



# OUTLINE

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**1. Formulation of Policy Recommendations**

**2. Policy Questions**

**3. Responses of the Member Countries**

**4. Room Document**

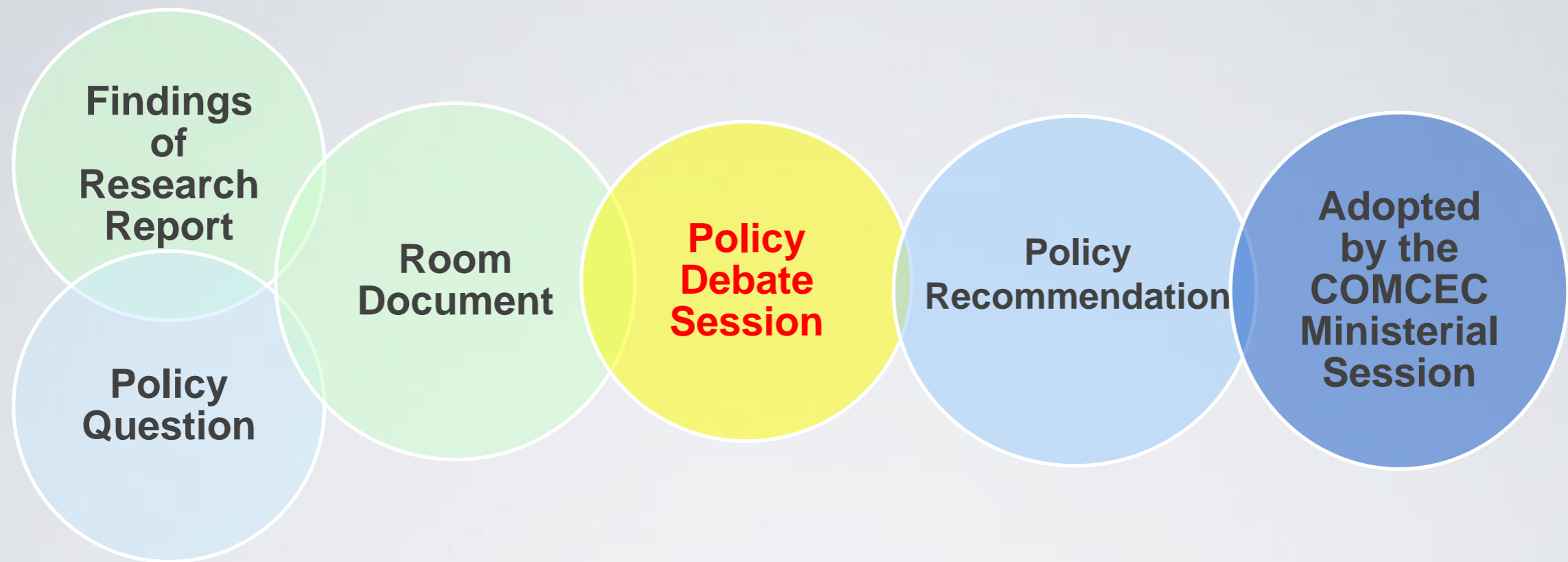
# 1) FORMULATION OF POLICY RECOMMENDATIONS

«..... *approximate policies* in the cooperation areas to address and find solutions to the economic and social challenges of the Islamic Ummah»  
**(COMCEC Mission)**

## Policy Recommendations:

- Based on evidence based analyses and discussions (Research Reports, Policy Questions etc.)
- Adopted by the COMCEC Ministerial Sessions
- Serve to policy approximation

# 1) FORMULATION OF POLICY RECOMMENDATIONS



Member Countries' Direct Involvement

## 2- POLICY QUESTIONS

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1. Does your country have a specific strategy/policy/structure/initiative for risk and crisis management?
2. Could you rank the importance/success level of recovery measures taken for mitigating crises in tourism industry?
3. Could you rank the severity of crises experienced by your country?
4. Which source markets are more sensitive to crises?
5. Could you rank the contributions of the stakeholders in your country to the recovery from the crises?
6. What are the ways and means that can be utilized to enhance crises management in the OIC?

