



BRIEF ON TOURISM

OIC/COMCEC-FC/29-13/D(15)



COMCEC

CCO BRIEFS

TOURISM

COMCEC COORDINATION OFFICE

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BRIEF ON TOURISM COOPERATION

Tourism is one of the important sectors for developed, developing and less developed countries. It contributes remarkably to economic growth, job creation and development. Tourism is also a significant catalyst for poverty alleviation efforts especially in the least developed countries (LDC). Besides, since tourism fosters social mobility and interaction, it is regarded as an important factor for cultural understanding across different cultures.

Due to the advancement of transport technology, the growth of tourism sector has gained a momentum. Accordingly, tourist arrivals as well as tourism receipts have increased significantly since 1950s. International tourist arrivals increased from 25.3 million in 1950 to 1,035 million in 2012. Similarly, international tourism receipts increased from USD 2,1 billion in 1950 to USD 1.030 billion in 2011.¹

Recent Trends in International Tourism

In the last decade, tourism sector has continued to demonstrate an upward trend in the world economy. As shown in Table 1, except for the year 2009, in which a decrease was recorded in both tourist arrivals and tourism receipts due to the Global Economic Crisis, the sector maintains its growth in the global economy. Within a few years, the sector has compensated the losses resulting from the crisis.

Table 1: International tourist arrivals and tourism receipts in the last decade

	2000	2005	2006	2007	2008	2009	2010	2011	2012*
Number of tourists (million)	678	805	851	911	929	894	952	996	1.035
Annual change (%)	8,1	5,9	5,7	7,0	2,1	-3,8	6,5	4,7	3,8
Tourism receipts (US\$ billion)	475	679	742	858	941	853	927	1.030	-
Annual change (%)	-	7,3	9,3	15,6	6,3	-4,1	8,2	7,7	-

* Forecast

Source: World Tourism Organization

The Shares of Regions in International Tourism

In recent decades, international tourism activity is characterized by a continuing geographical spread and diversification of tourist destinations. The share of traditional popular destinations such as the Americas and Europe in tourism sector has been declining in favor of the Middle East, Africa and the Asia Pacific Region. According to the UNWTO, while the two traditional tourist-receiving regions, namely Europe and the Americas attracted 96 percent of the world's total tourist arrivals in 1950, they represented 67 percent of tourist arrivals in 2012.²

Table 2. Shares of International Tourist Arrivals by Region(%)

¹World Tourism Organization, http://www.unwto.org/facts/eng/pdf/historical/ITR_1950_2005.pdf
World Tourism Organization, Tourism Highlights, 2012 Edition

²World Tourism Organization (UNWTO), http://www.unwto.org/facts/eng/historical.htmhttp://dtxtg4w60xqpw.cloudfront.net/sites/all/files/pdf/06_tourismresults_2012_en.pdf

Tourist Arrivals	2000	2010	2011	2012
Europe	57,4	51,2	52,0	51,7
Asia and Pacific	16,2	21,5	21,9	22,5
Americas	18,9	15,8	15,7	15,7
Africa	3,9	5,2	4,9	5,1
Middle East	3,6	6,2	5,6	5,1
World	100	100	100	100

Source: World Tourism Organization (UNWTO)³

On the other hand, as shown in Table 2, the Middle East region has experienced a decline in its share of international tourist arrivals in recent years due to the political developments in the region. However, tourism sector in the Middle East is expected to recover gradually and according to the UNWTO estimations the number of tourist arrivals will begin to increase in 2013.⁴

Similar to the international tourist arrivals, international tourism receipts, in general, have an increasing trend. As demonstrated in Table 3, global tourism sector has shown a remarkable growth in the last decade. Tripling their tourism receipts in ten years, Asia Pacific, Africa and the Middle East have performed over the world averages. Europe and Americas also increased their tourism receipts. Despite the 10 percent decrease in tourism receipts in the Middle East in 2011, this sector will hopefully recover the losses of the recent years with the estimated growth in tourist arrivals in 2013.

