



INTERNATIONAL TOURISM IN OIC MEMBER COUNTRIES

Prospects and Challenges

STATISTICAL, ECONOMIC AND SOCIAL RESEARCH AND TRAINING CENTRE
FOR ISLAMIC COUNTRIES
ORGANIZATION OF ISLAMIC COOPERATION

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TOURISME INTERNATIONALE
DANS LES PAYS DE L'ISLAM
PERSPECTIVES ET DÉFIS

INTERNATIONAL TOURISM
IN THE OIC COUNTRIES:
PROSPECTS AND CHALLENGES

2013

السياحة الدولية في البلدان
في منظمة التعاون الإسلامي

ORGANISATION OF ISLAMIC COOPERATION
STATISTICAL ECONOMIC AND SOCIAL RESEARCH
AND TRAINING CENTRE FOR ISLAMIC COUNTRIES



ORGANISATION OF ISLAMIC COOPERATION
CENTRE DE RECHERCHES ÉCONOMIQUES
SOCIALES ET DE FORMATION

مركز الأبحاث الاقتصادية
والاجتماعية والتدريب
للبلدان الإسلامية

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4 The Impacts of Social Movements on Tourism

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As a group, the OIC member countries have a high potential for the development of a sustainable international tourism and cultural heritage. This is properly planned countries. This is their citizens travel. It is for this cooperation in the Member Countries Plan of Action supporting and new facilities and terms of the quality promotes extensive improvement an identified as one with the strategic region.

Moreover, tourism that seven Islamic seminars on total Conference of 2000. In these cooperation programmes and among other the education, training identified some research, and training. All in all, a wide the OIC countries

STATISTICAL APPENDIX

Table A 1 International Tourist Arrivals to OIC Countries (Millions)

Year	Arrivals	Share
1995	100.0	100.0
1996	110.0	110.0
1997	120.0	120.0
1998	130.0	130.0
1999	140.0	140.0
2000	150.0	150.0

COUNTRY PROFILES		Gambia	
GENERAL INFORMATION			
Population (million)	2012	1.79	
Population Growth (%)	2012	3.19	
Urban Population (% of total population)	2012	57.8	
Labor Force (% of total population)	2011	41.9	
Unemployment Rate (% of labor force)	-	-	
GDP per capita (PPP, cur. \$)	2012	1,864	
Average Years of Schooling	2010	3.6	
Life Expectancy at Birth (years)	2011	58.5	

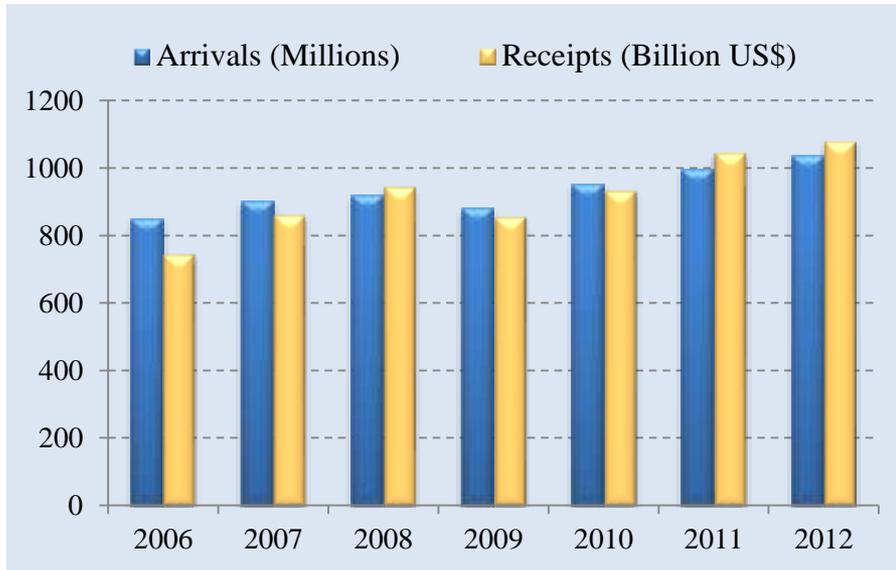
International Tourist Arrivals					
	2007	2008	2009	2010	2011
Total Arrivals (thousands)	143	147	142	91	106
Share in OIC (%)	0.11	0.10	0.10	0.06	0.07
Share in World (%)	0.02	0.02	0.02	0.01	0.01



