by WTFI's CEO Sumaira Isaacs**. This comprehensive tourism strategy used as key guide by tourism authorities of Pakistan **to shape 10 years tourism development program**.



Pakistan Tourism Strategy  
**FOREWORD**

The National Strategy on Tourism for Pakistan represents the consensus of a wide consultative process with those commercially in tourism, non-governmental organizations and government officials.

The strategy provides a framework for the mobilization of resources in order to realize long-term national objectives. As articulated in the PTDC Transformational Roadmap, these are sustained economic growth, employment creation, poverty reduction, reduced inequalities in income, gender and between regions and the promotion of economic empowerment.

The Strategy covers several aspects of the economy, environment and society as a whole. This is appropriate because the "footprint" of tourism permeates many areas. Tourists are temporary residents in our country and as such share with Pakistanis in the benefits of services provided by all divisions of government. Both tourists and nationals want security, good roads, efficient transport services, comfortable accommodation, hygienic restaurants, good value shopping, entertainment, efficient tele-communication services and access to health services in the event of indisposition.

The Strategy is not limited to those areas that are under the jurisdiction of the National Tourism Coordination Board. It includes aspects related to tourism that are contained in the policies of other provincial bodies. These include policies dealing with archeological and heritage, wildlife concessions, tourism investment, the environment, regional development, land, education, aviation etc.

Tourism is not a new phenomenon in our country. It has evolved over the years on the domestic front, notwithstanding the absence of a specific, written strategy. However, the Strategy is required because we are at the stage when important decisions need to be taken on the future of the sector whose implementation would require significant focus on both governmental as well as private sector.

The strategy formulation is guided by the vision of:

**"A mature, sustainable and responsible tourism industry contributing significantly to the economic development of Pakistan and the quality of life of all her people, primarily through job creation, social inclusion and economic growth."**

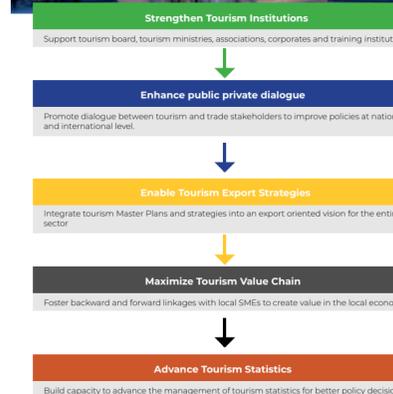
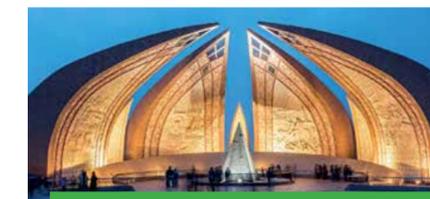


