

**FRAMEWORK FOR  
DEVELOPMENT AND COOPERATION  
IN THE DOMAIN OF TOURISM  
BETWEEN OIC MEMBER STATES**

2008-2018

# **FRAMEWORK FOR DEVELOPMENT AND COOPERATION IN THE DOMAIN OF TOURISM BETWEEN OIC MEMBER STATES**

## **1- INTRODUCTION**

The substantial growth of the tourism activity is one of the most remarkable economic and social phenomena of the past century. International tourism has left its mark all over the globe on the economic, social, cultural and environmental level. Practically no region of the globe has remained isolated. According to the World Tourism Organisation, the number of international tourist arrivals worldwide increased from 25.3 million in 1950 to 846 million in 2006, at an average annual growth rate of 6.6%. The income generated by this activity i.e. international tourism receipts, grew by 11 percent per annum over the same period. This rate of growth was significantly higher than that of the world economy as a whole and makes of international tourism one of the largest industries and one of the most impressive sectors in international trade.

International tourism activity is also characterised by a wide geographical distribution and a continuous diversification of destinations. Although the tourism activity is still concentrated in the developed regions of Europe and the Americas, a substantial proliferation of new tourist-receiving markets may also be observed in the emerging regions of Asia and the Pacific, the Middle East and Africa. International tourism has become one of the main economic activities and an important source of foreign exchange earnings and employment in many countries of those regions, including many OIC Members States.

On the other hand, the flow of tourists and interaction among various peoples around the world contributes to a better understanding of other peoples' cultures, customs and traditions. This interaction adds a new dimension to the dialogue among civilisations and cultures. By providing the opportunity of becoming familiar with the input of Islamic civilisation and its legacy to human civilisation, cultural tourism will greatly help in combating Islamophobia and rectifying the distorted images of Islam in non-Islamic countries.

Tourism has therefore been given much attention in the national development strategies of many developing countries and placed on the agenda of many recent international conferences on sustainable development. Failure to include tourism in these strategies is tantamount to overlooking the fact that tourism represents one of the biggest and, undoubtedly, the most diversified and creative economic activities.

Considering their rich and diverse natural, geographic, historical and cultural heritage assets, the OIC countries have, in fact, a high potential for the development of a sustainable international tourism sector. Yet, considering their modest share in the world tourism market and the concentration of the tourism activity in only a few countries, it would seem that a large part of the tourism potential of the OIC region remains unutilised. The desirable levels of tourism development in many OIC countries, and in the OIC region as a whole, have not yet been achieved.

Therefore, while they constitute a crucial factor, the inherent natural tourism resources cannot, by themselves, make a successful tourism industry unless properly planned and managed. The problems and challenges facing tourism and the development of a sustainable

international tourism sector in the OIC countries are diverse as each country has its own tourist features, level of development and national development priorities and policies. Yet, in the case of many OIC countries these problems, among others, range from the lack of technical know-how and weak promotional efforts to insufficient tourism-related infrastructures and investments and a lack of tourism diversification and safety.

Given this state of affairs and in the light of the new vision of OIC cooperation outlined in the OIC Ten-Year Programme of Action adopted by the 3<sup>rd</sup> Extraordinary Islamic Summit, held in Makkah Al-Mukaramah in December 2005, the present Framework for Development and Cooperation in Tourism Sector of OIC Member States have been prepared by the OIC General Secretariat and the Ministry of Culture and Tourism of the Republic of Turkey, in collaboration with the relevant OIC institutions and adopted by the 2<sup>nd</sup> Expert Group Meeting held in Istanbul in May 2007.

The present Framework for Development and Cooperation in Domain of Tourism between OIC Member States aims at identifying certain means and modalities of implementation of the following four programmes of action specified under the heading “Tourism” in the Plan of Action to Strengthen Economic and Commercial Cooperation among Member States:

- 1- Increasing public awareness in the OIC Member States about the existing tourist attractions, resources and facilities in the Islamic world with a view to encouraging tourist visits to other Islamic countries by providing full information to potential visitors.
- 2- 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.
- 3- Creating the appropriate legal, institutional and administrative conditions in the Member States in support of an expanded tourist activity among the Member States.
- 4- Encouraging and facilitating joint tourism ventures and other investments in the Member States by the private sector in order to expand and upgrade existing tourist capacities and activities.