Highlights on International Tourism Worldwide

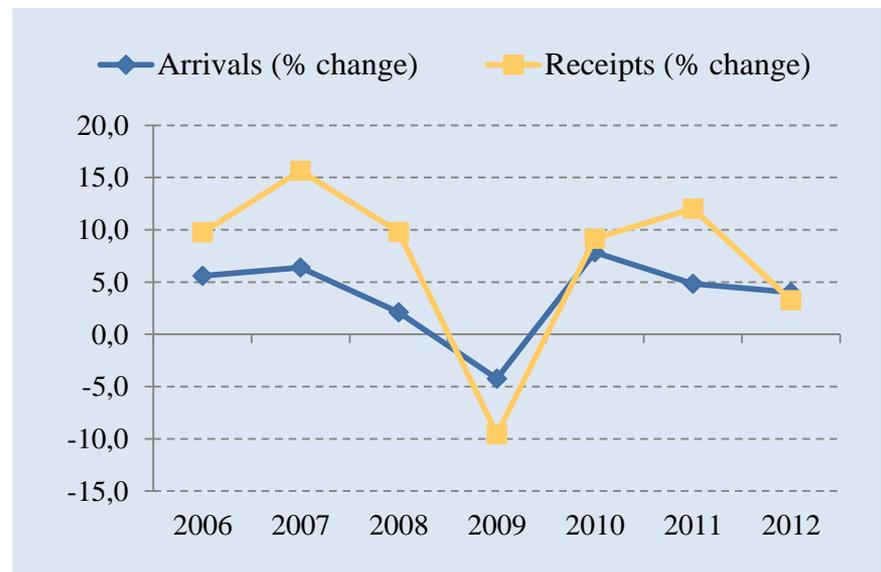
Importance of International Tourism

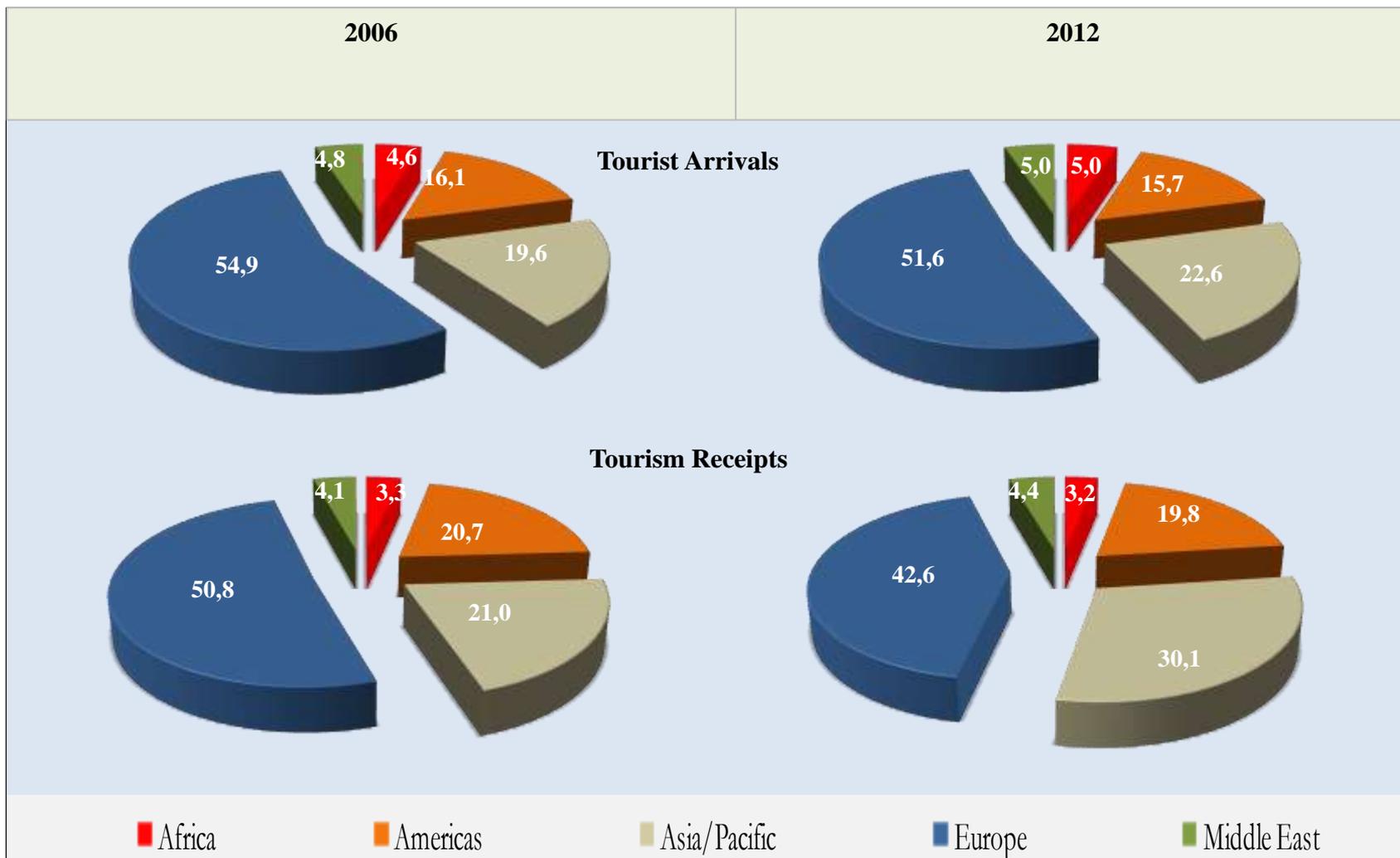
- ❑ A remarkable socio-economic phenomena of the past century.
- ❑ One of the world's largest industries and categories of international trade.
- ❑ All the activities that are directly/indirectly involved in providing goods and services to tourists (According to SICTA: 185 supply-side activities).
- ❑ Transportation and communication, hotels and lodging, food and beverages, cultural and entertainment, banking and finance, promotion and publicity services, etc.

