

Report of the 6th Meeting of the OIC/COMCEC Private Sector Tourism Forum

(8 March 2018, İstanbul)

1. The 6th Meeting of the OIC/COMCEC Private Sector Tourism Forum was held on 8 March 2018 in İstanbul with the theme of " Cultural Heritage as a Tool for Sustainable Tourism in the OIC Countries".
2. The meeting was chaired by Mr. Ramazan ÇOKÇEVİK, Head of the Directorate of Foreign Relations and EU Coordination, the Ministry of Culture and Tourism of the Republic of Turkey.
3. The Meeting agreed on the following Agenda items:
 - Key challenges for sustainable tourism and cultural heritage
 - Cultural heritage, a sustainable development tool, challenges and opportunities
 - Raising visibility of cultural heritage: collaboration between public and private sector
 - Member state presentations
 - Road map and recommendation
4. The Meeting was attended by the public and private sector representatives from the following Member States.
 - Republic of Albania
 - People's Democratic Republic of Algeria
 - Republic of Mozambique
 - State of Palestine
 - Republic of Tunisia
 - Republic of Turkey
5. In addition to the COMCEC Coordination Office (CCO), representatives of the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) and the Research Centre for Islamic History, Art and Culture (IRCICA) and some other guests attended the Meeting.

(The list of participants is attached in Annex-I).
6. At the outset, Ramazan ÇOKÇEVİK, delivered his opening speech and welcomed the participants to the meeting. He highlighted the importance of OIC/COMCEC Private Sector Tourism Forums for enhancing cooperation among the Member Countries. He mentioned the perspective of the Ministry of Culture and Tourism of Republic of Turkey about public private partnership on heritage management. He pointed out the need for engagement of cultural heritage to the tourism industry. He indicated that private sector should be supported to reach the future gains of tourism sector. He

concluded his speech by expressing his hope that the meeting would be fruitful for exchanging the views of Member Countries in that regard.

7. In his opening statement, Mr. Gökten DAMAR, Expert at the COMCEC Coordination Office, underlined the importance of cultural heritage in tourism sector and mentioned the activities of COMCEC to shape the general profile of tourism in the OIC countries.
8. Mr. Cihat BATTALOĞLU, Researcher at Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) presented a report entitled “International Tourism in the OIC Countries: Prospects and Challenges, 2017”. He explained the activities of SESRIC in the field of tourism. He interpreted with statistics the current situation of tourism in the OIC countries. He touched on the major challenges of the tourism sector and ended his presentation with the recommendations oriented to these challenges.
9. Following the presentation of Mr. BATTALOĞLU, Mr. Amir PASIĆ, Adviser at the Research Centre for Islamic History, Art and Culture (IRCICA) made a presentation. Mr. PASIĆ mentioned the heritage projects of IRCICA. He highlighted the importance of authenticity for cultural and historic heritage tourism. He indicated that the OIC countries should work on the qualitative and quantitative visibility of Islamic heritage in the international platforms. He concluded his speech indicating multisided benefits of properly managed heritage resources.
10. On behalf of Ministry of Culture and Tourism of the Republic of Turkey, Mr. Yasin GÜLBAY, Culture and Tourism Expert, made a presentation. He informed the participants about the activities of the Ministry in the field of heritage management showing visuals from national and international ongoing joint workings between the Ministry and the private sector.
11. Ms. Berna AKAR, Deputy Director at the Association of Turkish Travel Agencies (TURSAB) made a presentation informing about the heritage tourism in Turkey which has been home to many major civilisations throughout the history. She mentioned the cultural heritage projects conducted together by the Ministry of Culture and Tourism of the Republic of Turkey and TURSAB.
12. Ms. Zhyldyz UZAKOVA, Project Director at the Cooperation Council of Turkic Speaking States (Turkic Council) made a presentation. She informed the participants about Turkic Council and introduced Turkic Council’s Modern Silk Road Project as a joint culture and tourism product.
13. Under the session of Cultural Heritage and Tourism: Challenges and Opportunities, Ms. Neslihan DOSTOĞLU, Dean of the Faculty of Architecture of İstanbul Kültür University, made a presentation. She showed some visuals from the cultural and natural heritage of the world. She mentioned the List of Turkey in UNESCO World Heritage

List. She emphasized the importance of getting experience on the process management of nominations and informed the participants about the nomination process of Bursa to the World Heritage List.

