



# SESRIC ACTIVITY REPORT

IMPLEMENTATION OF OIC FRAMEWORK FOR  
DEVELOPMENT AND COOPERATION IN THE DOMAIN OF  
TOURISM

2014-2015



THE NINTH SESSION OF THE ISLAMIC CONFERENCE OF  
TOURISM MINISTERS OF THE OIC MEMBER STATES  
NIAMEY, NIGER  
14-16 December 2015

# **OIC Framework for Development and Cooperation in the Domain of Tourism**

## **ACTIVITY REPORT**

**Submitted to**

**THE NINTH SESSION OF THE ISLAMIC CONFERENCE OF  
TOURISM MINISTERS OF THE OIC MEMBER STATES  
NIAMEY, NIGER  
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# Implementation of the OIC Framework for Development and Cooperation in the Domain of Tourism

## ACTIVITY REPORT

This Activity Report on the Implementation of the OIC Framework for Development and Cooperation in the Domain of Tourism provides a summary of the activities that have been implemented and recently coordinated by SESRIC since the Eighth Session of Islamic conference of Tourism Ministers of the OIC Member States (ICTM), which was held in Banjul, The Gambia during the period 04-06 December 2013. During this period, SESRIC has implemented several activities within the context of its mandated areas, namely statistics, research, training and technical cooperation towards the implementation of the OIC Framework for Development and Cooperation in the Domain of Tourism.

### Implemented Activities

#### **A. BASEIND Database**

The SESRIC **BASEIND** (**BA**sic **S**ocial and **E**conomic **IND**icators) Database provides data on 313 socio-economic variables under 19 categories for the 57 OIC Member Countries dating back to 1970. The content of this database is regularly updated and enriched based on information collected from the national and international statistical sources. In the field of tourism, the data is available on the following 7 different economic indicators. The abovementioned database could be reached through the website <http://www.sesric.org/baseind.php>

No	Indicator	Unit
1	Balance of Foreign Travel	Million USD
2	Balance of International Tourism as % of GDP	Percentages
3	International Tourism Receipts as % of Exports	Percentages
4	Intra-OIC Tourist Arrivals	Thousands
5	Number of Tourist Arrivals	Thousands
6	Tourism Expenditures	Million USD
7	Tourism Receipts	Million USD

#### **B. Report on “International Tourism in the OIC Countries: Prospects and Challenges”, 2015**

The 2015 edition of the report titled “*International Tourism in the OIC Countries: Prospects and Challenges*” examines the performance and economic role of

international tourism sector in OIC member countries in the latest period for which the data are available. It analyses again the two traditionally used indicators in measuring international tourism, i.e. international tourist arrivals and international tourism receipts. The analysis is being made at both the individual country and the OIC regional levels. In its conclusion, the report sheds light on the challenges of tourism development in the OIC countries and the issue of tourism cooperation among them and proposes some recommendations to serve as policy guidelines. This issue of the report also includes a special section which highlights the challenges and potential of Islamic Tourism; as a new dimension of tourism sector in OIC member countries.

### **C. OIC Tourism Capacity Building Programme (Tr-CaB)**

Within the framework of the OIC Tourism Capacity Building Programme (Tourism-CaB), SESRIC organizes, in collaboration with international and national institutions, training courses and workshops on various fields related to tourism sector, in order to enhance the sector and share experience regarding tourism and the challenges involved. Since the Eighth Session of Islamic conference of Tourism Ministers of the OIC Member States (ICTM), the following training programmes have been implemented:

#### **1. Training Course on “Tourism Marketing” in Gambia**

SESRIC organised the training course on "Tourism Marketing" at the Gambia Tourism Board, Ministry of Tourism and Culture (MTC) of The Gambia in Banjul on 25-26 March 2015. The course was conducted by the experts from Islamic Tourism Centre (ITC), Ministry of Tourism and Culture of Malaysia and local experts from MTC of Gambia. 25 officials of the MTC of Gambia participated in the training course.

#### **2. Training Course on “Tourism Statistics” in Azerbaijan**

SESRIC organized the training course on 'Tourism Statistics' at the State Statistical Committee of the Republic of Azerbaijan (AZSTAT) on 18-20 May 2015. The course was conducted by the Turkish Statistical Institute (TURKSTAT), with participation of relevant officials of AZSTAT.