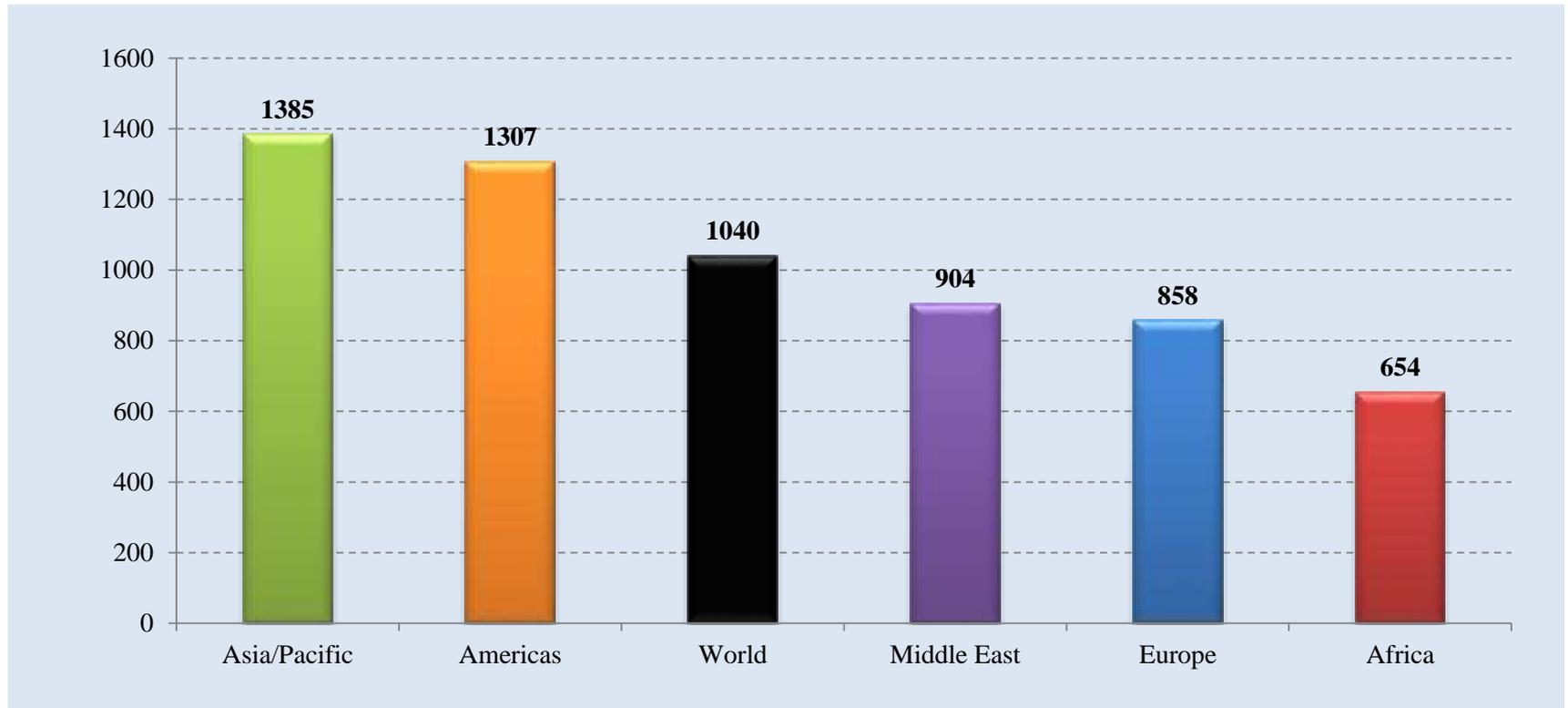


- ❑ Over the last decade, international tourism is growing at substantial and sustainable rates.
- ❑ From 2006-2012, arrivals are up from 846 to 1035 millions. Similarly, receipts are up from \$742 million to \$1076 billion.

- ❑ During the period under consideration, tourist arrivals increased at annual average growth of 3.4 per cent whereas annual average growth rate of tourism receipts is around 6.4 per cent.







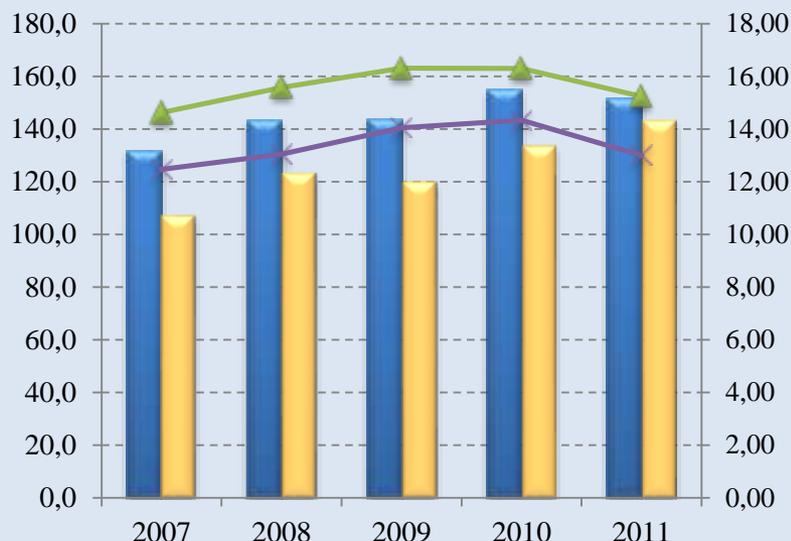
- ❑ The average tourism receipts per arrival is above the world average of \$1040 in Asia&Pacific and Americas, whereas, in Middle East, Europe and Africa, it is below the world average.