## **5- PROGRAMS OF ACTION**

<b>1- Increasing public awareness in the OIC countries about existing tourist attractions, resources and facilities in the Islamic world with a view to encouraging tourist visits to other Islamic countries by providing full information to potential visitors.</b>
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### **Means and Modalities of Implementation**

Member States are encouraged to prepare national and regional plans and programmes for the development of tourism within the framework of their efforts to alleviate poverty in their countries and ensure the sustainable development of their economies. In this context, there is a need to secure more funding for tourism sector development through, inter alia, the Islamic Solidarity Development Fund established in the IDB as requested by the 3<sup>rd</sup> Extraordinary Islamic Summit Conference and the Five-Year Special Programme for

Development in Africa adopted by the 11<sup>th</sup> Session of the Islamic Summit Conference, held in Dakar, Senegal, March 2008.

While strengthening their cooperation in the field of tourism, Member States will give due consideration to the need to preserve Islamic values, historical heritage and to ensure the protection of the environment.

To ensure the sustainable development of tourism and strengthen cooperation in this domain, Member States should give due consideration to the following:

- a) To support and enhance tourism infrastructure and give high priority to joint projects in this domain;
- b) To enhance services and quality and develop human resources through the preparation and implementation of joint projects;
- c) Member States are encouraged to prepare national and regional plans and programmes to develop tourism as an important element in their efforts to alleviate poverty in their countries and ensure sustainable development of their economies;

1.4. To develop a marketing strategy through joint programmes including, inter alia, the following:

1.4.1 Preparation by the relevant national authorities of promotional material such as brochures, posters, guidebooks, practical multilingual phrase books, TV programs and video cassettes, and making them readily available in sufficient quantities inside and outside the country.

1.4.1.1. Complimentary national and satellite TV/radio air time allocated for programs about tourist destinations and attractions in Member States.

1.4.1.2. Journalists and reporters of the media in Member States, or those who enjoy memberships of prominent Journalists' Unions, should benefit from cost cancellation/facilitation on their professional visits to historical attractions, sites, and buildings.

1.4.1.3. Establishment of a joint tourism portal for the dissemination of Information among OIC Member States.

1.4.1.4. Adopting a regional approach by grouping the Member States according to the existing potential (i.e. geographical proximity and accessibility by air/land connections, closer social/historical ties and common values among nations etc.) in order to increase intra-OIC tourism traffic.

- i. Setting up a tourism database and conducting researches and public opinion surveys to verify the composition of the tourism demand and distinctive travel motives at work in the group countries.
- ii. Specifying the types of tourism which are effective in directing the intra-regional tourist traffic.

1.5. Encouraging the private sector to present combined tour packages covering groups of countries, by evaluating the possibilities of implementing financial incentives as well as legal and administrative improvements. In this connection, the private sector could be induced to play a pivotal role in the implementation of the Framework for Development and Cooperation in Domain of Tourism between OIC Member States.

1.6. Designating marketing strategies in line with the updated information concerning the potential tourist demand and the travel motives and organising joint sales promotion activities.

1.7. Organising tourist sales missions on a regional basis.

1.8. Organising familiarisation trips for travel trade media and officials of the tourism sectors within the Member States.

1.9. Organising food and cultural festivals among OIC Member States and other shared markets on a regional basis.

1.10. Establishment of joint tourism promotion offices in target markets on a regional basis.

1.11. Establishing joint OIC call centres and computer reservation systems (CRS) in non-Member States alongside the OIC Member States, in order to create tourism demand in high-potential markets such as China and India.

1.12. Organising joint sales promotion activities in important tourist-generating non-Member States.

1.13. As the first news agency for cultural heritage in the world, the Cultural Heritage and Tourism News Agency (CHTN) of Iran can play an important role in the field of news and communication for tourism and cultural heritage at the international level and among OIC member States.

1.14. Preparation of special material in the languages most widely used and spoken in the OIC community for extensive distribution to the media and the public in all the Member States.

1.15. Publishing a joint “Journal of Tourism” in OIC Member States in English, Arabic and French.

1.16. Commending and encouraging the work currently undertaken by IRCICA to prepare a database on monuments and artifacts of Islamic culture in Member States. All Member States are kindly invited to closely cooperate with IRCICA to provide all necessary information for the implementation of this programme.

1.17. The Financial support will be provided by the private sectors.

1.18 The Islamic Republic of Iran undertakes the publishing of the Islamic Cultural Heritage Guidebook in English.

Publication of the Islamic Cultural Heritage Guidebook in other languages will be open to the suggestion of interested countries.