#### **3. Training Course on “Management of Tourism in Protected Areas” in Saudi Arabia**

SESRIC organised the Training Course on “Management of Tourism in Protected Areas” at the Saudi Commission for Tourism and National Heritage (SCTH) in

Riyadh on 08-10 June 2015. The course was conducted by the experts from the Ministry of Culture and Tourism of Turkey with the participation of relevant officials of the SCTH.

#### **4. Training Course on “Strategic Planning for Sustainable Tourism Development” in Indonesia**

SESRIC organised the Training Course on “Strategic Planning for Sustainable Tourism Development” at Ministry of Tourism and Creative Economy (MTCE), Indonesia on 25-26 October 2015. The Course was provided by the Islamic Tourism Centre, Ministry of Tourism of Malaysia with the participation of relevant officials of MTCE of Indonesia.

#### **5. Training Course on “Tourism Marketing” in Uganda**

SESRIC organized the Training Course on “Tourism Marketing” at Ministry of Tourism, Wildlife and Antiquities (MTWA), Uganda on 10-11 November 2015. The Course was provided by Ministry of Culture and Tourism of Turkey with the participation of relevant officials of MTWA of Uganda.

### **D. The Role of Public Private Partnerships for the Development of the Tourism Sector in OIC Member States**

In accordance with the resolution of the 29th Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) and the COMCEC Coordination Office organized a workshop on 30 September – 01 October 2014 at the Headquarters of SESRIC in Ankara, Republic of Turkey as a preparatory event for the Ministerial Exchange of Views Session on the theme “The Role of Public Private Partnerships for the Development of the Tourism Sector in OIC Member States” during the 30th Session of the COMCEC, to be held in Istanbul on 25-28 November 2014. Representatives of relevant ministries and national institutions Member States attended the Workshop. In addition, representatives of the OIC General Secretariat, COMCEC Coordination Office, Islamic Development Bank (IDB) Group, Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) and Islamic Centre for the Development of Trade (ICDT) attended the Workshop.

During the working sessions, representatives of relevant ministries and national institutions in OIC countries as well as representatives of relevant OIC and international institutions made presentations on various aspects related to the themes of the working sessions, namely: (1) tourism outlook of the OIC member countries; (2) tourism PPPs: trends, models and implementation areas; (3) common issues and challenges in implementing tourism PPPs in the OIC member countries; (4) tourism PPPs in practice: success stories from OIC member countries. The last working session was designated to wrapping up and drafting the recommendations. During the general discussions and deliberations, the participants highlighted the benefits and risks of PPPs in Tourism Sector. In the light of these benefits and risks, the participants made a set of policy recommendations that would lead to create a favourable environment conducive to the effective and efficient PPPs for the development of sustainable tourism sector. These recommendations are made at both the national and OIC cooperation levels.

### **E. Project on "Improving Statistical Capacities of Tourism Sector in COMCEC Mediterranean and Gulf Region"**

The overall objective of the project is to build statistical capacity in the compilation, production and dissemination of tourism statistics and, ultimately, to contribute to the National Statistical Systems of the OIC member countries through capacity building programs. This project included a series of six short-term training programmes in the Mediterranean and Gulf countries and a regional workshop with the participation of national and international experts at the end of these short-term trainings. The project aimed at enhancing tourism statistics capacity of the staff in the NSOs of these countries as well as those in relevant government agencies. It raised the awareness of decision makers in the member countries towards evidence-based policy making on tourism investments.

Within the framework of the above-mentioned project, SESRIC organised the following activities:

#### **1. Regional Workshop on "Tourism Statistics and Tourism Satellite Accounts"**

The Regional Workshop on "Tourism Statistics and Tourism Satellite Accounts" was organised by SESRIC in collaboration with the United Nations World Tourism

Organisation (UNWTO) on 2-4 December 2014 at SESRIC Headquarters in Ankara, Turkey.

## **2. Training Course on “Tourism Statistics” in Oman**

SESRIC organised the Training Course on “Tourism Statistics” at the National Centre for Statistics and Information (NCSI) in Muscat, Sultanate of Oman on 17-19 November 2014. The Course was provided by Central Agency for Public Mobilization and Statistics (CAPMAS) of Egypt with the participation of officials from the NCSI and other relevant Omani government agencies.

## **3. Training Course on “Tourism Statistics” in Qatar**

SESRIC organised the Training Course on “Tourism Statistics” at the Ministry of Development Planning & Statistics (MoDPS) in Doha, State of Qatar on 03-05 November 2014. The Course was provided by the Turkish Ministry of Culture and Tourism (MoCT) with the participation of relevant officials of MoDPS.