Highlights on International Tourism in OIC Countries

OIC Tourism Trends: Arrivals and Receipts



■ Arrivals (Millions) ■ Receipts (Billion US\$)
▲ Share in World Arrivals ✕ Share in World Receipts

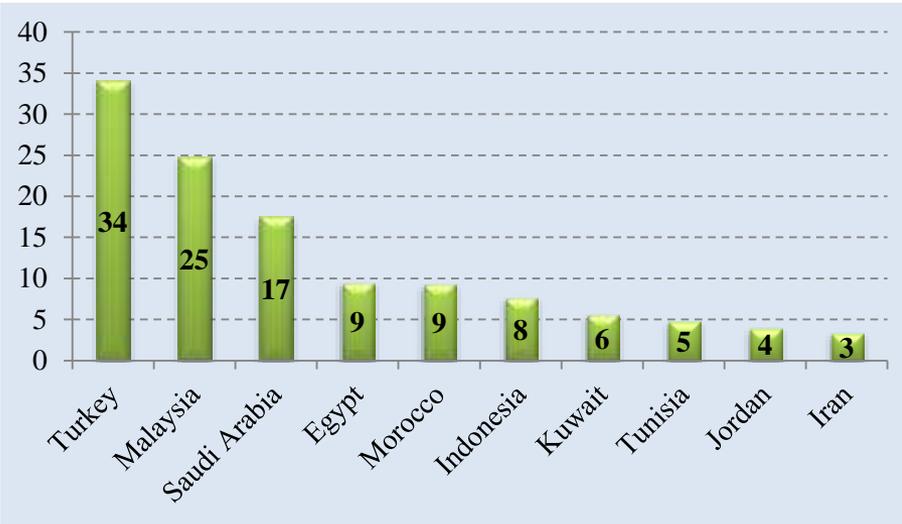


◆ Arrivals (% change) ■ Receipts (% change)



- ❑ The number of international tourist arrivals in the OIC countries increased from 131.6 million in 2007 to 151.6 million in 2011 corresponding to a 15.2% share in the world. The annual average growth rate is 6.7%.
- ❑ In 2007, these tourists generated \$106.9 billion as international tourism receipts in the OIC countries, corresponding to a 12.4% share in the world's total tourism receipts. In 2011, international tourism receipts amounted to \$135.5 billion corresponding to a 13.0% share in world's total tourism receipts. The annual average growth rate is 9.6%.