1.19. OIC-tourism fairs are held every two years and are organized by ICDT and the members of OIC, in Islamic countries. The first fair was held in Istanbul-Turkey in 2005. The second fair was held in Beirut/Lebanon on 6-8 June 2007, the third in Egypt and the fourth in Syria.

1.20. Apart from the above mentioned fairs, cooperation between the Islamic Chamber of Commerce and Industry (ICCI), the Islamic Centre for Development of Trade (ICDT) and the Islamic Development Bank (IDB) is required in order to produce programmes and decision policies for the development of tourism.

**2- 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.**

**Means and Modalities of Implementation:**

2.1 Official meetings to exchange views and experiences and develop modalities of cooperation among governments in response to the needs expressed in the areas of tourism policy planning, promotion, incentives and other issues. In this context, the ministers of tourism could hold occasional meetings under the aegis of COMCEC.

2.1.1 The Ministerial meetings will be held biannually and regional programmes and projects will be given a high priority.

2.1.2 Regional and sub-regional meetings will be held annually and regional projects and programmes will be given a high priority.

2.1.3 A Coordination Committee will be established to ensure the successful and effective implementation of the programme and experts group meetings will be held annually. Tourism fairs will be organized every two years.

- i. The extensive bilateral cooperation carried on between the Republic of Turkey and The Syrian Arab Republic in the field of Tourism involving regular annual meetings of national authorities, provincial administrations/local governments of the border regions and public and private sector representatives of both parties, may serve as a model of regional cooperation for other Member States.

2.2 Initiation of periodic consultative fora among the representatives of private enterprises in the area of tourism in the Member States in order to facilitate the exchange of views on the prevalent problems in the sector and to seek solutions for them and by effecting joint representations to the governments.

2.2.1 Establishment of a “Council of Tourism” in the Islamic Chamber of Commerce and Industry (ICCI) to coordinate contacts among business enterprises and agencies operating in the tourism sector.

2.2.2 OIC and UNWTO shall establish a know-how expertise group to implement the MoU signed between them.

- i. The Turkish Tourism Sectorial Assembly which operates under the umbrella of the Union of Chambers and Commodity Exchanges of Turkey will provide the technical assistance required for the establishment of the “Tourism Council”

2.2.3 Publication of a Handbook of Associations and Agencies active in the field of tourism in the Islamic world.

2.2.4 ICCI may hold a forum on tourism for hoteliers, tour operators travel agencies, and transportation companies to discuss and share experiences on relevant matters and adopt strong and common strategies for promoting tourism exchanges among Member States.

2.2.5 The Council of Tourism of the ICCI will seek the financial support of Member States and of the IDB to jointly organise the aforementioned forum.

2.3. The Islamic Center for Development of Trade (ICDT), will organize tourism fairs of OIC Member States (OIC-Tourism) every two years.

2.3.1. Besides the fair, ICDT in collaboration with ICCI and IDB will organize periodic meetings to coordinate policies and programmes in the field of intra-OIC tourism.

2.4. Organisation of issue-orientated workshops, seminars and symposia on immediate problems of common interest to allow for the development of new perspectives, modalities and possible cooperative action in order to promote, expand and diversify tourist activities in the Member States.

2.4.1 Issue-oriented meetings will be held on three areas of training and research, marketing and facilities.

2.4.2 Supporting joint statistical projects in OIC Member States in cooperation with the SESRIC.

2.4.3 Encouraging the private sector to support prominent researchers, enterprises and agencies in the area of tourism in the Islamic world through the granting of by yearly awards.

2.4.4 Organising the First Meeting of Associations and trade unions of hoteliers, tour operators and guides in OIC Member States.

**3- 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.**

## **Means and Modalities of Implementation :**

3.1 ICDT, in cooperation with IDB, will organize a technical support and education programme for the concerned Member States regarding their accession to WTO and on the multilateral trade negotiations organized by the WTO, in particular those relating to the services sector.

3.1.1 The ICDT has been already presenting a periodic report on the multilateral trade negotiations of the WTO and sometimes presents analytical studies on the impact of the results of the negotiations on the economies of the Member States.

3.1.2. Member States are encouraged to explore the possibilities of signing Memorandums of Understandings/Agreements on visa exemptions bilaterally, regionally or collectively.