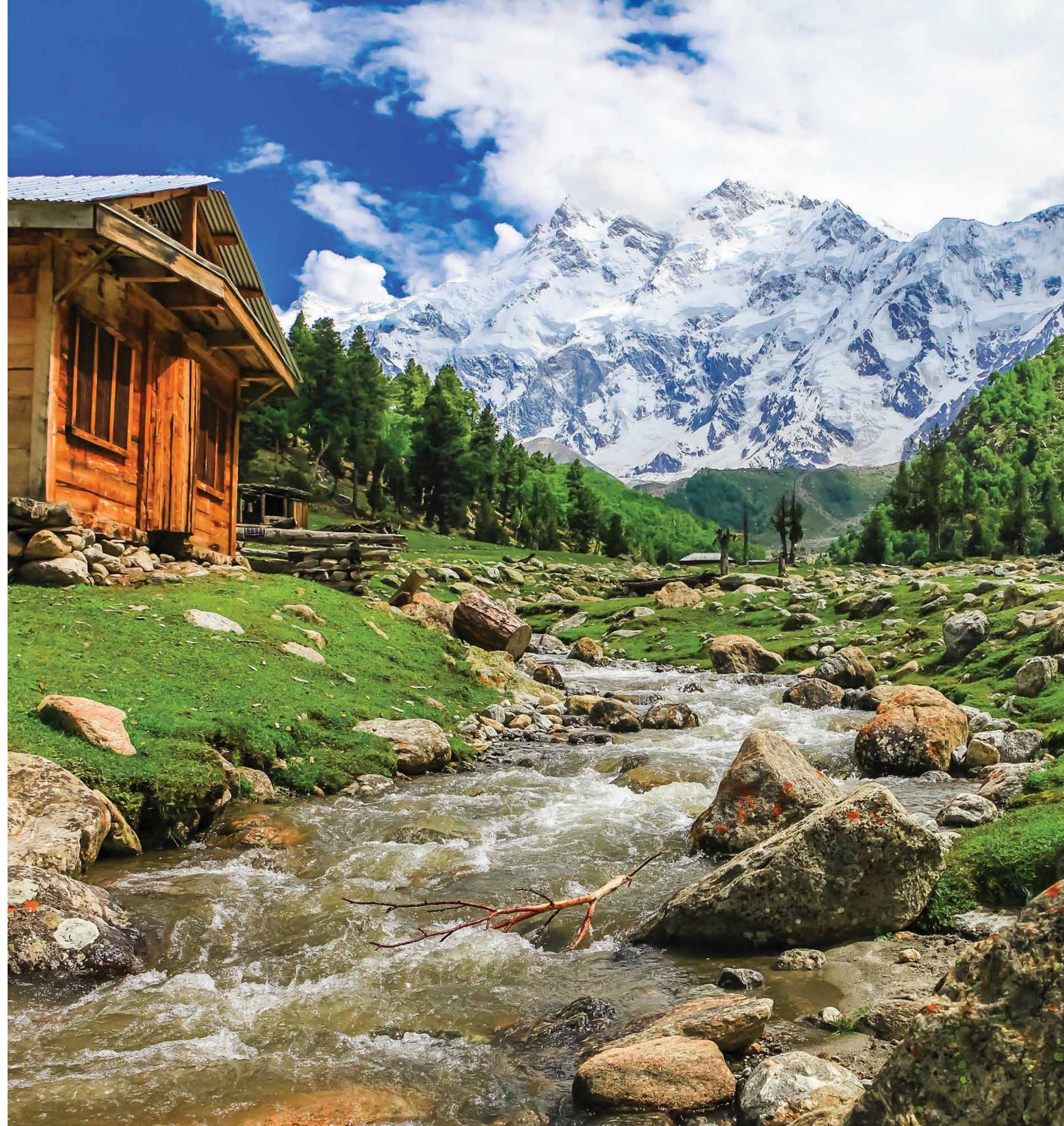
Figure 1 Building the New Paradigm  
Source: UNWTO





## RESTRUCTURING PAKISTAN'S DESTINATION MANAGEMENT ORGANIZATION

WTFI CEO Sumaira Isaacs appointed to The Pakistan Tourism Development Corporation (PTDC), by World Bank Pakistan, **to undertake a prolific task of the restructuring and transformation of a 70 year old very bureaucratic organization into a world class destination management organization (DMO)**, through a comprehensive 10 year business plan, backed by a 5 year action plan, as well as the launch of the new country brand and launch recommendations.