Table 3: International Tourism Receipts by Region (billion \$)

Tourism Receipts	2000	2010	2011
Europe	232,5	409,3	463,4
Asia and Pacific	90,2	255,3	289,4
Americas	130,8	180,7	199,1
Africa	10,5	30,4	32,6
Middle East	17,6	51,7	45,9
World	481,6	927	1.030

Source: World Tourism Organization, Tourism Highlights, 2012 Edition

Tourism Sector in the COMCEC Member Countries

International tourism activity has demonstrated a positive trend in terms of both tourist arrivals and tourism receipts in the COMCEC Member Countries in the last decade. As shown in Table 4, tourism sector in the Member Countries made progress between 2000 and 2010 in terms of tourist arrivals and tourism receipts. In addition, the share of the Member States in

³ Ibid.

⁴ World Tourism Organization (UNWTO), <http://media.unwto.org/en/press-release/2013-01-28/international-tourism-continue-robust-growth-2013>

global tourism sector has increased. Between 2000 and 2010, COMCEC Member Countries multiplied their tourist arrivals more than two times and their tourism receipts more than three times. Besides, their share in the world tourism receipts has almost doubled in the same period, which corresponded to 14,85 percent in 2010. However, in 2011 tourism sector in the COMCEC region was in decline, as a consequence of the political turmoil in the MENA region.

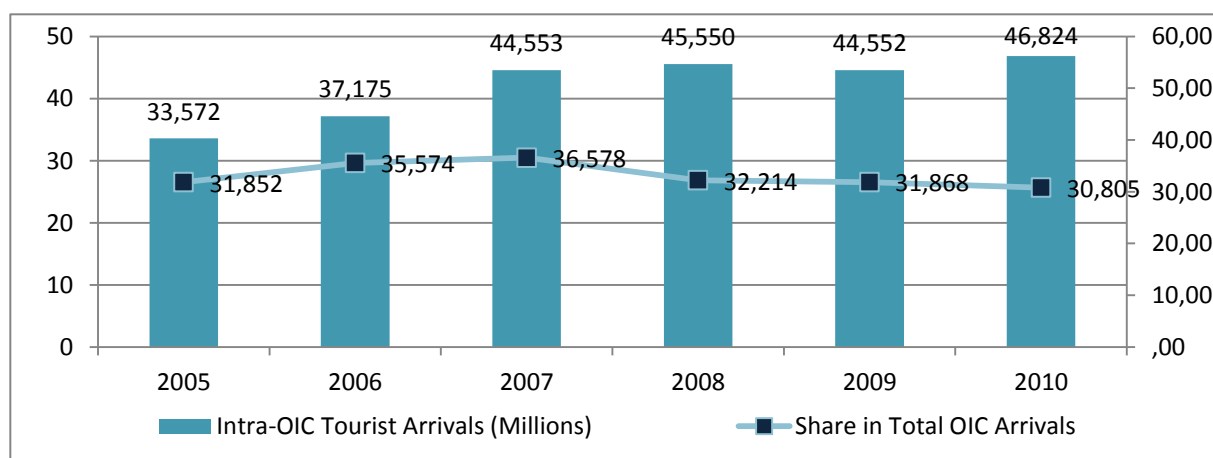
Table 4: Tourist Arrivals and Tourism Receipts in the COMCEC Member Countries

Tourism in the COMCEC Region	2000	2005	2009	2010	2011
COMCEC Tourist Arrivals (million)	67,2	108,6	147,5	161,8	143,0
Share in World Arrivals (%)	9,9	13,5	16,5	17,0	14,3
COMCEC Tourism Receipts (billion)	37,3	79,8	119,7	132,0	120,4
Share in World Receipts (%)	7,9	11,8	14,0	14,3	11,7

Source: World Bank Data

The share of the COMCEC Member Countries in the global tourism sector is far more behind of its potential. There are many challenges faced by the Member Countries for developing their tourism sector and making it internationally competitive. First of all, in many Member Countries, tourism related infrastructure such as transportation and communications networks or accommodation facilities are insufficient and below international standards. Second, bureaucratic and lengthy visa procedures restrain the movement of people across the Member Countries. Third, there is a lack of skilled human resources in the sector.