3.1.3. Possibility of having visa integration among OIC Member States for certain potential markets.

3.1.4 Visa exemptions or facilitation for meetings, incentives, conferences and exhibitions (MICE), business persons, university students, stakeholders and workers in tourism industry, travel agents, hoteliers, and participants in cultural / tourist festivals and gatherings.

3.1.5 Bilateral, regional or collective visa fee cancellation among OIC Member States.

3.1.6 Ministries and organisations in charge of tourism in Member States are encouraged to make necessary coordination and report thereon to the next Meeting of Ministers of Tourism.

3.1.7 Follow-up committees will be responsible for following-up the matter in the internal between Meetings of Ministers of Tourism.

3.2 Ensuring a secure and safe environment for the conduct of all tourism-related activities.

3.3 Simplification of visa formalities:

B) Simplification of customs formalities for tourists:

3.3.1. Simplification of visa, customs and foreign exchange formalities on a reciprocal basis for tourists from other OIC countries.

3.3.2 Establishment of special experts committees in different regions to discuss and suggest possible regional mechanisms for the facilitation and simplification of customs formalities to the Experts Group Meetings to be reported to the Meeting of Ministers of Tourism.

3.3.3 Mechanisms and measures should facilitate customs formalities for tourists, especially family tourists from Member States to carry in their own personal belongings.



3.4 Encouragement and facilitation of tourist exchanges among the Member States through the development of special fares on national carriers and the proliferation of customised tour operations of high international standards while adhering to accuracy in advertising and promotional information.

The General Secretariat of the OIC and its institutions will encourage Member States to adopt appropriate measures, individually or collectively, to take advantage of low cost carriers which are currently operating between foreign countries.

i. Adopting a recommendation to encourage the civil aviation authorities of the OIC Member States to adopt a favorable attitude towards tourists.

3.5. Enhancement of air transport services among the Members Sates.

i. The Agreement concluded between the Republic of Turkey, the Syrian Arab Republic and the Arab Republic of Egypt may serve as a model for the other Member States to initiate effective cooperation aimed at increasing tourist traffic from the major source countries.

3.6 Enhancement of regional cooperation among the Member States in order to create the appropriate legal, institutional and administrative conditions and environment in the Member States in support of an expanded tourist activity among the Member States.

i. The Memorandum of Agreement signed between the Republic of Turkey, the Syrian Arab Republic and the Arab Republic of Egypt aiming to develop common products to be presented to the long-haul tourist markets and to increase tourist traffic from the major source countries may serve as a model to initiate extended and efficient cooperation for the other Member States in terms of regional cooperation.

**4- Encouraging and facilitating 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 Member States.**

#### **Means and Modalities of Implementation :**

4.1. Encouraging seminars, workshops in order to promote and identify regional development projects and the exchange of experience between OIC Member States in the field of tourism development, particularly those related to capacity-building and enhancing investment in tourism.

4.1.1. In this context OIC members express support to the regional transborder project which is undertaken by the nine West African countries as a good example of such regional projects.

4.2. To consider the possibility of developing comparable sets of incentives in the Member States, on a reciprocal basis, to ensure a large role for the private sector in various facets of tourism activity in the Member States.

- 4.2.1. Encouragement of the establishment of co-offices in Member States and allocation of reciprocal facilities.
  - 4.2.2. Giving prominence to tourism-related investments and activities in the foreign investment legislation of the Member States.
  - 4.2.3. Reciprocal permission for the establishment of tourist representative offices in Member States.
  - 4.2.4. Land allocation or renting permission to local / foreign private sector investors from Member States to build tourist facilities.
  - 4.2.5. Calling on Member States to host meetings of public and private investors in the area of tourism development in cooperation with the Islamic Chamber of Commerce and Industry (ICCI), Islamic Centre for Development of Trade (ICDT) and Islamic Development Bank (IDB). In this context, members appreciate the initiative of the Islamic Republic of Iran to host the first of such meetings.
- 4.3. Encouraging Member States to develop and execute cultural tourism projects that are conducive to combating Islamophobia and to correcting misconceptions on Islam and Muslims. To this purpose, Member States may seek the assistance of the relevant OIC institutions such as ISESCO.
- 4.4. Development of special incentives addressed to tourism related investors and operators from the OIC Member States in the form of project assistance, concessionary finance and special facilities/privileges for tourism-related imports, transfers of technology and profit transfers.
- 4.4.1 Allocation of loans with low interest rates to investors and operators in Member States.
  - 4.4.2 Facilitation of customs formalities for the import of equipment, machineries and other technologies related to tourism investments in Member States.
  - 4.4.3 Regional development institutions are requested to support tourism investments in Member States.

