

Concept Paper

The 1st OIC International Forum on Islamic Tourism

(Jakarta, Republic of Indonesia)

2-3 June 2014

1. Background

The OIC Ten-Year Programme of Action prioritizes the promotion of activities aimed at achieving economic and social development in OIC countries, including supporting industrialization, energizing trade and investment, transferring technology, alleviating debt burden and poverty, and eradicating disease. Consequently, tourism has emerged as one of the most important mechanisms for achieving socio-economic development and poverty alleviation in OIC Member States.

As mentioned in the state of the global Islamic economy 2013 report by Thomson Reuters, the Islamic economy is not just about the needs and preferences of the Muslims, it is for those who seek ethical trade, quality products, and good experiences. As such, the Islamic economy goes beyond geographic, cultural and religious boundaries, and it is emerging as a new economic paradigm that is likely to have a significant global impact over the next decade.

There are seven sectors in the Islamic economy that have been gradually but steadily rising, namely halal food, Islamic finance and insurance industry, modest clothing, halal pharmaceutical, cosmetics, as well as Islamic values-influenced travel and media/recreation sectors which provide tremendous opportunities in synergistic growth and investment.

Tourism has recently assumed a greater importance on the agenda of the OIC considering that seven Islamic conferences of tourism ministers and a number of expert group meetings, tourism exhibitions, private sector meetings and seminars on tourism development were held during the period that elapsed since the 1st Islamic Conference of Tourism Ministers, which was held in Isfahan, Islamic Republic of Iran, in October 2000.

As adopted in the 8th OIC Islamic Conference Tourism Ministers meeting on 6 December 2013 in Banjul, Gambia. The Ministry of Tourism and Creative Economy of the Republic of Indonesia will organize the 1st OIC International Forum on Islamic Tourism on 2-3 June 2014 in Jakarta, Indonesia.

2. Tourism Situation in OIC Member States

Based on the report of Statistical Economic and Social Research and Training Centre for Islamic Countries (SESRTC) on International Tourism in the OIC Countries 2013, the number of international tourist arrivals in the OIC countries reached 131.6 million in 2007, corresponding to a 14.6 per cent share in the total international tourist arrivals worldwide. These tourists generated \$106.9 billion as international tourism receipts in the OIC countries, corresponding to a 12.4 per cent share in the world's total tourism receipts.

In 2008, international tourist arrivals in the OIC region reached 143.1 million, corresponding to an increase by 8.7 per cent over the previous year and a 15.6 per cent share in the world tourism market. International tourism receipts amounted to \$122.9 billion in the same year, corresponding to an increase by 14.9 per cent over 2007 and a 13.1 per cent share in the world's total tourism receipts.

In 2009, although the number of international tourist arrivals in the OIC region witnessed a slight increase (0.3 per cent), international tourism receipts declined by 2.6 per cent due to the impact of the global financial crisis. However, it should be noted that the share of OIC countries in the total international tourist arrivals increased to 16.3 per cent in 2009 from 15.5 per cent in 2008. Similarly, the share of OIC countries in world's total tourism receipts increased from 13.1 per cent in 2008 to 14.1 per cent in 2009. This clearly indicates that the tourism sector in OIC countries was not affected from the financial crisis as heavily as the rest of the world.

The number of international tourist arrivals in the OIC countries decreased in 2011 to 151.6 million, corresponding to a 15.2 per cent share in the total international tourist arrivals worldwide. International tourism receipts amounted to \$135.5 billion in the same year corresponding to a 13.0 per cent share in world's total tourism receipts.

While, in absolute terms, the trends in international tourism receipts were generally similar to those in international tourist arrivals, the shares of the individual countries in the total OIC international tourism receipts as well as the average growth rates of those receipts were somewhat different. This is due to the fact that receipts per arrival vary on each country has its own tourism characteristics in terms of length of stay, purpose of visit, geographical distance, types of shopping, etc. Similarly, international tourism receipts in the OIC countries are also concentrated in a few countries, the majority of them being the main OIC tourist destinations. Turkey, Malaysia, Saudi Arabia, Egypt, United Arab Emirates, Morocco, Indonesia, Lebanon, Qatar, and Jordan were the top 10 OIC countries in terms of tourism receipts in 2011.

3. Objective

The objectives of the forum can be defined as follows:

- To emphasize tourism as one of the key sectors of the Islamic economy that support the global economy.
- To mainstream the Islamic tourism on the global tourism development.
- To recognize the promising potential of the business in catering the muslim travellers.
- To increase the cooperation for developing Islamic tourism among the stakeholders of OIC Member countries.

4. Areas of Activities

The Forum will focus on the following areas for Islamic Tourism prospects and challenges as one of the global Islamic Economy key sectors:

- a. The growing contribution of Islamic economic sector in supporting socio-economic development and poverty alleviation.
- b. The policy and strategy behind the success of integrating Islamic values in tourism activities.
- c. The expectations and how to deliver the products as well as the services
- d. The branding & positioning strategy to market the Islamic Tourism.

5. Structure of the Forum

All themes relating to development of Islamic tourism would be covered. Invited resource persons from related government agencies, consultant offices, and private sector companies would endeavour to share their studies and experiences with participants.

6. Participation

The participation of the public and private sectors establishment, particularly central government of the OIC Member states, Local Government of Indonesia, as well as other tourism stakeholders such as associations, airlines, hotels, restaurants, academics, and tour operators.

7. Organizational matters

The forum will be hosted by the Ministry of Tourism & Creative Economy of the Republic of Indonesia. With regard to visas, accommodation and meeting venue would be announced subsequently by the host country which is MTCE.

The Secretariat

of the 1st OIC International Forum on Islamic Tourism