

## **MODALITY PROPOSAL FOR OIC/COMCEC PRIVATE SECTOR TOURISM FORUM**

### **1. Background Information**

The COMCEC Economic Summit and the 25<sup>th</sup> Session of the COMCEC held in November 2009 in Istanbul decided to prioritize the cooperation in the domain of tourism. Accordingly, in pursuance of the relevant resolution of the 26<sup>th</sup> Session of the COMCEC, Turkish Ministry of Culture and Tourism in collaboration with the Association of Turkish Travel Agencies (TURSAB) organized the 1<sup>st</sup> Workshop on “Private Sector Cooperation for Enhancing Intra-OIC Tourism” on December 10<sup>th</sup>, 2010 in Izmir.

The Workshop, attended by the public and private sector representatives of the OIC Member States in tourism sector, recommended the establishment of an OIC/COMCEC Tourism Platform which would regularly bring private sector representatives together to discuss potential cooperation areas in the field of tourism. In addition, it requested the Turkish Ministry of Culture and Tourism in cooperation with COMCEC Coordination Office to work on modality and details of the OIC/COMCEC Tourism Platform.

The 27<sup>th</sup> Session of the COMCEC, held on 17-20 October 2011 in Istanbul, welcomed the recommendation of the said Workshop on the establishment of OIC/COMCEC Tourism Platform and supported this initiative. The Session called upon Member States to encourage their private sector representatives to actively contribute to this initiative.

Based on the above-mentioned resolutions and recommendations, Turkish Ministry of Culture and Tourism and COMCEC Coordination Office have worked on the modality of the COMCEC Tourism Platform in terms of its objectives, cooperation areas and structure. In this respect, the draft modality was finalized and adopted as a result of the 2<sup>nd</sup> Workshop on “Private Sector Cooperation for Development of Tourism within OIC” to be hosted by the Ministry of Culture and Tourism of the Republic of Turkey on 9-10 December 2011 in Izmir.

### **2. Modality for OIC/COMCEC Private Sector Tourism Forum**

OIC/COMCEC Private Sector Tourism Forum aims at providing an enabling environment for the private sector representatives of the member countries to discuss potential cooperation areas and identify common issues in the field of tourism. This Forum will also serve as a regular communication channel for them to share their experience and knowledge.

## **2.1.Possible Cooperation Areas**

OIC/COMCEC Tourism Forum may focus on the following cooperation areas<sup>1</sup>:

- Enhancing the competitiveness of the tourism services and products
  - Improving the quality of tourism services and products,
  - Upgrading skills in the tourism industry through vocational training
  - Approximating tourism standards
  
- Developing effective marketing strategies
  - Raising awareness on the existing tourism destinations and products
  - Diversifying tourism products and destinations to attract more tourists from COMCEC region
  
- Financing modalities
  - Public-Private Partnership (PPP) Models
  - Tourism incentives
  
- Investment opportunities
  - Raising awareness on the existing investment facilities and relevant legislation of the member countries
  - Enhancing intra-COMCEC tourism investments

## **2.2.Structure and Organizational Issues**

The private sector representatives of the OIC Member States in the area of tourism, inter alia, tour operators, tourism investors, travel agencies, as well as the representatives from relevant public institutions may attend OIC/COMCEC Private Sector Tourism Forum. OIC Institutions and International Organizations may also contribute to the works of the Forum.

Forum meetings are held regularly, at least once a year. Every year the Forum focuses on a specific theme of interest, such as quality of services, financing modalities and competitiveness.

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<sup>1</sup> These cooperation areas are not exhaustive. If need arises, new areas may be added.

Turkish Ministry of Culture and Tourism offers to host the Forum in every December in Izmir. Member States may also host the Forum meetings if they wish. Besides, OIC Members are welcomed to host the activities to be planned in accordance with the discussions of the Forum.

[If need arises, for each cooperation area a Task Force may be formed among the voluntary members of the Forum. A voluntary Member State may be also assigned as the coordinator of each Task Force.]

Turkish Ministry of Culture and Tourism may serve as the Secretariat of the Forum. The Secretariat prepares the agenda of the each Forum meeting, coordinates the activities of the Forum, deals with the organizational matters and informs the COMCEC Sessions and Islamic Conference of Tourism Ministers (ICTM) about the outcomes of the Forum meetings.