## **4. Training Course on “Tourism Statistics” in Albania**

SESRIC organised the Training Course on “Tourism Statistics” at the Ministry for Urban Development and Tourism in Tirana, Republic of Albania on 22-24 October 2014. The Course was provided by the Turkish Statistical Institute (TURKSTAT) with the participation of relevant officials of Institute of Statistics (INSTAT) and government agencies of Republic of Albania.

## **5. Training Course on “Tourism Statistics” in Tunisia**

SESRIC organised the Training Course on “Tourism Statistics” at the National Tourist Office (NTO) in Tunis, Republic of Tunisia on 13-15 October 2014. The Course was conducted by the Department of Statistics (DoS) of Hashemite Kingdom of Jordan with the participation of relevant officials of NTO of Republic of Tunisia.

## **6. Training Course on “Tourism Statistics” in Jordan**

SESRIC organised the Training Course on “Tourism Statistics” at the Department of Statistics (DoS) in Amman, Hashemite Kingdom of Jordan on 14-16 October 2014. The Course was conducted by the Turkish Statistical Institute (TURKSTAT) with the participation of relevant officials of DoS.

## **7. Training Course on “Tourism Statistics” in United Arab Emirates**

SESRIC organised the Training Course on “Tourism Statistics” at the National Bureau of Statistics (NBS) in Abu Dhabi, United Arab Emirates on 13-15 October

2014. The Course was provided by the Turkish Ministry of Culture and Tourism (MoCT) with the participation of relevant officials of NBS of United Arab Emirates.

## **Ongoing Activities**

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### **A. OIC CITY of TOURISM 2015**

Al Quds Al Sherif City was selected as the OIC City of Tourism 2015 by the Coordination Committee on the Implementation of the “Framework for Development and Cooperation in the Domain of Tourism among OIC Member States” according to the Resolution of the 8<sup>th</sup> Session of the Conference of Ministers of Tourism (ICTM) held on 4-6 December 2013 in Banjul, Gambia. In line with the selection of Al Quds Al Sherif City as the OIC City of Tourism 2015 and OIC Programme of Activities designed for its commemoration, SESRIC will implement the following two projects:

#### **1. Workshop on “Exploring Tourism Potential of Al Quds Al Sherif City”**

SESRIC will organise a two-day *Workshop on “Exploring Tourism Potential of Al Quds Al Sherif City”* in Istanbul, Republic of Turkey on 24-25 November 2015. The objective of the workshop is to provide the participants an opportunity to deliberate and to exchange views, knowledge and expertise with a view to determining ways and modalities for tapping into the tourism potential in Al Quds Al Sherif City. In particular, the workshop aims at:

- Exploring and introducing the potential of Tourism in Al Quds Al Sherif City and designing strategies to exploit them;
- Examining and discussing the challenges and obstacles as well as the prospects for enhancing the development of tourism in Al Quds Al Sherif City;
- Exchanging and sharing knowledge, experiences and best practices in the tourism sector that can be applied to Al Quds Al Sherif City;
- Exploring feasible and implementable ways and means for collaboration among government entities, OIC institutions and the private sector to support the development of tourism sector in Al Quds Al Sherif City.



## **2. AL QUDS AL SHERIF Tourism Awards**

In commemoration of OIC City of Tourism 2015, SESRIC will implement the “*Al-Quds Al Sherif Tourism Awards*” project in close cooperation with the Palestine Ministry of Tourism and Antiquities.

The project aims to:

- Promote and encourage the members of the tourism industry that operate in Al Quds Al Sherif City to serve better for the improvement of tourism activities to alleviate poverty and increase the life standards of peoples living in the City and overall Palestine;
- Raise public awareness in the OIC countries about existing tourist attractions, and facilities in the Al Quds Al Sherif City with a view to encouraging tourist and visitor arrivals;
- Boost services in Islamic tourism, and heritage tourism, among others;
- Establish productive competition among the relevant stakeholders in tourism sector to promote tourism growth;
- Support and enhance tourism infrastructure and give high priority to improve the available tourism facilities;
- Encourage relevant authorities and firms in tourism sector to prepare promotional products and print media on Al Quds Al Sherif City.

The awards are designed to recognize successful tourism sectors which demonstrate excellence through their achievement in Al Quds Al Sherif City as a tourism destination and their industry leadership for empowering Palestine and the Palestinian residences. Award categories are listed below:

- Best tourist attraction
- Best independent hotel
- Best Restaurant
- Best tour and transport operator:
- Best media report