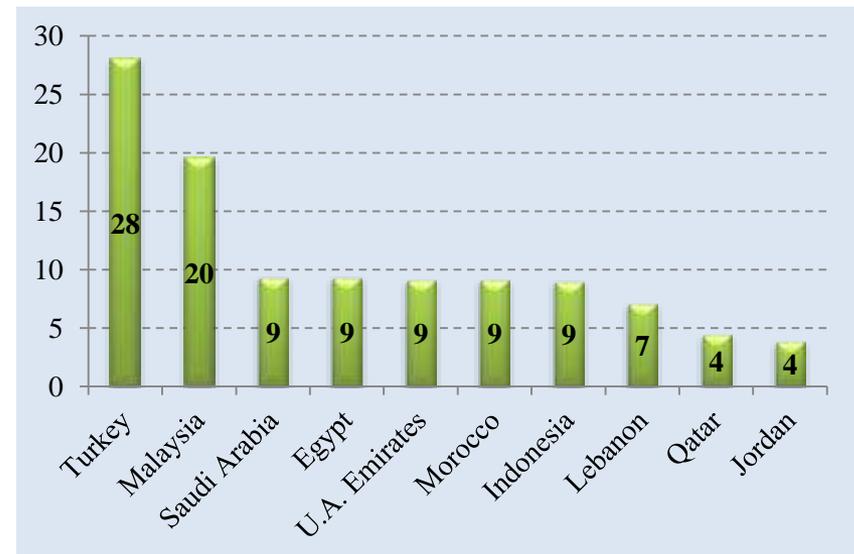
Top 10 OIC Tourism Destinations

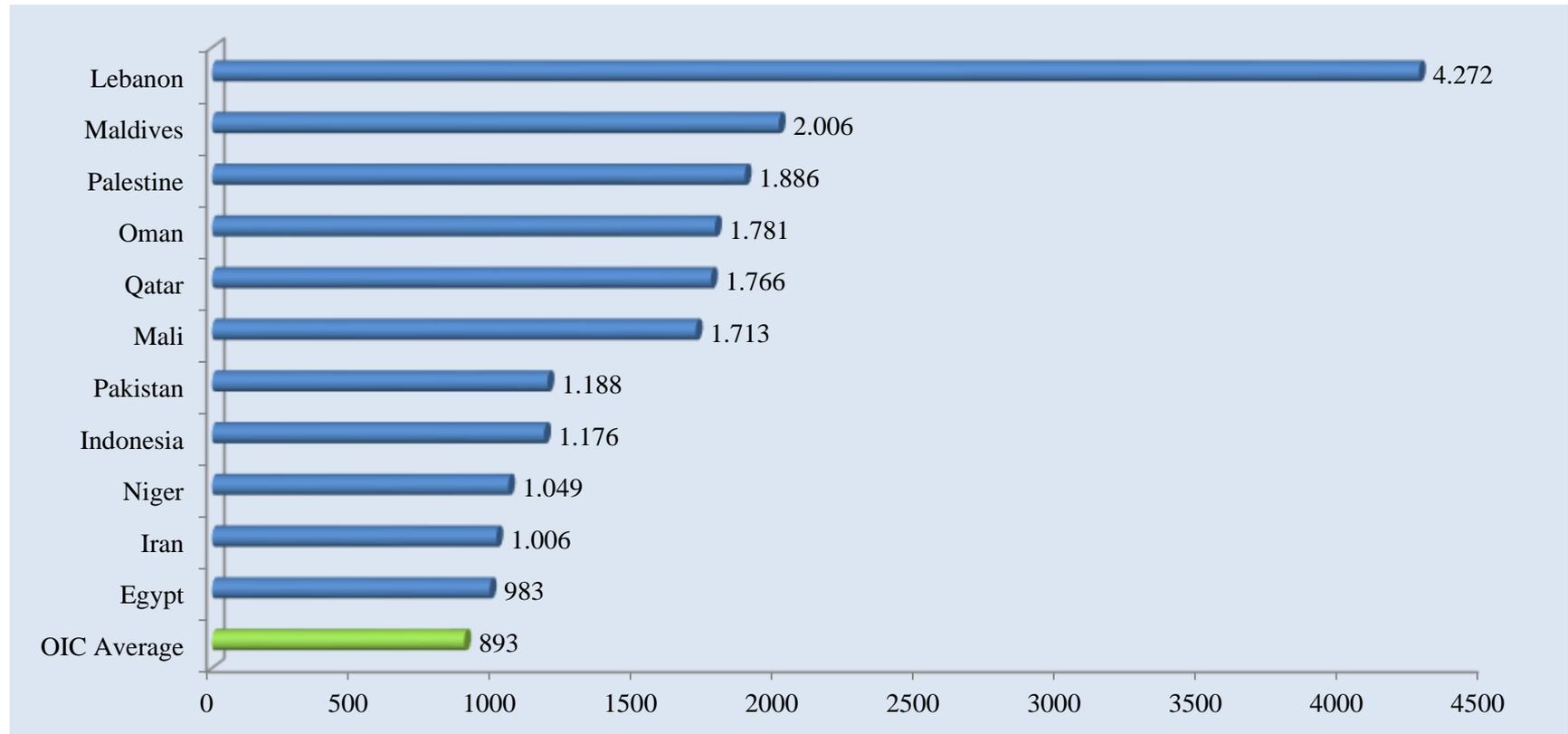


□ Top-10 countries hosted 120.4 million international tourist, corresponding to a share of 79.4% of the OIC total in 2011.

□ Top-10 countries earned \$108.9 billion as international tourism receipts in 2011, corresponding to a share of 80.3% of the OIC total.

Top 10 OIC Tourism Earners

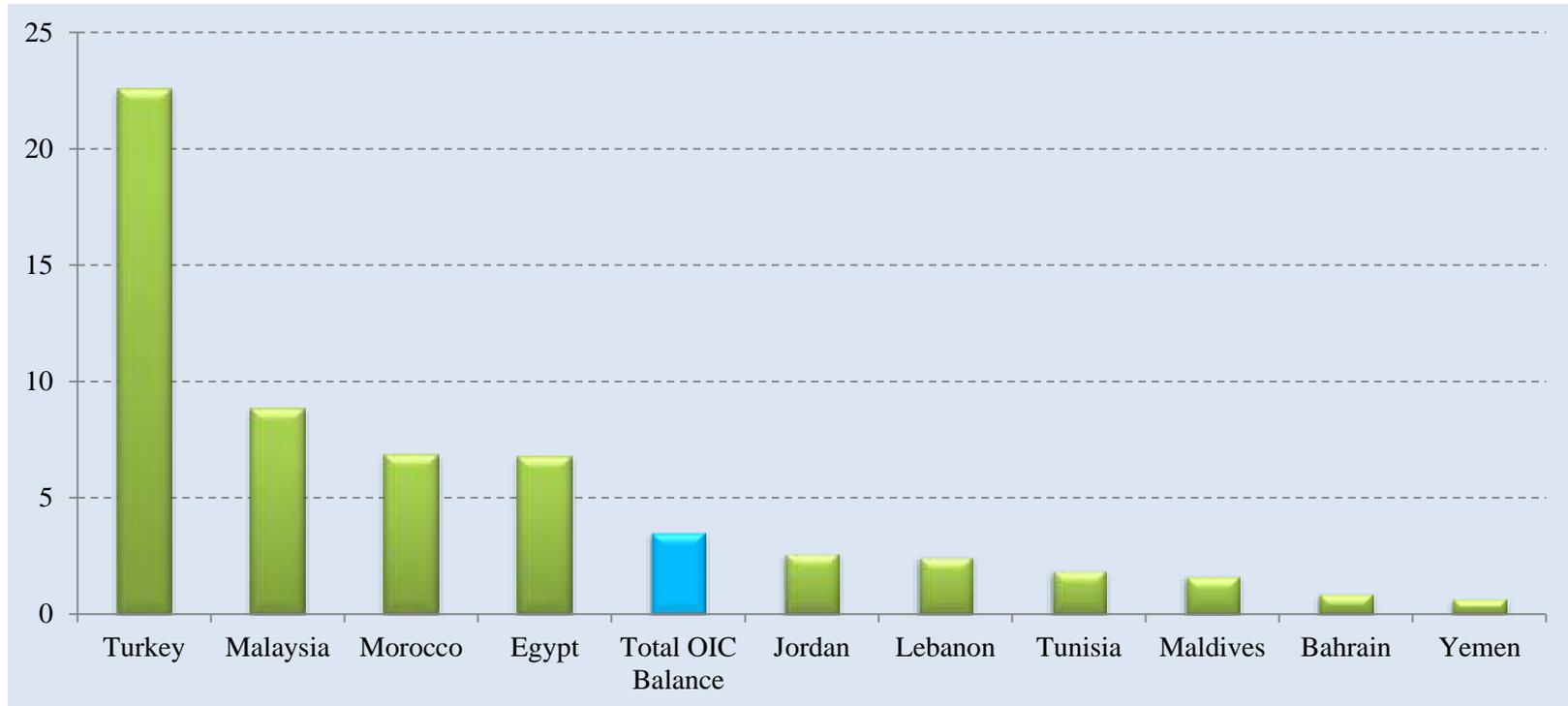




❑ The OIC average tourism receipts per arrival in 2011 amounted to \$893.

