



OIC-TOURISM-CITY/SELEC-MECHANISM

**MECHANISM AND CRITERIA
FOR THE SELECTION OF
OIC CITY OF TOURISM
IN RECOGNITION OF EXCEPTIONAL
CONTRIBUTIONS TO THE IMPROVEMENT OF
TOURISM IN OIC MEMBER STATES**

MECHANISM AND CRITERIA FOR THE SELECTION OF OIC CITY OF TOURISM

The 7th Islamic Conference of Tourism Ministers (ICTM) which was held in Tehran, Islamic Republic of Iran, on 28-30 November 2010, mandated the OIC General Secretariat in consultation with OIC Member States to initiate annual “OIC City of Tourism” award in recognition of exceptional contributions to the improvement of tourism in OIC Member States. Moreover, the 7th Session of the ICTM also mandated the General Secretariat of the OIC to create a mechanism and criteria for the selection and granting of an Award, in consultation with OIC Member States.

“OIC City of Tourism” award is a tourism development initiative capable of playing a major role for sustainable and long term development of the economies in OIC Member States as well as improving welfare and livelihood of their peoples.

Moreover, OIC City of Tourism can bring enormous benefits for a city in social and economic terms, during the year itself and beyond. It is a unique opportunity to regenerate cities, to change their image and to make it better known at OIC Member States and international scale, which can help to develop tourism.

In fact, the challenges facing tourism and the development of a sustainable tourism sector in the OIC Member States are diverse as each country has its own tourism features, level of development, and national development priorities and policies. In the case of many OIC countries, these challenges still include the lack of technical know-how and the weak promotional activity. This is often accompanied by the absence of publicity promotion and mass media exposure due, in many cases, to be limited communication systems and technological services. In this purpose, the OIC City of Tourism project will contribute to spreading information about the tourism potentials, cultural history, Islamic monuments and nature. It will also encourage regular visits to OIC cities for sightseeing and leisure. This initiative will also create new tourism destinations as well as attract investments to those particular cities.

General Objectives:

- Encourage the Member States to prepare national plans and programmes for the development of tourism cities within the framework of their efforts to alleviate poverty in their countries and ensure the sustainable development of their economies;
- Promote eco-tourism, religious tourism, health tourism and heritage tourism, among others;
- To increase the life standards of peoples living in the City;

- Increase public awareness in the OIC countries about existing tourist attractions, resources and facilities in the Islamic world with a view to encouraging tourist arrivals;
- Establish good competition among the Member States to promote tourism growth;
- Encourage the Member States to organize tourism fairs and arts, film, food festivals in the nominated Cities;
- Support and enhance tourism infrastructure and give high priority to improve the available tourism facilities;
- Encourage National Authorities of Tourism to prepare promotional material such as brochures, posters, guidebooks, practical multilingual phrase books, TV programs and video cassettes on the nominated cities;
- Encourage the private sector to present combined tour packages;
- Attract the interest of the population at OIC level;
- Promote pro-poor activities and poverty eradication among OIC countries; and
- Enhance Islamic solidarity through tourism development.

Mechanism and necessary information for the selection of OIC Tourism City:

In order to guide OIC member states on how to present their applications for nomination of any city as OIC Tourism City and to facilitate the work of the competent selection panel, bidding Member States are requested to complete the sections below as part of their application. The cover aspects of the event which the cities will need to have prepared in order to participate in the competition. The information and question sheets may also be accompanied by a file in free format to support and provide further detail on the answers given in the form.

Selection Mechanism:

- Each Member State will select its Tourism City and nominate it as OIC Tourism City for one year to the General Secretariat of the OIC;
- The Member State will submit a complete program of their activities intended to be implemented to promote one year of celebrating its City as the OIC City of Tourism. It should be feasible to establish an electronic portal for nomination, voting and selection processes;

- The Coordination Committee in collaboration with the General Secretariat will study the Nomination Files and present their recommendations to the Islamic Conference of Tourism Ministers for the selection of the OIC Tourism City for a particular year;
- The Coordination Committee will function as a Selection Committee that will propose the nominations to the ICTM for final approval;
- The Member States will provide all required information to the OIC General Secretariat;
- The award will be presented during the ICTM Sessions (since the ICTM meets biennially, it will consider two nominations for two consecutive years at every session);
- Instrument of assessment of the selection process should be clearly distributed to all member states to ensure the objectivity of the evaluation exercise;
- The OIC Tourism City will be selected in accordance with the selection mechanism and criteria as may be approved from time to time by the ICTM;
- Consider possible categories for the Award along human capital development indices; and
- The General Secretariat will present a follow-up report to the ICTMs about the Progress made in this concern.

Necessary information for the selection:

The Member States could provide the following information for the selection of the OIC Tourism City:

- Information on nature and sightseeing;
- Sustained growth in number of tourists arrivals in the City over a given period;
- Tourism receipts of the City;
- Number of Museums, Art Centers, Islamic and historical monuments;
- Latest Exhibitions, Tourism Fairs and Film Festivals;
- List of tourism events in the City during the year under consideration.

- Number of Hotels and Recreation Centers;
- Availability of basic infrastructures, ease of transport and visa access; and
- Regional and international accessibility to information about the City.

Questions:

The Member States, intending to nominate any of its cities for the award, are requested to answer the following questions:

- What are the Member States objectives for the year in question?
- Why does the Member States wish to take part in the competition for the title of OIC Tourism City?
- If the city in question is designated as OIC Tourism City in a particular year, what would be the medium and long term effects of the event from a social, cultural and urban point of view?
- How would this designation help to strengthen the city's links with OIC Member States?
- How does the Member States plan to get involved in or create synergies with the social-economic and cultural activities supported by the OIC institutions?
- What are the city's assets in terms of accessibility (regional, national and international transport)?
- What is the city's absorption capacity in terms of tourist accommodation?
- What projects are to be carried out between now and the year for which the Member States are applying for the title of "OIC Tourism City" in terms of urban and tourism infrastructure, including renovation?

Banjul, 06 December, 2013