

# **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.

---

<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.

-----