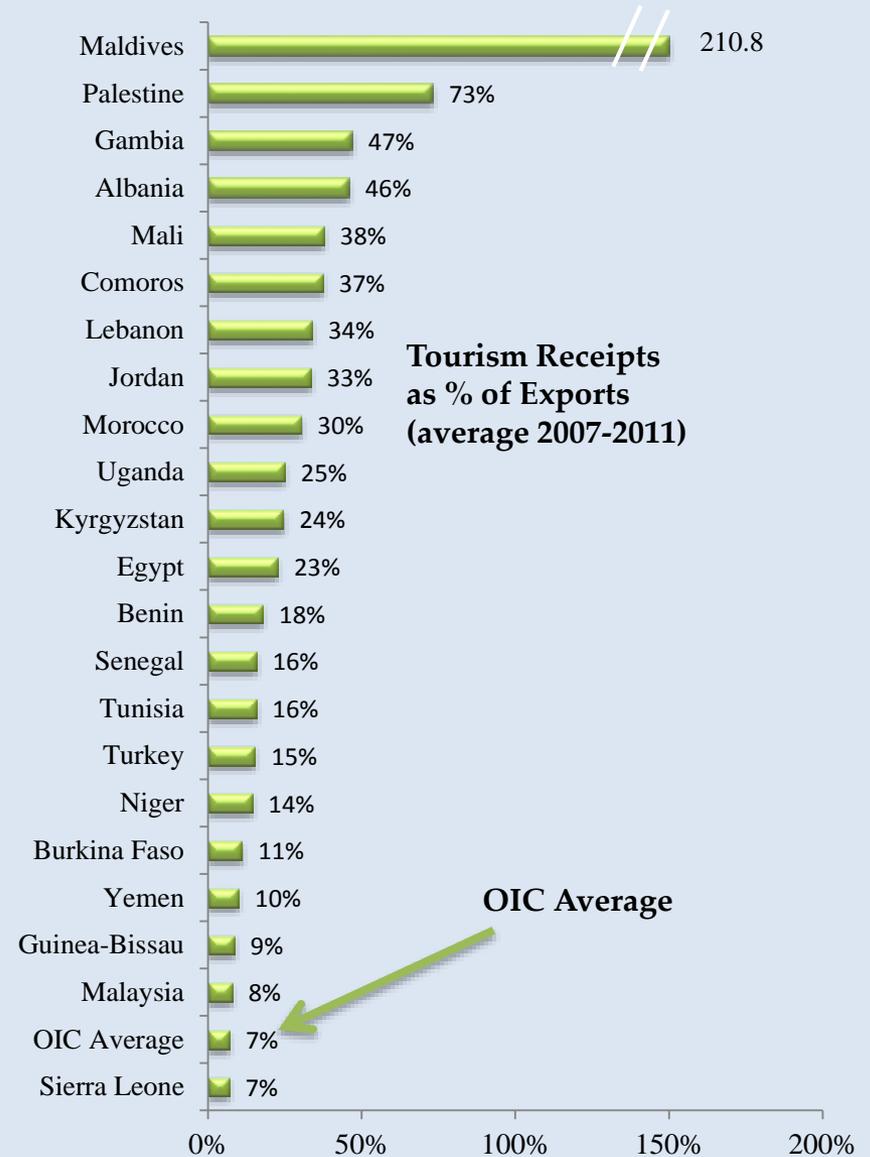
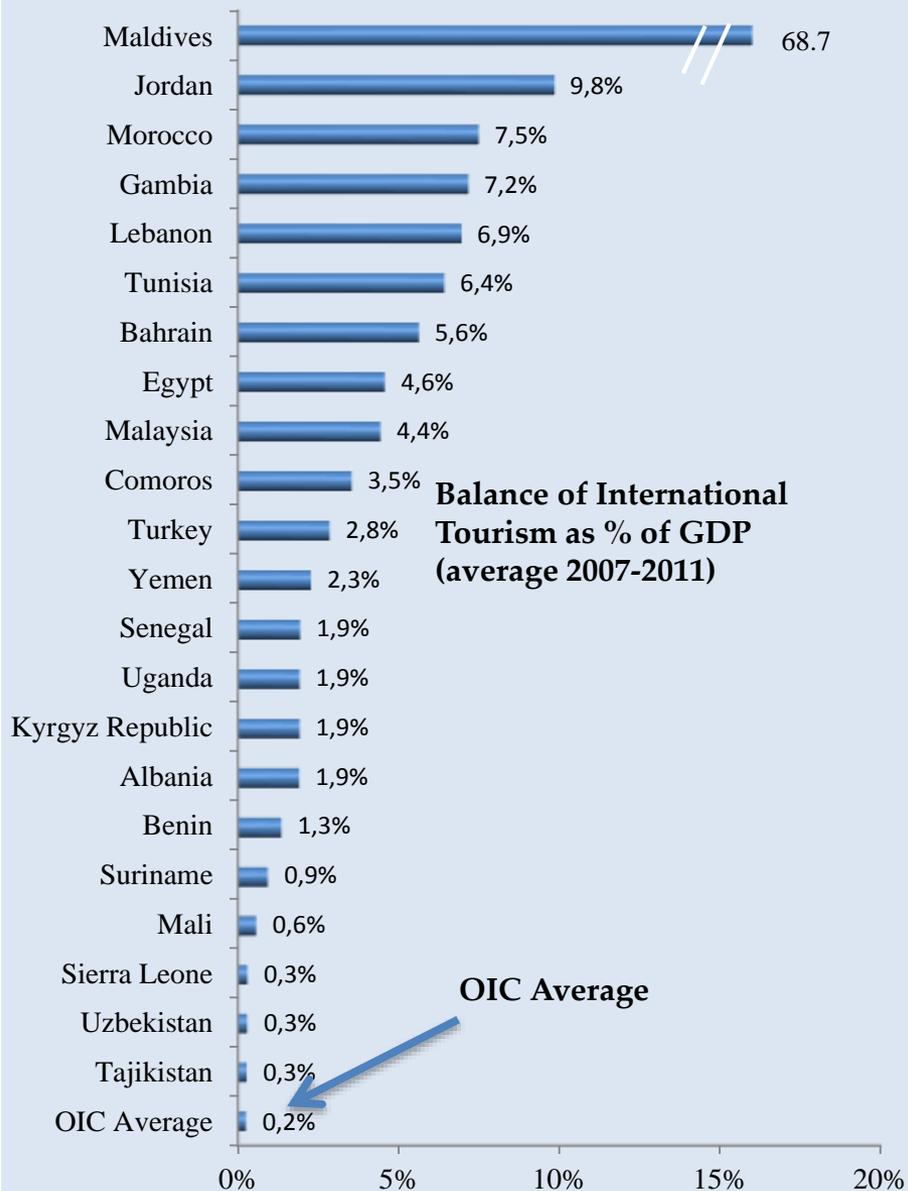
❑ The highest receipts per tourist arrival were recorded in Lebanon (\$4272) followed by Maldives (\$2006), Palestine (\$1886), Oman (\$1781) and Qatar (\$1766).

