

RESOLUTION ON TOURISM DEVELOPMENT

The Second Islamic Conference of the Ministers of Tourism of the OIC Member States held from 25 to 26 Rajab 1422H (12-13 October 2001), in Kuala Lumpur, Malaysia,

Recalling the Resolution on Tourism adopted by the First Islamic Conference of Ministers of Tourism in Isfahan, Islamic Republic of Iran on 3-4 October, 2000;

Recalling also resolution No. 28/9-E(IS) of the Ninth Islamic Summit Conference held in Doha, Qatar on November 12-13, 2000;

Further recalling resolution No. 31/28-E of the 28th Islamic Conference of Foreign Ministers, held in Bamako, Mali on 25-27 June 2001;

Taking note of the report of the Follow-up Committee of the First Islamic Conference of Ministers of Tourism, held in Tehran, Islamic Republic of Iran on 27-28 August, 2001;

Taking note also of the possible spheres of cooperation identified in the Tehran Communique adopted by the Follow-up Committee, namely tourism facilitation, marketing, and research and training;

Emphasizing that tourism is one of the priority areas identified in the Plan of Action for Strengthening Economic and Commercial Cooperation among OIC Member States;

Recognizing that tourism plays a pivotal role in promoting economic, social and cultural interactions amongst nations contributing to international peace and security as well as international understanding;

Recognizing also that the promotion of tourism among the OIC Member States further enhances solidarity of the Islamic Ummah;

Reaffirming the importance of upholding the provisions of the Global Code of Ethics for Tourism adopted by the Fourteenth Session of the General Assembly of the World Tourism Organization (WTO);

Acknowledging the importance of the emphasis laid by WTO on tourism as a means of promoting peace and dialogue among civilizations;

Mindful of the current volatile and crucial international circumstances;

Taking note of the Background Report by the General Secretariat of the OIC, the working paper by the SESRTCIC, papers by ICDT and ICCI presented to the Second Islamic Conference of Ministers of Tourism as well as contributions made by the Member States during the deliberations of the Conference;

1. Adopts the Kuala Lumpur Programme of Action for the Development and Promotion of Tourism in the OIC Member States, as annexed herewith.
2. Calls for the urgent holding of an experts group meeting with a view to elaborating on the detailed means and modalities of implementation of the Kuala Lumpur Programme of Action and, in this connection, welcomes the offer of the Government of the Islamic Republic of Iran to organize the experts group meeting and also notes with appreciation the willingness of the Islamic Development Bank to sponsor such an experts group meeting.
3. Recognizes that the Kuala Lumpur Programme of Action is based on the OIC Plan of Action to Strengthen Economic and Commercial Cooperation among the Member States.
4. Stresses the need to accord priority in the implementation of the Programme of Action to exchange of information, including information networking, transfer of know-how from the Member States with more developed tourism sector to the others, and human resource development.
5. Notes the requirement that to follow-up on the implementation of the Kuala Lumpur Programme of Action and to gather individual programme of action to be undertaken by the Member States, it is necessary to designate an official in the OIC General Secretariat.
6. Reiterates the role of the private sector in the development of tourism and stresses in this connection the importance of holding meetings and workshops by the private sector on a regular basis prior to or in conjunction with the ministerial meetings on tourism.
7. Requests the OIC General Secretariat to expedite conclusion of an agreement on cooperation with WTO and also explore the possibility of entering into similar arrangements with other relevant international organizations.
8. Decides to set up a follow-up committee for the purpose of pursuing the implementation of the resolutions and decisions of the ministerial meetings in line with the principles of composition adopted in the formation of the follow-up committee of the previous ministerial conference on tourism.

9. Decides further to hold the ministerial conference on tourism once every two years and its follow-up committee meeting once in a year.
10. Requests the Islamic Development Bank to accord particular emphasis on tourism development by extending financial facilities for the development of tourism infrastructure in the OIC Member States.
11. Takes note of the offer of the Islamic Republic of Iran to establish a centre for the development of tourism.
12. Thanks the Governments of the Islamic Republic of Iran, Malaysia and the Republic of Indonesia for their offer to act as the focal points, in collaboration with the appropriate OIC institutions, for research and training in the field of tourism, tourism marketing and tourism facilitation respectively.
13. Requests ICDT, in cooperation with IDB, ICCI and other concerned institutions of the private sector, to organize a tourism fair in the OIC Member States once in two years as in the case of Islamic Trade Fair and concurrently with the latter, if possible.
14. Considers that the TINIC can effectively contribute to the promotion of tourism industries in the Member States by giving due importance to printed and electronic tourism marketing and advertising.
15. Expresses the view that acts of terrorism create barriers to the development and promotion of tourism and condemns terrorism in all its manifestation as Islam rejects terrorism in all its forms as well as any action leading to it in the various parts of the world. It also calls for alleviation of all discriminatory measures against traveling Muslims at the borders of several countries.
16. Resolves to appeal to the United Nations, other international organizations and international media to work towards normalcy in the international scene and to contain the conflict areas to where it should be.
17. Expresses its gratitude to the Government of Malaysia for hosting the Second Islamic Conference of Ministers of Tourism and organizing it in an exemplary manner.