# TOURISM STRATEGIC PLAN & DESTINATION MASTER PLAN

WESTERN CAPE GOVERNMENT -  
SOUTH AFRICA

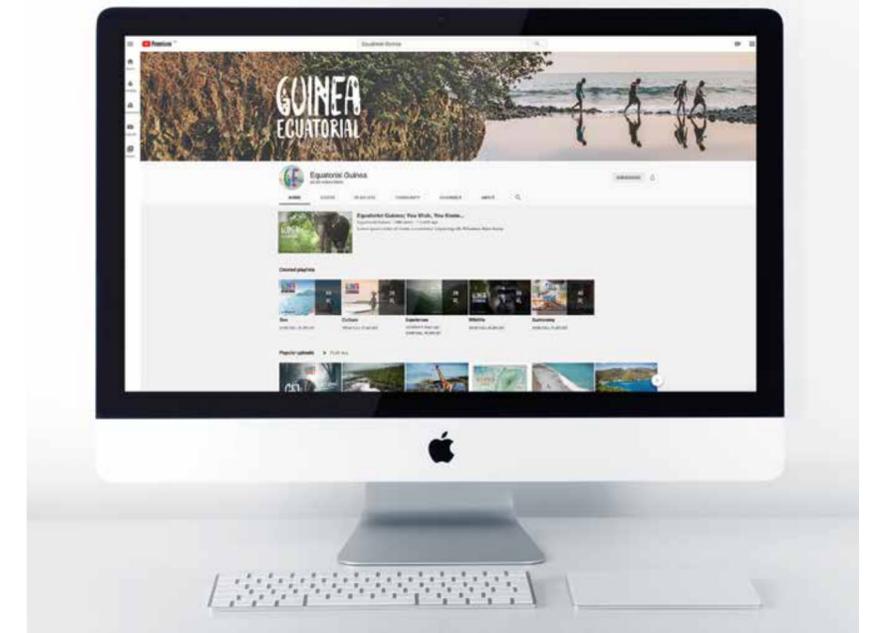
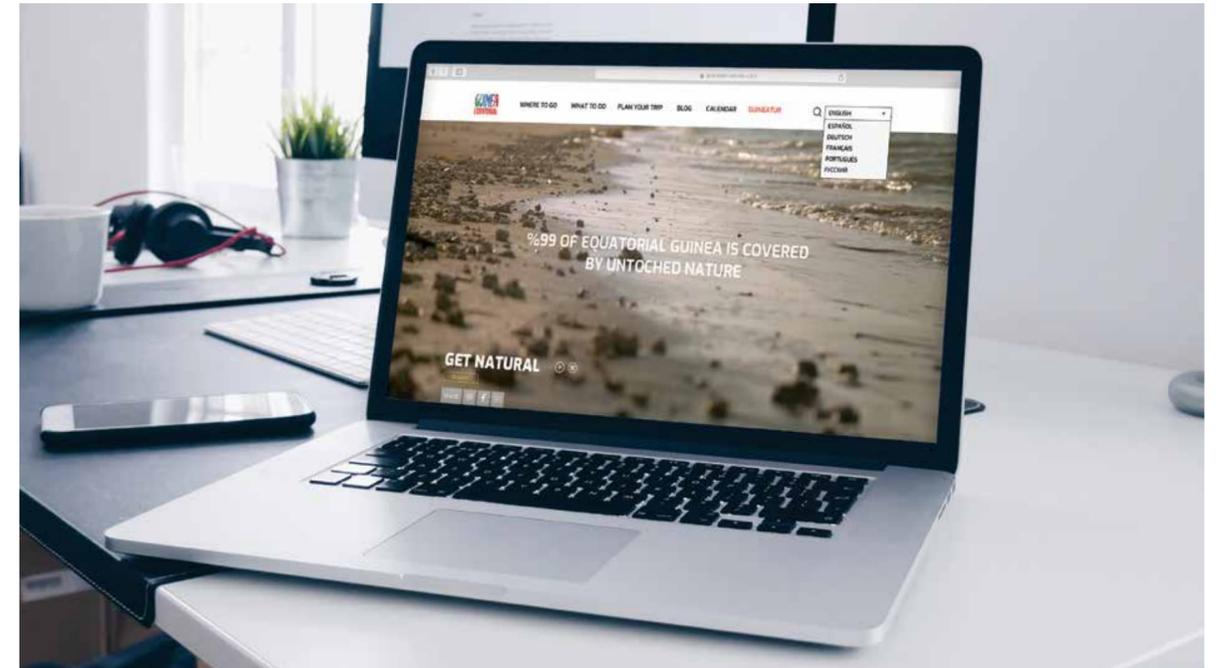
**WTFI CEO Sumaira Isaacs** was appointed to The Department of Economic Development and Tourism (DEDAT) as one of the 6 pre-selected tourism experts to undertake research and provide written content for Western Cape Tourism Province, (WCTMP) South Africa's 15 year Tourism Master Plan, and continues to serve on the panel on demand.



# DEVELOPING NATIONAL TOURISM OFFICE

EQUATORIAL GUINEA

WTFI is associating with Officials of EG's Ministry of Tourism to found **National Tourism Office**.