The Economic Role of International Tourism in OIC Countries



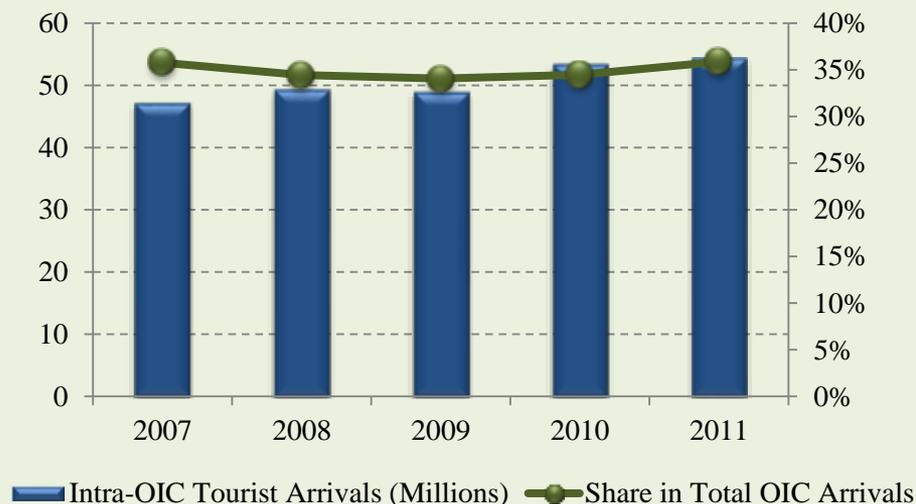
- Balance of international tourism is calculated by deducting the international tourism expenditure from the international tourism receipts.
- Notably, majority of the countries with highest tourism balance are the main OIC international tourism destinations and earners.

Economic Role of Tourism in OIC Countries



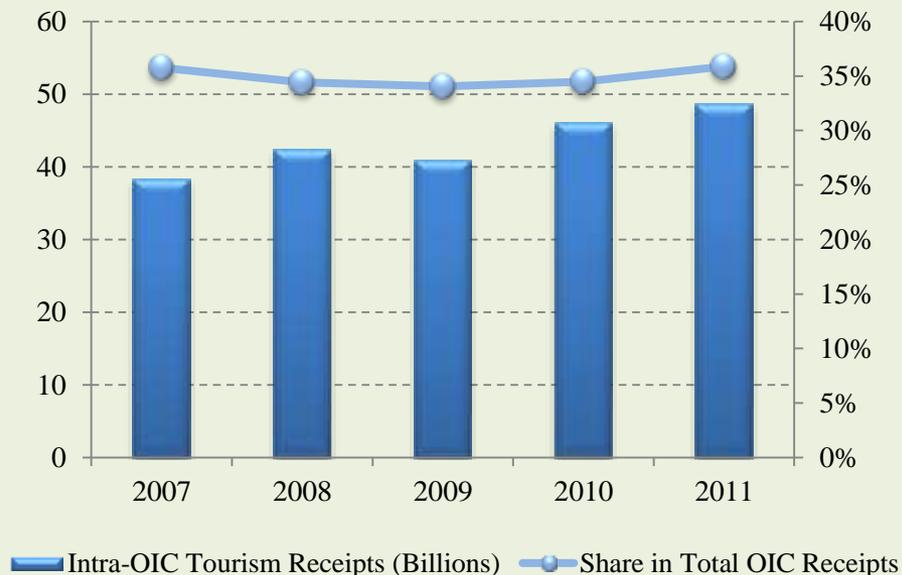
Intra-OIC Tourism

Intra-OIC Tourism Trends: Arrivals and Receipts



- ❑ Intra-OIC tourist arrivals increased from 47.1 million in 2007 to 54.4 million in 2011.
- ❑ In 2011, intra-OIC tourist arrivals accounted for 35.9% of the total tourists arrivals in OIC.

