



## LETTER OF INTENT ("LOI")

Between

**Developing-8 Organization for Economic Cooperation ("Developing-8")**

Darıüşsafaka Caddesi Seba Center, No: 45, Kat: 3 Istinye 34460, Sarıyer-Istanbul/Turkey  
and

**World Tourism Forum Institute ("WTFI")**

111 Buckingham Palace Road, Victoria, Westminster, London, SW1W 0SR, UK

The world is going through unprecedented human and economic crisis of COVID 19. Most countries and industries are being impacted heavily, with travel and tourism being no exception. The D-8 Economic Cooperation Organization (D8) and World Tourism Forum Institute (WTFI) are joining forces to reshape the economies by supporting the tourism sector across the D-8 Member States. We hereby declare our joint overarching goal to create travel and tourism products for Member States under D-8 partnership. Together we can have access to more knowledge, innovation, expertise and perhaps even funds.

We believe that partnership will serve the key objective of fulfilling the objectives laid out in **The Crescent Moon Initiative**. This is to be combined with WTFI support in order to bring about success, prosperity, harmony, and unity among the D-8 Member States. We aim at promoting tourism, cultural and social activities as well as boosting people-to-people, business-to-business contacts and integrate the state and private institutions of the Member States.

### Partnership value model will be based on:

1. Trust and respect
2. Bilateral Brand alignment
3. Joint initiatives/activities
4. Shared Vision, and objectives

Both parties will encourage the following activities in order to promote sustainable Tourism Cooperation and economic development programs.

### 1. Access to WTFI Think Tank

WTFI can cocreate and **publish thought leadership papers, articles and research work** and indexes on travel and tourism. WTFI Content team can help produce specific targeted **product development** for the member countries from special strategies or tourism verticals such as promoting the role of SMEs in tourism cooperation, feasibility of establishing Tourism House,



Eco-tourism initiatives and potentials, Health tourism, aviation and frequent flights, Adventure and City Tourism, Pilgrimage Tourism, etc. In return, the D-8 will facilitate access for WTFI to its Member States in order to promote their activities and programs.

## **2. Capacity Enhancement and Training on Tourism.**

Together we can reshape economies through tourism, create jobs and alleviate poverty, promote diversity, as well as sustainability for D-8 Member States and stakeholder countries, using the D-8 platform to offer subject matter expert learning and development and training programs through its HATTS tailormade programs.

## **3. Co-Creating a Tourism Fund**

Establishing a Tourism Fund within D-8 in cooperation with national and international financing institutions and funds in order to support tourism infrastructural development and businesses among Member States;

## **4. Tourism Marketing and Communications Strategy**

WTFI communications and design unit will help **redesign D-8 website and D-8 Tourism pages** and will offer similar services and marketing and digitization strategies to its Member States.

## **5. International and Regional Positioning.**

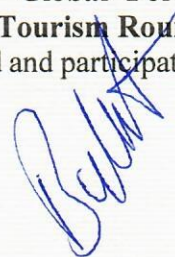
WTFI Events Team will help organise conferences and events in the member states and perhaps establish a D-8 WTFI Tourism House in each country and help in the implementation of the D-8 Comprehensive Strategy on Tourism.

## **6. Driving Tourism Investments**

WTFI is an investment forum that brings Governments and Private Sector together and helps facilitate PPPs. It can help engineer master plans and feasibility studies for major investment products from hospitality to theme parks to hotels. Hence, WTFI will act as an investment consultant on demand to the Member States.

## **7. Enhance D-8 Networks, Influence and Reach**

D-8 would be given access to WTFI tourism stakeholder network, a platform where D-8 can help mould and influence the dialogue around tourism, as a cornerstone of its stakeholder Countries/Government. Some platforms included would be our **Global Forum, Recovery Townhalls, City Halls and Investors halls and perhaps cocreate Tourism Roundtable, which can be powered by D-8.** The Member States will be invited to attend and participate and showcase their products at these fora.





## 8. Executive Advisory Board Member Seat

This is desired in order to have direct access and to influence our 'combined' future agenda. D-8 'sitting/current' Secretary General, Ambassador Dato' Ku Jaafar Ku Shaari will be given a seat on WTFI Executive Advisory Board. In addition to that, WTFI will, from time to time, invite the Secretary General personally as an Associate Director for Alliances Partnerships.

Before implementing these proposals, the parties will discuss the opportunities and challenges envisaged and may thereafter enter into specific agreements based on the mutually agreed objectives and outcomes with the consent of D-8 Member States.

- 1- This Letter of Intent forms the framework for cooperation between the two parties in order to identify and achieve shared goals and objectives and to facilitate and develop a genuine and mutually beneficial partnership.
- 2- This Letter of Intent is nonbinding and does not impose any legal or financial obligations or liabilities on either party.
- 3- This Letter of intent shall remain in effect for 6 (Six) Months, unless either party terminates sooner by notifying the other party in writing, or. The parties may extend this Letter of Intent beyond 6 (Six) Months by mutual agreement or agreed on signing of Memorandum of Understanding (MOU) at an appropriate time.
- 4- Each party shall designate a person or office to serve as liaison for implementing this Letter of Intent. For Developing-8, the contact person will be (Muhammad Bilal Khan, +90 531 5839307, ea.bilal@developing8.org). For WTFI the contact person will be Mr/Ms

*Sumaira ISACS.*

**Developing-8**

By: 

**Ambassador Dato' Ku Jaafar Ku Shaari  
Secretary-General**

**WTFI**

By: 

**Mr. Bulut Bagci  
President**