



Making Cooperation Work

# COMCEC STRATEGY

For Building an Interdependent Islamic World

## *RESPONSES OF THE MEMBER COUNTRIES TO THE POLICY QUESTIONS ON “Sustainable Destination Management Strategies in the OIC Member Countries”*



COMCEC

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# OUTLINE

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- 1. Formulation of Policy Recommendations (PRs)**
- 2. Policy Questions and Responses**
- 3. Room Document**

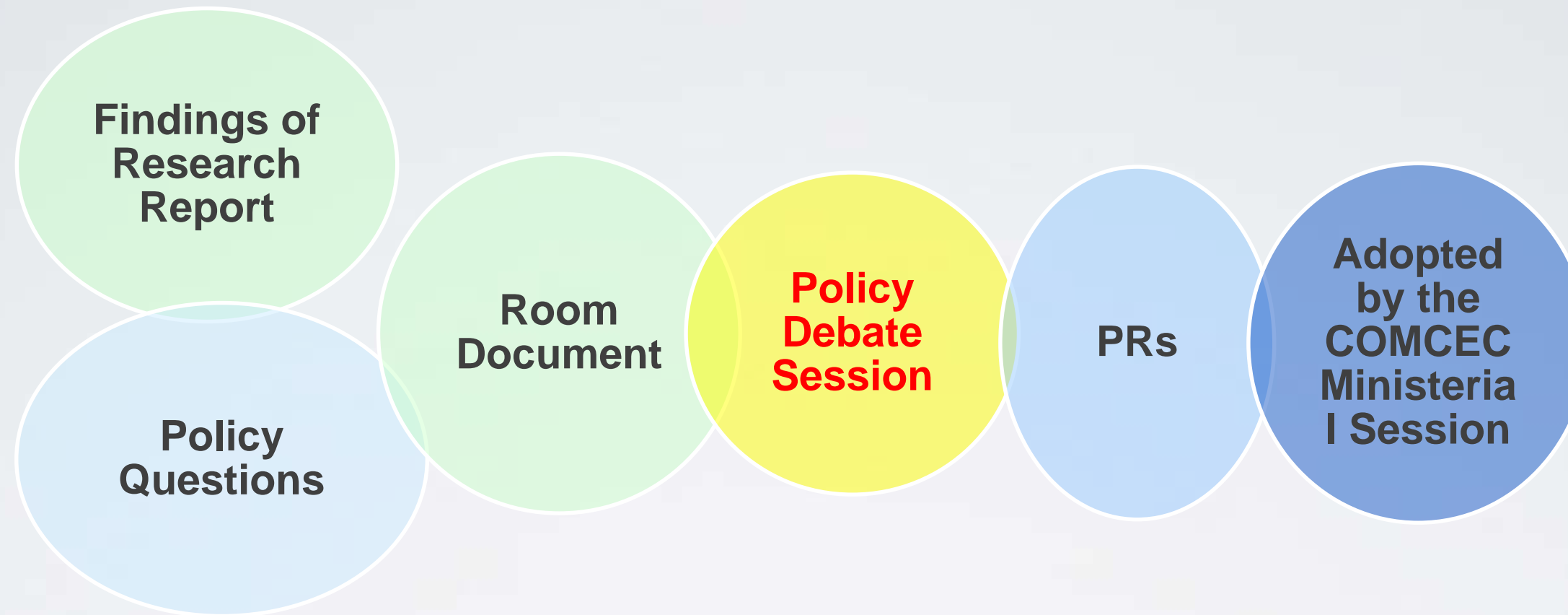
# 1) FORMULATION OF POLICY RECOMMENDATIONS

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

# 1) FORMULATION OF POLICY RECOMMENDATIONS

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Member Countries' Direct Involvement

## 2- Policy Questions and Responses

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### Q1: What are the roles of DMOs in sustainability in tourism?

- Contributes to infrastructure development, preservation of nature, culture and heritage
- Regulatory and supervisory roles
- Facilitates destination development and management