**5- Encourage the activities relating to the development of the necessary human capital to ensure the availability of managerial and service personnel of international standards.**

## **Means and Modalities of Implementation :**

5.1 Upgrading, expansion and proliferation of the technical and vocational training institutions in the area of tourism in the Islamic world to be able to meet the continuously expanding skilled manpower requirements of tourism industry in the Islamic world.

5.1.1 Member States are invited to consider the relationships between the employees and the employers, manpower status and occupational motivations to create a more appropriate and pleasant working environment in the area of tourism.

5.1.2 Tourism activities are seasonal and there needs to be facilitating legislations for part-time staff to make the industry more cost-effective.

5.1.3 Promotion of Tourism Occupational Skill Standards (TOSS) according to the requirements of the tourism industry in the Islamic world.

i. The draft TOSS will be prepared by the Islamic Republic of Iran using available international standards.

5.2 Promotion of national higher vocational institutions to educate the teachers and trainers needed in the technical training institutions, as well as local staff to be employed in supervisory and managerial capacities in the tourist facilities.

5.2.1 Encouraging the Member States to promote and strengthen cooperation between them in the field of education and vocational training through allocation of scholarship, exchange of experiences, documents and publications and through the organization of research and workshops in the field of tourism.

5.2.2 IUT, ICDT, SESRIC, IDB and other OIC subsidiary organs welcome any initiatives to promote cooperation with the national institutions of OIC Member States in the area of training and research on tourism. In this context, the OIC institutions appreciate the offer of the Islamic Republic of Iran for cooperation with the Iranian Institute for Research on Tourism and Geography.

5.3 Development of technical cooperation programs among the Member States, with the help of the relevant OIC and other international organisations such as the World Tourism Organisation (UNWTO) and the World Travel and Tourism Council (WTTC) in order to (a) open up the existing tourism-related training facilities in the Member States to students and trainers from other countries, (b) facilitate exchange of skilled personnel and administrators among the Member States and (c) initiate arrangements among Member States for imparting on-the-job training in different tourist facilities in the Islamic world.

5.3.1 Taking note of existing OIC networks, setting up an internet network for tourism education and training in OIC Member States.

i. The Islamic Republic of Iran undertakes the design of the network according to the attached project proposal.

ii. The Islamic Republic of Iran undertakes the creation of the Network. Member States and relevant organisations are invited to cooperate in the project with their experiences and technical know-how.

- iii. The Islamic Republic of Iran will prepare a questionnaire for the above mentioned project and send it to the Member states to be completed.
  - iv. The Islamic Republic of Iran will design the technical specifications of the tourism training network in collaboration with the OIC specialised institutions such as IUT. IDB would be consulted to consider the tourism training Network as a a division for the OIC network.
- 5.3.2 Creating a special mechanism to organize academic exchanges of students and teachers, as proposed by the Republic of Azerbaijan to the General Secretariat.
- i. In the event of setting up such a mechanism, vocational training seminars such as;
    - Hotel Management and Travel Agency Programs,
    - Courses for training trainers,
    - On-the-job training courses (in the branches of food and beverages servicing, food production)
    - Social attitudes seminar
 will be arranged by the Ministry of Culture and Tourism of Turkey in the field of tourism training for managers and other personnel working at food and beverage establishments.
  - ii. Technical assistance will be provided by the Ministry of Culture and Tourism of Turkey regarding the organization of seminars, meetings, conferences, workshops and other similar activities aiming to raise and develop awareness of tourism.

**6- To ensure standardization, improvement, development in the field of investment and to be in compliance with our objectives we need to develop a constructive dialogue with the private sector. In general, we have to have a long term cooperation of public and private sectors.**

#### **Means and Modalities of Implementation:**

- 6.1 Established sub-zone regional consultation boards with the participation of countries forming the sub-zone, along with public authorities and private sector representatives.
- 6.2 To have a forum at the regional level with the representatives of the private sector under the chairmanship of both the General Secretariat and ICCI.
  - 6.2.1 For this purpose to form a database on potential actors, tour operators, travel agencies, airlines, education institutions, and real estate agencies.
  - 6.2.2 Providing a wide distribution of this database and benefiting from it.
  - 6.2.3. To present public, financial and administrative incentive policies in accordance with the common objectives in order to reach our purpose.
- 6.3 Under the leadership of the Islamic Development Bank (IDB), set up the mechanisms necessary to use and facilitate donations for foundations, provide volunteer participation and meet the financial needs of the sector.