Figure 1: Intra-OIC Tourist Arrivals 2005-2010

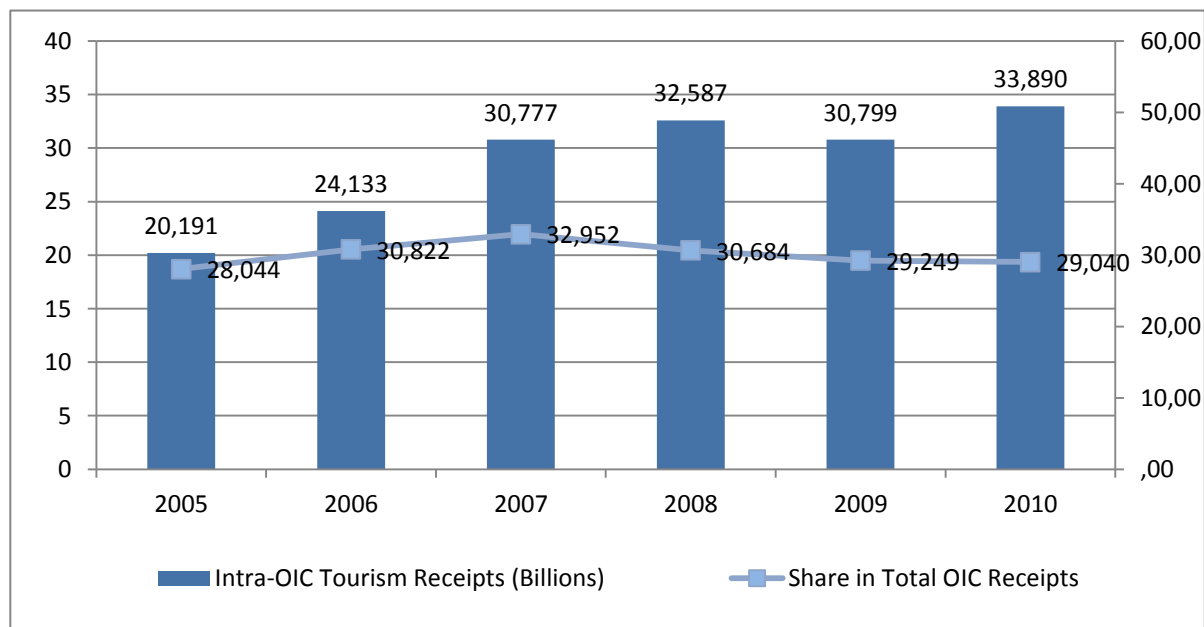


Source: SESRIC

The upward trend in tourism sector of the COMCEC Member countries can also be witnessed in terms of intra-COMCEC tourist arrivals and tourism receipts. As shown in Figure 1, intra-COMCEC tourist arrivals increased from 33,6 million in 2005 to 46,8 million in 2010. Except the small decline in 2009, the tourist arrivals among the member states have recorded a remarkable increase in this respect. Regarding the intra-COMCEC tourism receipts

demonstrated in Figure 2, there had been a considerable increase from 2005 to 2010. Despite the fluctuations, the share of the intra-COMCEC receipts in total receipts had slightly increased from 2005 to 2010.

Figure 2: Intra-OIC Tourism Receipts 2005-2010



Source: SESRIC

According to a recent study of World Economic Forum, entitled “Travel and Tourism (T&T) Competitiveness Index 2013⁵”, there are only 4 COMCEC Member Countries in the first 50 countries on the index. As shown in Annex 1, the United Arab Emirates has the highest rank (28) and is followed by Malaysia (34), Qatar (41) and Turkey (46). In the next 50 countries of the T&T Competitiveness Index, there are 15 COMCEC Member Countries while in the last 40 countries of the Index there are 21 COMCEC Member Countries. This study reveals the necessity of increasing tourism competitiveness in the COMCEC Region.

COMCEC Tourism Cooperation

Tourism is defined by the COMCEC Strategy as one of its cooperation areas. The Strategic Objective defined by the COMCEC Strategy is “Developing a sustainable and competitive tourism sector in the COMCEC Region”. With a view to achieving this objective, the Strategy envisages five output areas, namely regulatory framework; training and capacity building programs; private sector involvement; community based tourism programs and marketing strategies.