14. Mr. Raed SAADEH, Representative of Al-Quds Tourism and Heritage Council (ATHC) of State of Palestine, made a presentation. He pointed out the challenges of tourism sector of Palestine. He underlined the importance of clustering and branding in the field of tourism. He concluded his presentation giving some recommendations regarding the subject.
15. Ms. Amel MALOUCHE, Representative of Tunisian National Office of Tourism, informed the participants about Islamic cultural heritage and the Islamic tourism in Tunisia.
16. The participants highlighted the importance of the following items in sustainable tourism in the OIC Countries:
 - Fostering the role of private sector,
 - Engaging effectively private sector to policy making up process,
 - Developing intra-OIC countries tourism,
 - Making more visible the heritage of OIC countries in the international sphere,
 - Sustaining the balance between protection, preservation and usage of heritage
17. The meeting ended with vote of thanks.

**6th MEETING OF THE OIC/ COMCEC PRIVATE SECTOR TOURISM FORUM
(March 8th 2018, İstanbul)**

“Cultural Heritage as a Tool for Sustainable Tourism in OIC Countries”

DRAFT PROGRAMME

08.30-09.00	Registration
09.00-09.05	Recitation from the Holy Quran
09.05-09.15	Opening Remarks <i>Mr. Gökten DAMAR, COMCEC Secretariat Mr. Ramazan ÇOKÇEVİK, Director, Ministry of Culture and Tourism</i>
09.15-09.35	Market Share of OIC Countries in International Tourism <i>Presentation: “ International Tourism in the OIC Countries: Prospects and Challenges” Mr. Cihat BATTALOĞLU, Researcher, SESRIC</i>
09.35-09.45	<i>Discussions</i>
09.45-10.05	Islamic Cultural Heritage and Tourism in OIC Countries <i>Presentation by Prof. Dr. Amir PASIC Advisor to General Director IRCICA</i>
10.05-10.15	<i>Discussions</i>
10.15- 11.00	<i>Coffee Break</i>
11.00-11.20	Collaboration between Tourism and Culture: Turkey Case <i>Presentation by Yasin GÜLBAY Ministry of Culture and Tourism General Directorate of Cultural Assets and Museums</i>
11.20-11.35	<i>Discussions</i>

11.35-11.55	<p>Raising Visibility of Cultural Heritage: Collaboration Between Public and Private Sector</p> <p><i>Presentation by Ms. Berna AKAR Deputy Director Association of Turkish Travel Agencies, TÜRSAB</i></p>
11.55-12.15	<p><i>Discussions</i></p>
12.15-14.00	<p><i>Lunch</i></p>
14.00-14.20	<p>Turkic Council Modern Silk Road Tour Package as a Joint Culture Tourism Product</p> <p><i>Presentation by Zhyldyz UZAKOVA Project Director Turkic Council</i></p>
14.20-14.35	<p><i>Discussion</i></p>
14.35-14.50	<p>Cultural Heritage and Tourism: Challenges and Opportunities</p> <p><i>Presentation by Prof. Dr. (Ms.) Neslihan DOSTOĞLU, İstanbul Kültür Üniversitesi</i></p>
14.50-15.05	<p><i>Discussion</i></p>
15.05-15.30	<p><i>Coffee Break</i></p>
15.30-16.00	<p>Member States Presentation</p> <p>Under this agenda item, the participants are expected to make a presentation regarding the best practices in culture tourism in their Esteemed Country and to deliberate on the policy options/advices for development of culture tourism.</p>
16.00-16.15	<p><i>Discussion</i></p>
16.15-17.00	<p>Roadmap and Closing Remarks</p>