## 2- Policy Questions and Responses

### Q2: « Current and desirable share of source markets for tourist arrivals »

	Current share (%)	Desired share (%)
<b>Europe</b>	(Bangladesh-25) <b>(Turkey-30)</b> (Sudan-13) (Mozambique-10)	(Bangladesh-30) (Sudan-17) <b>(Turkey- 44)</b> (Mozambique-20)
<b>Asia</b>	<b>(Bangladesh-60)</b> (Turkey-49) (Sudan -18) (Mozambique-20)	(Bangladesh- 50) (Sudan-20) (Turkey-60) (Mozambique-60)
<b>North America</b>	<b>(Mozambique-5)</b> (Sudan-8) (Bangladesh-7) (Turkey-0,05)	(Sudan-15) <b>(Mozambique-10)</b> <b>(Bangladesh-10)</b> (Turkey-0,5)
<b>South America</b>	<b>(Bangladesh-3)</b> <b>(Sudan-3)</b> (Turkey-0.7) (Mozambique-2)	<b>(Sudan-5)</b> (Bngladesh-3) <b>(Mozambique-5)</b> (Turkey-1)
<b>Australia</b>	<b>(Sudan-5)</b> (Turkey-2) (Bangladesh-4) (Mozambique-1)	(Bangladesh-5) <b>(Sudan-10)</b> (Turkey-3) (Mozambique-5)
<b>Africa</b>	<b>(Mozambique-30)</b> (Turkey-3) (Sudan-10) (Bangladesh-1)	<b>(Mozambique-50)</b> (Turkey-5) (Sudan-17) (Bangladesh-2)

## 2- Policy Questions and Responses

**Q3: Sustainable development: importance and performance**  
(#5 most important/successful item - #1 least important)

<b>Sustainable Tourism Development</b>	<b>Importance (Average)</b>	<b>Success Level (Average)</b>
Improving service quality	5	3,8
Protecting local heritage	5	3,6
Preserving the natural environment	4,8	3,6
Product diversification	4,6	3,6



## 2- Policy Questions and Responses

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**Q4: The importance and performance of key stakeholders  
(#5 most important/successful item - #1 least important)**

Stakeholders	Importance	Success Level
Local Residents	3,6	3,4
Local Flora and Fauna	4,4	3,6
Tourists	4,6	3,6
Tourism Industry	4	3,6



# 2- Policy Questions and Responses

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## Q5: Funding Sources

Types of funding
Government funding
Membership fees
Tourist taxes
Entrance fees Tickets City Cards
Reservation Commissions
Service Fees

## 2- Policy Questions and Responses

**Q6: The level of responsibility of key stakeholders  
(#5 most important/successful item - #1 least important)**

Stakeholders	Importance	Success Level
Central government	5	3
Local government	4	3,2
Tourism Industry (Hotels, travel trade etc.)	3,8	3,4
Local residents & NGOs	3,5	2,8
Tourists	3,5	2,8

## 2- Policy Questions and Responses

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**Q7: What are the strategies and tools that might be utilized to create sustainable destinations?**

- Raising awareness of local communities and stakeholders (i.e educational programs)
- Environmental impact analysis,
- Encouraging environment friendly tourism investments
- Promoting community-based tourism
- Protection of natural, cultural heritage and historical Sites

## 2- Policy Questions and Responses

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**Q8: How can DMOs improve local quality of life, preserve natural environment while satisfying the tourism industry?**

- Facilitating infrastructure development and providing utilities needed by the local community
- Helping the local community to create a business
- Encouraging local community to make investments in tourism
- Providing tax incentives for the businesses meeting environmental standards

## 2- Policy Questions and Responses

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**Q8: How can DMOs contribute to local quality of life, preservation of natural environment while satisfying the tourism industry?**

- Awareness and education campaigns (i.e. social media),
- Creating necessary synergy among the key stakeholders
- Active involvement of local residents in the processes of sustainable destination development.

## 2- Policy Questions and Responses

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**Q9: What are the characteristics of sustainable tourism destinations ?**

- Community participation,
- Awareness of various actors,
- Natural and cultural preservation,
- Economic benefits,
- Division of labor,
- Internalization of costs,
- Tourist satisfaction.

# 3- Room Document

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## Policy Advice 1

*Improving community participation by offering human resources training and certification programs, integrating local production into procurement and minimize leakages, encouraging local entrepreneurship in tourism, conducting media campaigns as well as raising tourist awareness about tourism sustainability.*



## 3- Room Document

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### Policy Advice 2

*Identifying KPIs for sustainable tourism development based on international standards and climate change agreement to monitor each country's performance against a set of pre-determined indicators and to encourage remedial actions when targets are not met*

### Policy Advice 3

*Identifying current and potential tangible and intangible tourism resources by taking into consideration destinations carrying capacity, and their long term protection and survival while avoiding over tourism.*

## 3- Room Document

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### *Policy Advice 4*

*The required mechanisms (e.g. tourist tax, environmental fees) might be introduced to fund the sustainability activities that aim to protect, preserve the local quality of life and minimize the costs associated with tourism.*

### *Policy Advice 5*

*Ensuring effective destination planning and marketing in such a way that the supply and demand meets at the optimum level.*