Within the framework of the implementation of the COMCEC Strategy, the 1st Meeting of the COMCEC Tourism Working Group was held on April 25th, 2013 in Ankara, Turkey with the

⁵It is published by World Economic Forum and covers 140 economies in the world. 40 out of 140 economies are the COMCEC Members. This study analyses tourism sector in the countries in terms of regulatory framework, business environment and infrastructure and human, cultural and natural resources.

theme of “A New Trend in Sustainable Tourism Development: Community Based Tourism in the COMCEC Region.” The Meeting was attended by the representatives from 15 Member States, which have already notified their focal points for the Tourism Working Group and from the relevant OIC institutions. The tourism experts of the Member Countries had the chance of elaborating the Community-Based Tourism (CBT) practices thoroughly and shared their experiences, achievements and challenges in implementing the CBT Programs in their respective countries. The Meeting highlighted the importance of Community Based Tourism in the COMCEC region as a crucial instrument for poverty alleviation as well as cultural interaction.

The other important activities carried out under the COMCEC in the field of tourism sector can be summarized as follows:

-To enhance the cooperation among its Member Countries in the area of tourism, the COMCEC Economic Summit, held on 9 November 2009 in İstanbul, decided to prioritize the cooperation in this important field. In this framework, ongoing cooperation activities under the COMCEC umbrella such as Islamic Conference of Tourism Ministers, Tourism Coordination Committee Meetings have been enriched by the new cooperation efforts. In this respect, the OIC/COMCEC Private Sector Tourism Forum was established in December 2011. The OIC/COMCEC Private Sector Tourism Forum aims at serving as a regular communication channel for the Private Sector Representatives of the Member States to share their experiences and knowledge. The Forum is an important initiative of the COMCEC Members enabling the active participation of the Private Sector in COMCEC tourism cooperation. The Forum convened its 1st Meeting on 7-8 December 2012, in İzmir, Turkey.

-Till now, seven Ministerial Meetings have been held in the field of tourism. The 7th Meeting was held on 28-30 November, 2010 in Tehran, Iran. The 8th Meeting of the Islamic Conference of Tourism Ministers (ICTM) is planned to be held on 3-5 December 2013 in Banjul, Gambia.

-In addition to the ICTMs, Coordination Committee Meetings have been held three times till now. The last (3rd) Coordination Committee Meeting on the implementation of the “Framework for Development and Cooperation in the Domain of Tourism among OIC Member States” was held on 12-13 June 2012, in Tehran. The outcomes of the aforementioned meeting will be submitted to the 8th ICTM.

ANNEX 1:T&T Competitiveness Index 2013 for COMCEC Region⁶

The T&T Competitiveness Index 2013			
ECONOMY	RANK	SCORE	CHANGE SINCE 2011
United Arab Emirates	28	4,86	2
Malaysia	34	4,70	1
Qatar	41	4,49	1
Turkey	46	4,44	4
Bahrain	55	4,30	-15
Oman	57	4,29	4
Jordan	60	4,18	4
Saudi Arabia	62	4,17	0
Lebanon	69	4,04	1
Indonesia	70	4,03	4
Morocco	71	4,03	7
Brunei Darussalam	72	4,01	-5
Albania	77	3,97	-6
Azerbaijan	78	3,97	5
Egypt	85	3,88	-10
Kazakhstan	88	3,82	5
Gambia, The	92	3,73	0
Iran, Islamic Rep.	98	3,64	16
Suriname	100	3,63	n/a
Kuwait	101	3,61	-6
Guyana	103	3,60	-5
Senegal	107	3,49	-3
Kyrgyz Republic	111	3,45	-4
Tajikistan	114	3,41	4
Uganda	116	3,39	-1
Cameroon	121	3,27	5
Pakistan	122	3,25	3
Bangladesh	123	3,24	6
Mozambique	125	3,17	3
Côte d'Ivoire	126	3,15	5
Nigeria	127	3,14	3
Burkina Faso	128	3,12	4
Mali	129	3,11	4
Benin	130	3,09	-10
Algeria	132	3,07	-19
Yemen	133	2,96	n/a
Mauritania	134	2,91	2
Guinea	136	2,88	n/a
Sierra Leone	137	2,87	n/a
Chad	139	2,61	0

Source: World Economic Forum, *The Travel & Tourism Competitiveness Report 2013*

⁶ COMCEC Tourism Outlook 2013.