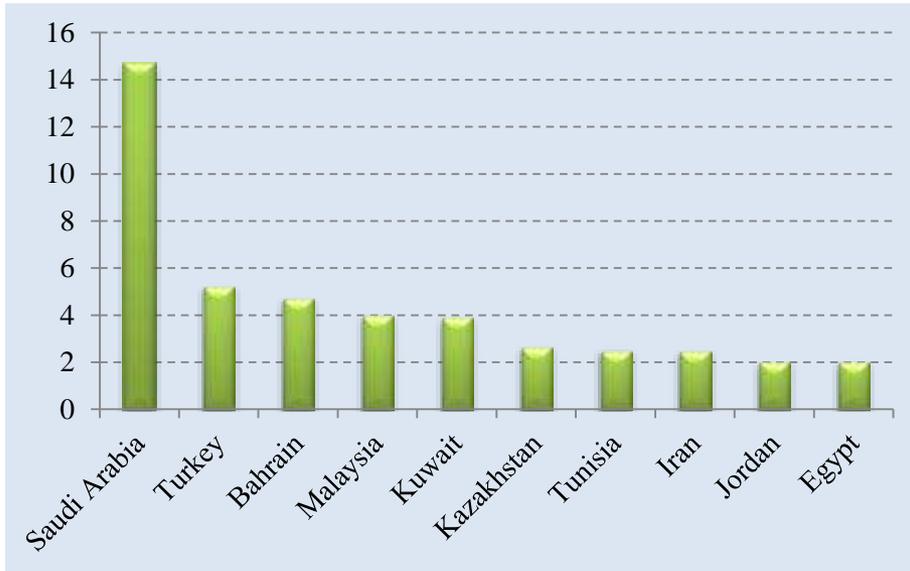
- ❑ Intra-OIC tourism receipts are up from US\$ 38.3 billion in 2007 to US\$ 48.6 billion in 2011.
- ❑ As of 2011, it accounted for almost 36% of the total international tourism receipts in the OIC



Intra-OIC Tourism Trends: Top Tourist Destinations and Earners, 2011



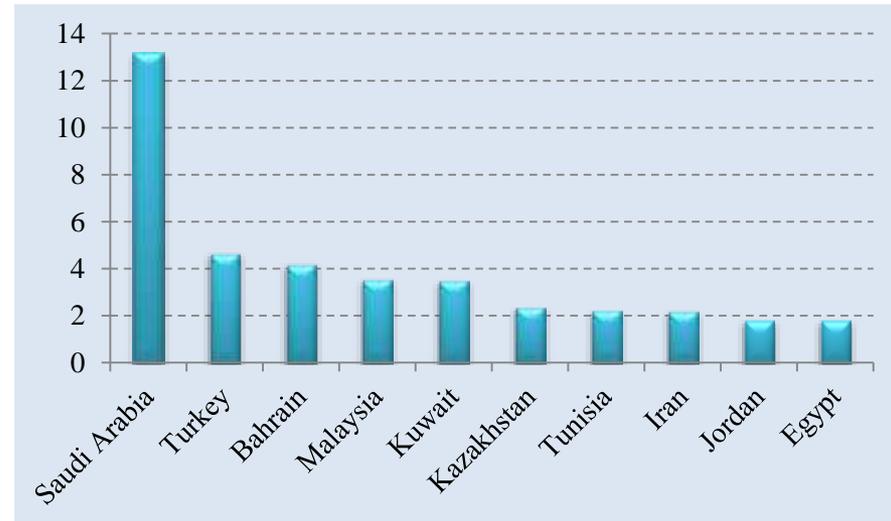
Arrivals (Millions)



□ Top-10 countries hosted 44.2 million tourists from the OIC member countries, corresponding to 81.3% of the total intra-OIC tourist arrivals in 2011.

□ Top-10 countries earned US\$ 39.5 billion from intra-OIC tourists corresponding to 81.0% of the total intra-OIC receipts.

Receipts (Billion US\$)



The challenges are diverse as each country has its own tourism features, level of development and national development priorities and policies.

Technical know-how and weak promotional activity

Tourism-related infrastructures

Tourism investments

Consistent tourism strategies and policies

Tourism diversification

Tourism safety

Conclusion and Policy Recommendations

High potential for the development of a sustainable international tourism sector



Rich and diverse natural, geographical, historical, and cultural heritage assets

A large number of citizens travel around the world for business, leisure, and other purposes



International tourism is a very important sector that, if properly planned and managed, could play a significant role in the economic development of the OIC countries.



Adoption of articulate long-term strategies and medium to short-term coherent plans and programmes at the national level



Creating a supportive OIC cooperation environment at the regional level

At the National Level

Sustainable tourism development strategies and plans

Physical planning of tourism destinations

The quality and efficiency of the basic tourism-related infrastructures and services

Synergies between transport and tourism policies

Private sector involvement in tourism development plans and projects

Diversification of tourism products and services

Tourism-oriented education and training programmes

At the OIC Cooperation Level

OIC Internet Guide for Tourism

OIC Tourism Alliances, Airline Companies

Agreement on Tourism Visa Arrangements

Promote and Encourage public/private joint venture investments

THANK YOU



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