**Kuala Lumpur Programme of Action for the Development and
Promotion of Tourism Among the OIC Member States**

The First Islamic Conference of Ministers of Tourism, held in Isfahan, Islamic Republic of Iran on 2-4 October, 2000 highlighted the importance of developing collaborative action by the Member States in the field of tourism, with a view to enlarging their share in the rapidly growing world tourism market. In order to realize the goals set forth in the Isfahan Declaration as well as the Resolution on Tourism, adopted by the Conference, three possible spheres of cooperation, namely Tourism Facilitation, Tourism Marketing and Research and Training was identified by the Follow-up Committee of the Conference at its meeting held in Tehran on 27-28 August, 2001. In order to come up with concrete and pragmatic proposals for implementing the targets set forth in the above documents, a specific programme of action is conceived, the details of which is elaborated as follows:

Tourism facilitation

1. Transportation:
 - i) Establishing/Facilitating linkages in air, land/rail and sea transportation with a view to easing access from one destination to another within the OIC Member States.
 - ii) Establishing alliances among the airlines of OIC Member States with the possibility of an open sky policy.

2. Removal of obstacles to tourism flow:
 - i) Preferential treatment and incentives such as discounts, reduction of tariffs and other charges levied on tourists traveling among OIC Member States;
 - ii) Waiving of the visa requirement, if feasible, or otherwise expediting visa issuing process including the possibility of issuance of electronic visas;
 - iii) Special arrangements for customs and immigration clearance;
 - iv) Enactment of necessary legislation to encourage tourism and promote investment in tourism industry.

3. Financing and investment in tourism:
 - i) Joint dissemination of information on investment opportunities;
 - ii) Seminar or workshop on tourism investment in the private sector.

- iii) Joint production of Investment handbook on investment opportunities in OIC Member States;
- iv) Production of Investment guidelines in OIC Member States;
- v) Identification of international and regional financial institutions to support finance and investment in tourism development.

Tourism Marketing

1. Joint Marketing:

- i) Printed and electronic advertisement for OIC tourism marketing;
- ii) Joint sales missions on regional basis.

2. Promotion:

- i) Tourism exhibitions and fairs on a regular basis prior to or during ministerial meetings on tourism;
- ii) Holding of seminars on a regular basis prior to or during ministerial meetings on tourism;
- iii) Organizing food and cultural festival on a regular basis in OIC Member States;
- iv) Multiple destination package development among regional OIC Member States;
- v) Joint promotion and awareness campaign with a lead country spearheading such an effort in each region or sub-group;
- vi) Single branding representing the tourism organizations of the OIC Member States for exposure in a focused manner;
- vii) Organization of Tourism Fair on a regular basis in a manner similar to the holding of the Islamic Trade Fair.

3. Joint Publicity:

- i) Production and Publication of Tourism Best Practices;
- ii) Joint Press releases.
- iii) Exchange of Filming crews;
- iv) Encountering negative publicity on any OIC Member States.

4. Information Dissemination:

- i) Complimentary air-time in Member States about tourism destination and attractions in OIC Member States;

- ii) Joint Production of TV and CD-ROM documentaries, brochures and collaterals to show the cultural heritage and the diversity and the landmarks of the OIC Member States;
- iii) Travel supplements in OIC Member States;
- iv) Development of tourism website to cover all OIC Member States;
- v) Hyperlinking the existing websites of the OIC Member States to promote each others destinations and focusing on the goals and missions of the OIC tourism organizations.

Research and Training

- i) Joint development or exchange of training programs in human resource development in the field of tourism;
- ii) Joint development of tourism occupational skill standards among OIC Member States;
- iii) Joint promotion of internships for tourism officials/managers;
- iv) Joint or exchange of research on tourism development;
- v) Establishments of linkages among Tourism Training Institutes;
- vi) Joint training courses for tourism professionals and representatives of private sector.
- vii) Sharing of methodology of assessing tourism resources, marketing and promotion.