6.4 In each sub-zone, to identify a leading private institution for following up the action plan and the strategic plan of the public institutions and mediating between these institutions.

## **7- Promotion of Youth Tourism in the OIC Member States**

### **Means and Modalities of Implementation :**

7.1 To endorse the implementation of the project on “Promotion of youth tourism in the OIC Countries” developed by the ICYF-DC as one of the priority areas for OIC activities in the area of tourism;

7.2 To call upon the Member States to extend their full support to the ICYF-DC for the successful implementation of the project with a view to achieving the following objectives:

7.2.1 To establish an OIC network of youth accommodation facilities-youth hostels

7.2.2 To establish an OIC network of leading youth organizations to serve as national focal points for coordinating exchange of organized youth tourist groups,

7.2.3 To establish an OIC network of leading transportation companies and travel agencies of the OIC countries supporting the OIC youth tourism program,

7.2.4 To encourage and facilitate cooperation among private sectors in youth tourism as well as advertising and marketing of investment opportunities in the field of youth tourism,

7.2.5 To facilitate the visa procedures to make it easier for youth to travel between the Member States with due respect to the national laws,

7.2.6 To develop OIC youth travel card in cooperation with member governments and OIC institutions to facilitate intra-OIC youth travel.

7.3 To encourage the Islamic Development Bank to consider supporting ICYF-DC in implementation of this initiative and providing necessary financing for the establishment of networks of youth accommodation Facilities, National Youth Organizations and Travel Agencies with a view to holding first meeting on the setting up of national youth organizations networks in 2008 in Baku, Azerbaijan.

### **3- DURATION OF THE FRAMEWORK FOR DEVELOPMENT AND COOPERATION IN THE DOMAIN OF TOURISM BETWEEN OIC MEMBER STATES (2008-2018)**

This framework will cover the period of ten years starting from 1<sup>st</sup> of November, 2008.

### **4- COORDINATION AND MONITORING OF THE IMPLEMENTATION**

The General Secretariat of the OIC is entrusted with the task of implementing the Framework. The IDB is expected to contribute to financing the above-mentioned projects.

For the implementation of this framework for development and cooperation in Tourism Sector, the following measures are adopted;

1. A coordination committee will be set up by the Member States. This coordination committee will be composed as follows:

- Republic of Turkey, Chairman
- Two Representatives from the African Group of the OIC
- Two Representatives from the Arab Group of the OIC.
- Two Representatives from the Asian Group of the OIC.
- The Secretary General of the OIC or his representative.

The country assuming the chairmanship of the Islamic Conference of Tourism Ministers and the country expected to host the following Conference are ex officio members of the Coordination Committee.

Representatives of concerned OIC Subsidiary Organs, Specialized and Affiliated Institutions will participate in the meetings of the coordination committee.

2. The coordination committee will act as an advisory board to the Islamic Conference of Tourism Ministers, the COMCEC and to the OIC General Secretariat for the implementation of the Action Plan.

3. The Coordination Committee is mandated to draw up detailed and quantified plans and programs for the implementation of the Framework for Development and Cooperation in the Domain of Tourism between OIC Member States. The plan shall take into consideration, among others, the following objectives:

- a. Identify a common vision and common definite objectives for cooperation among the Member States in the Field of Tourism.
- b. Convey a true picture of Islam and the Islamic world.
- c. Develop significantly tourist flows from non-OIC Member States into OIC Member States so as to increase in a short time the share of Member States in the world tourism. Encourage Member States to open up further onto the external world.
- d. Adapt, wherever required by the circumstances, the common policies and programs in the field of tourism development to international changes and developments, e.g. the rise in energy prices and/or consumer goods.

4. The Coordination Committee shall assess the implementation of the Framework for Development and Cooperation in the Domain of Tourism between OIC Member States every two years and shall submit a report thereon to the Islamic Conference of Tourism Ministers and to the COMCEC through the Secretary General of the OIC.

5. The Framework will come into force following its adoption by the Islamic Conference of Tourism Ministers and its endorsement by the COMCEC.

Adopted at Damascus, Syrian Arab Republic, this day of 28 Jumadal Thania 1429H (2 July 2008) by the 6<sup>th</sup> Session of the Islamic Conference of Tourism Ministers.

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