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**REPORT OF THE 2<sup>nd</sup> WORKSHOP ON  
PRIVATE SECTOR COOPERATION FOR ENHANCING INTRA-OIC  
TOURISM**

IZMIR, REPUBLIC OF TURKEY

09 December 2011

**REPORT OF THE 2<sup>nd</sup> WORKSHOP ON  
PRIVATE SECTOR COOPERATION FOR ENHANCING  
INTRA-OIC TOURISM**

(Izmir, Republic of Turkey, 09 December 2011)

1. The 2<sup>nd</sup> Workshop on “Private Sector Cooperation for Enhancing Intra-OIC Tourism” was held on Izmir on 09 December 2011 on the sidelines of the Travel Turkey Tourism Fair and Conference.
2. The Workshop was attended by the public and private sector representatives from the following Members of the OIC:
  - Republic of Azerbaijan
  - Arab Republic of Egypt
  - Republic of Indonesia
  - Hashemite Kingdom of Jordan
  - Republic of Maldives
  - Republic of Mali
  - Republic of Turkey

3. The representatives of following OIC Institutions took part in the meeting:

- The OIC General Secretariat
- COMCEC Coordination Office (CCO);
- Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC);

(The list of participants is attached in Annex-I).

4. H.E. Faruk ŞAHİN, Deputy Undersecretary of the Ministry of Culture and Tourism of the Republic of Turkey, as the Chairman of the Workshop delivered his opening speech. H.E. ŞAHİN pointed out the growing importance of tourism sector in the world as well as in OIC and stressed high role of private sector in the cooperation in the field of tourism. He mentioned that sharing experiences and good practices are of particularly importance for the OIC Region. Finally, he highlighted the added value of bringing the private sector representatives together for improving the cooperation in this area.
5. Mr. Selçuk KOÇ, Director of COMCEC Coordination Office, also made a statement. In his statement, he gave background information about the cooperation in the domain of tourism sector under COMCEC. Stressing the importance of private sector in tourism, he concluded that COMCEC would continue to exert its efforts to promote the cooperation among private sector institutions and organizations operating in this field.
6. Ms. Arzu Emel YILDIZ, Controller from General Directorate of Investment and Establishments, Ministry of Culture and Tourism of the Republic of Turkey, delivered a presentation entitled "Turkish Tourism: Development Story". In her presentation, she submitted the essential numbers about the Tourism Sector in Turkey, expressed three main development periods of Turkish Tourism Sector and delivered some predictions about the coming future in the context of tourism industry.
7. Mrs. Ayşe Nur ERGÜLŞEN, Director Cooperate Affairs of Association of Turkish Travel Agencies (TURSAB) delivered a presentation on Turkish experience in health tourism.
8. Mr. Mazhar HUSSEIN, the representative of SESRIC, made a presentation on the current situation and common challenges of the OIC Member Countries in the field of tourism. In his presentation, he provided among others, the figures on the intra-OIC Tourism including tourist arrivals and tourism receipts.

9. Mr. Didien JUNAEDY, the representative of Indonesia, made a presentation on his countries experience in tourism sector.
10. The participants held discussions on PPP's and shared their experience and knowledge in this regard.
11. The representatives agreed on the modality of the OIC/COMCEC Private Sector Tourism Forum.

(The modality is attached in Annex-II)

## 12. PROPOSALS, RECOMMENDATIONS AND DECISIONS

- OIC/COMCEC Private Sector Tourism Forum was established among the OIC Member Countries.

Based on the discussions, question-answers and presentations, the Workshop also:

- emphasized the significance of diversification of tourism products in the member countries and raising the awareness of the tourism destinations.
- underlined the importance of availability of data in terms of developing sound policies in tourism sector and requested SESRIC to regularly publish tourism statistics and member states to respond the questionnaires circulated by the former in a timely manner.
- highlighted the need for sound marketing strategies, i.e. joint tour programs.
- requested the Ministry of Culture and Tourism of the Republic of Turkey to consider extending training programs on bilateral and multilateral basis to the member countries in need.

13. The participants also expressed their profound gratitude to the Ministry of Culture and Tourism of the Republic of Turkey for hosting this important workshop as well as for the great efforts they have made to ensure its success.

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