



OIC/EXEC-PROG./TOURISM/9ICTM/2015

**EXECUTIVE PROGRAM FOR THE IMPLEMENTATION OF THE FRAMEWORK FOR DEVELOPMENT AND COOPERATION IN THE DOMAIN OF TOURISM AMONG MEMBER STATES  
2016-2017**

<b>Program of Action</b>	<b>Recommended Activities, Actions and Projects (Necessary Actions)</b>	<b>Sponsor/ Institutions</b>	<b>Implementation Period</b>
<p><b>1-</b> Increasing public awareness in the OIC countries about existing tourist attractions, resources and facilities in the Islamic world with a view to encouraging tourists' visits to other Islamic countries by providing full information to potential visitors.</p>	<p><b>1.1.</b> Establishment of an "OIC Tourism Portal" or "OIC Internet Guide for Tourism" in three languages for the dissemination of information on tourism related issues in the OIC countries.</p> <p><b>1.2.</b> Projection of OIC City of Tourism through allocation of airtime by Member States.</p> <p><b>1.3.</b> Commemorative activities for Konya, Madinah Al-Munawwarah as OIC Cities of Tourism 2016 and 2017. Documentary Films for member states.</p>	<p>ICDT, ICCI Member States</p> <p>Republic of Turkey (2016) Madinah Al-Munawwarah (2017) General Secretariat Asian Broadcasting Union (ABU)</p> <p>Turkey and Saudi Arabia SESRIC, ICDT, IRCICA</p>	<p>2016 / 2017</p>

	<p><b>1.4.</b> Publication of a statistical tourism database on OIC countries and conducting researches on tourism development issues and intra-OIC tourism.</p> <p><b>1.5.</b> Food and cultural festivals among OIC member countries in 3 OIC regions.</p> <p><b>1.6.</b> 3<sup>rd</sup> Tourism Fair of OIC Member States.</p> <p><b>1.7.</b> Organize 3 tourist sales missions in OIC Member States</p>	<p>Member States SESRIC</p> <p>Member States, ICDT, IRCICA</p> <p>Arab Republic of Egypt/ICDT, Member States,</p> <p>Member States, ICDT</p>	<p>2016/2017</p> <p>2016/2017</p> <p>2017</p> <p>2016-2017</p>
<p><b>2-</b> Establishment of Direct contacts among the relevant parties concerned with tourism in the Member States on promotion of tourism in the sub-regions, regions and the whole of the Islamic world.</p>	<p><b>2.1.</b> Submission of bankable projects by participating countries in “Regional Project on Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas in West Africa”.</p>	<p>Participating Countries, ICDT, SESRIC</p>	<p>2016/2017</p>
<p><b>3-</b> Creating the appropriate legal, institutional and administrative conditions and environment in the Member States in support of an expanded tourist activity among the Member States.</p>	<p><b>3.1.</b> Guidelines on Tourism Occupational Skill Standards (TOSS) in Islamic World.</p> <p><b>3.2.</b> Elaboration of Strategic Plan for Islamic Tourism.</p> <p><b>3.3.</b> Meeting of Tourism Marketing Authorities for elaboration of Programme of Action of marketing strategy.</p>	<p>Republic of Turkey, SESRIC</p> <p>Indonesia as Chair of Working Group. Bangladesh, , SESRIC, IUT and SMIIC as members</p> <p>Malaysia as Chair of Working Group. Saudi Arabia, Bangladesh, and ICDT as members</p>	<p>2016</p>
<p><b>4-</b> Encouraging and facilitate private sector investment in tourism and other investments in facilities of appropriate quality and service standards to upgrade and expand the activities and capacities of the</p>	<p><b>4.1.</b> Organization of a Forum for public and private investors in the area of tourism development.</p>	<p>Islamic Republic of Iran, Bangladesh, ICDT, ICIEC, ICCIA</p>	<p>2016</p>

Member States.			
<b>5-</b> Encourage the activities relating to the development of the necessary human capital to ensure the availability of managerial and service personnel of international standards.	<b>5.1.</b> Vocational education training programs; SESRIC OIC-VET. <b>5.2.</b> Vocational Literacy Programme (VOLIP) <b>5.3.</b> Exchange Programmes <b>5.4.</b> Setting-up an internet network for tourism education and training in OIC Member States	SESRIC  IDB  Member States  Islamic Republic of Iran	  2016/2017  2016