

**Original:** English

**REPORT OF THE 2<sup>nd</sup> WORKSHOP ON  
PRIVATE SECTOR COOPERATION FOR ENHANCING  
INTRA-OIC TOURISM**

IZMIR, REPUBLIC OF TURKEY  
09 December 2011

**REPORT OF THE 2<sup>nd</sup> WORKSHOP ON  
PRIVATE SECTOR COOPERATION FOR ENHANCING  
INTRA-OIC TOURISM**

(Izmir, Republic of Turkey, 09 December 2011)

1. The 2<sup>nd</sup> Workshop on “Private Sector Cooperation for Enhancing Intra-OIC Tourism” was held on Izmir on 09 December 2011 on the sidelines of the Travel Turkey Tourism Fair and Conference.
2. The Workshop was attended by the public and private sector representatives from the following Members of the OIC:
  - Republic of Azerbaijan
  - Arab Republic of Egypt
  - Republic of Indonesia
  - Hashemite Kingdom of Jordan
  - Republic of Maldives
  - Republic of Mali
  - Republic of Turkey
3. The representatives of following OIC Institutions took part in the meeting:
  - The OIC General Secretariat
  - COMCEC Coordination Office (CCO);
  - Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC);

(The list of participants is attached in Annex-I).
4. H.E. Faruk ŞAHİN, Deputy Undersecretary of the Ministry of Culture and Tourism of the Republic of Turkey, as the Chairman of the Workshop delivered his opening speech. H.E. ŞAHİN pointed out the growing importance of tourism sector in the world as well as in OIC and stressed high role of private sector in the cooperation in the field of tourism. He mentioned that sharing experiences and good practices are of particularly importance for the OIC Region. Finally, he highlighted the added value of bringing the private sector representatives together for improving the cooperation in this area.
5. Mr. Selçuk KOÇ, Director of COMCEC Coordination Office, also made a statement. In his statement, he gave background information about the cooperation in the domain of tourism sector under COMCEC. Stressing the importance of private sector in tourism, he concluded that COMCEC would continue to exert its efforts to promote the cooperation among private sector institutions and organizations operating in this field.
6. Ms. Arzu Emel YILDIZ, Controller from General Directorate of Investment and Establishments, Ministry of Culture and Tourism of the Republic of

Turkey, delivered a presentation entitled “Turkish Tourism: Development Story”. In her presentation, she submitted the essential numbers about the Tourism Sector in Turkey, expressed three main development periods of Turkish Tourism Sector and delivered some predictions about the coming future in the context of tourism industry.

7. Mrs. Ayşe Nur ERGÜLŞEN, Director Cooperate Affairs of Association of Turkish Travel Agencies (TURSAB) delivered a presentation on Turkish experience in health tourism.
8. Mr. Mazhar HUSSEIN, the representative of SESRIC, made a presentation on the current situation and common challenges of the OIC Member Countries in the field of tourism. In his presentation, he provided among others, the figures on the intra-OIC Tourism including tourist arrivals and tourism receipts.
9. Mr. Didien JUNAEDY, the representative of Indonesia, made a presentation on his countries experience in tourism sector.
10. The participants held discussions on PPP’s and shared their experience and knowledge in this regard.
11. The representatives agreed on the modality of the OIC/COMCEC Private Sector Tourism Forum.

(The modality is attached in Annex-II)

## 12. PROPOSALS, RECOMMENDATIONS AND DECISIONS

- OIC/COMCEC Private Sector Tourism Forum was established among the OIC Member Countries.

Based on the discussions, question-answers and presentations, the Workshop also:

- emphasized the significance of diversification of tourism products in the member countries and raising the awareness of the tourism destinations.
- underlined the importance of availability of data in terms of developing sound policies in tourism sector and requested SESRIC to regularly publish tourism statistics and member states to respond the questionnaires circulated by the former in a timely manner.
- highlighted the need for sound marketing strategies, i.e. joint tour programs.
- requested the Ministry of Culture and Tourism of the Republic of Turkey to consider extending training programs on bilateral and multilateral basis to the member countries in need.

13. The participants also expressed their profound gratitude to the Ministry of Culture and Tourism of the Republic of Turkey for hosting this important workshop as well as for the great efforts they have made to ensure its success.

-----