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q1: Does your government have a specific strategy/policy/initiative for risk and crisis management?**

Designating Formal Crises Management Authority/Mechanism/Task Force / Response Team

- Azerbaijan, Cameroon, Gambia, Nigeria, Somalia and Sudan
- Somalia Disaster Management Agency (SODMA)

Preparing Crises Management Handbook

- Only Nigeria
- Conflict Management and Protection of Tourists

Organizing Workshops, Congresses, etc. on Crises Management

- Cameroon, Gambia, Nigeria, Somalia, Sudan and Turkey

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q1: Does your government have a specific strategy/policy/initiative for risk and crisis management?**

Engaging with International or Regional Organisations on Risk Management

- Cameroon, Gambia, Mozambique, Nigeria, Somalia and Sudan
- ILO, WHO, UNDP and UNIDO

Preparing Formal Crises Management Plan

- Cameroon, Gambia Nigeria, Somalia and Sudan

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q2: Could you rank the importance/success level of recovery measures taken for crises in tourism industry?**

Rank	Importance
1	Regional and International Cooperation
2	Legislative Measures (Laws, Regulations, Visa Facilitation etc.)
3	Marketing (Crises Communications, Image Recovery, Campaigns etc.)
4	Creating Awareness and Training on Crises
5	PR, Lobbying Against Travel Warnings and Negative Media Coverage
6	FAM Trips to Media and Tour Operators
7	Offering New Products
8	Targeting New Markets
9	Fiscal Measures (Tax Reductions, Devaluation, Low Interest Credits, Investment Incentives etc.)



# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q2: Could you rank the importance/success level of recovery measures taken for crises in tourism industry?**

Rank	Success Level
1	Legislative Measures (Laws, Regulations, Visa Facilitation etc.)
2	Targeting New Markets
3	Creating Awareness and Training on Crises
4	Regional and International Cooperation
5	Marketing (Crises Communications, Image Recovery, Campaigns etc.)
6	Offering New Products
7	FAM Trips to Media and Tour Operators
8	PR, Lobbying Against Travel Warnings and Negative Media Coverage
9	Fiscal Measures (Tax Reductions, Devaluation, Low Interest Credits, Investment Incentives etc.)

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q3: Could you rank the severity of crises experienced by your country?**

Ranking	Type Of Crises
1	Domestic Unrest & Crime (Including Terror)
2	Economic Crises
3	Epidemics & Health Issues
4	Natural Disasters
5	International Political Conflicts

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q4: Which source markets are more sensitive to crises?**

Source Markets	Please rank from one to five (#1 most sensitive - #5 least sensitive)
Europe (Germany, UK, Scandinavia etc.)	15
North America (US and Canada)	18
Asia (Russia, China, Far East etc.)	19
South America (Brazil, Mexico etc.)	23
Oceania (Australia, New Zealand etc.)	24
Africa (Middle East, North Africa, Gulf etc.)	27

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q5: Could you rank the contributions of stakeholders to the recovery from the crises experienced by your country?**

**(#1 most important/successful - #5 least important/successful)**

Ranking	Importance	Success Level
1	Government	Tourism Industry
2	Tourism Industry	Media
3	Media	Government
4	Local Residents	Local Residents

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q6: What are the ways and means that can be utilized to enhance crises management in the OIC?**

- Preparing detailed Crisis Management Plan
- Providing training programs for employees
- Establishing a special communication network within stakeholder
- Investing in pre-crisis measures through the development of protective infrastructure, early-warning systems
- Setting up a national tourism crisis recovery task force or executive committee
- Facilitating visa for attracting tourists

# 4- ROOM DOCUMENT- POLICY RECOMMENDATIONS

## Policy Recommendations

### Policy Recommendation 1

- Establishing a national executive committee/task force with overall responsibility for tourism risk and crisis management, to be formed by the national tourism authority of each country and include representation from the private sector.

### Policy Recommendation 2

- Analysing/ understanding the risks and devising sound plans for crises.

# 4- ROOM DOCUMENT- POLICY RECOMMENDATIONS

## Policy Recommendations

### Policy Recommendation 3

- Ensuring private sector preparedness for crisis, both in terms of external crises and risks affecting the individual business.

### Policy Recommendation 4

- Increasing awareness of resilience and crisis, including the identified stages of a crisis and how to prepare for and respond to each stage.

# 4- ROOM DOCUMENT- POLICY RECOMMENDATIONS

## Policy Recommendations

### Policy Recommendation 5

- Ensuring market awareness and positive destination perceptions, and developing new markets and products.





Making Cooperation Work

# COMCEC STRATEGY

For Building an Interdependent Islamic World

# THANK YOU

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