# AFRICA SUMMIT 2017

ACCRA / GHANA / 10 DECEMBER 2017

## ADVISING GOVERNMENT THROUGH TOURISM

After WTF Africa Summit 2017, government of Ghana changed Visa-Regime to e-Visa.

## ATTRACTING INVESTORS

WTF Africa Summit 2017 brought major investors and industry leaders together in Accra. You can see the results of new investments on employment from the charts.

NUMBERS OF THE DIRECT JOBS IN TOURISM INDUSTRY IN 3 YEARS PERIOD	NUMBERS OF THE JOBS IN RELATED SECTORS IN 3 YEARS PERIOD	NUMBERS OF TOURIST ARRIVALS IN GHANA YEAR BY YEAR
<b>2016</b> - 305,000 <b>2019</b> - 380,000	<b>2016</b> - 605,000 <b>2019</b> - 764,000	<b>2015</b> - 897,000 <b>2016</b> - 779,000 <b>2017</b> - 830,000 <b>2019</b> - 1,180,000



# GLOBAL MEETING 2017

ISTANBUL / FEBRUARY 16-18, 2017

WTF Global meeting 2017 primarily focused on the problematic image of Turkey after the terrorist incidents and the coup attempt in 2016.

Country's image in the eyes of tourists and investors significantly improved with the sub-events such as the T20 tourism ministers summit, Tourism Ceo Club and E-gen influencers.

Another highlight of the Global Meeting 2017 was the announcement of investment, incentive and credit packages made in collaboration with the government and the private sector.

An international declaration was signed at the T20 summit among tourism ministers.

You can also observe the positive effects of the studies from the annual number of tourists visiting the country.

NUMBERS OF TOURIST ARRIVALS IN TURKEY YEAR BY YEAR	
	<b>2015 - 36,244,000</b>
	<b>2016 - 25,353,000</b>
	<b>2017 - 32,410,000</b>
	<b>2018 - 39,566,000</b>



# GLOBAL MEETING 2017

ISTANBUL / FEBRUARY 16-18, 2017

In the media works conducted during the Global Meeting 2017, the messages of local and global authorities, especially regarding anti-terrorism and security, were brought to the headlines.

As a result of this studies, the news in the international media played an important role in affecting positively the negative image of the host country in 2016 for foreign tourists and investors.

Advertisement Value of  
Published Media Contents

**\$ 59,000,000**

## SOME OF THE MEDIA HEADLINES



**BINALI YILDIRIM**

Prime Minister of Republic of Turkey

“  
*Turkey is as safe as USA and Europe.*  
”



**DAVID MILIBAND**

The President and Chief Executive of International Rescue Committee (IRC)

“  
*With its fight against terrorism Turkey will be one of the countries to set the tone of the 21st century.*  
”



**ZACH KING**

Social Media Influencer

“  
*Turkey is a safe, European Country.*  
”



**JACK STRAW**

Former Home Secretary and Foreign Secretary under Prime Minister Tony Blair

“  
*If ISIS were based on the UK's borders, we would have had precisely the same action plan and preventions with Turkey.*  
”



# GLOBAL MEETING 2017

ISTANBUL / FEBRUARY 16-18, 2017

At the Global Meeting Denizbank (one of the main sponsors) released 2 billion dollars credits in total for tourism industry's usage. After the depression of tourism industry in 2016 these credits helped industry to restore.

And Turkish government also released a fuel aid for the national airlines. At the end of the 2017 this aid reached to 8 billion dollars in total.



**HAKAN ATEŞ**  
Founder President and Ceo  




**NABI AVCI**  
Minister of Culture and Tourism  
REPUBLIC OF TURKEY



**MEHMET ŞİMŞEK**  
Deputy Prime Minister

RELEASED CREDITS FOR  
TOURISM INDUSTRY IN TOTAL

**2 Billion  
Dollars**

TOTAL FUEL AID FOR AIRLINES  
IN 2017

**8 Billion  
Dollars**

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TURKEY



# RUSSIA SUMMIT 2017

MOSCOW / 28 JANUARY 2017

Before the [World Cup 2018 Russia](#), WTF brought mayor tourism stake holders and tour operators in Moscow to promote World Cup Organization & Destination.

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RUSSIA

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