

## **Report of the 5<sup>th</sup> Meeting of the OIC/COMCEC Private Sector Tourism Forum**

**(4 May 2017, İstanbul)**

1. The 5<sup>th</sup> Meeting of the OIC/COMCEC Private Sector Tourism Forum was held on 4 May 2017 in İstanbul with the theme of " Crisis Communication and Management in Tourism: Recent Challenges and Solutions in OIC Countries "
2. The meeting was chaired by Mr. Murat KARAKUŞ, Chief Tourism Inspector, the Ministry of Culture and Tourism of the Republic of Turkey.
3. The Meeting agreed on the following Agenda items:
  - Market Share of OIC Countries in International Tourism
  - Crisis Communication, Policies and Response Strategies
  - Restoring Tourism Destinations and Businesses after Crisis
  - Use of Marketing Tools and Social Media in Crisis Management
  - Member State Presentations
  - Road Map and Recommendation
4. The Meeting was attended by the public and private sector representatives from the following Member States.
  - The Republic of Albania
  - Azerbaijan Republic
  - Republic of Gabon
  - The Gambia
  - Islamic Republic of Iran
  - The Republic of Kazakhstan
  - Republic of Lebanon
  - Libya
  - Republic of Mozambique
  - Islamic Republic of Pakistan
  - State of Palestine
  - Republic of Somalia
  - Republic of the Sudan
  - The 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 Islamic Centre for Development of Trade (ICDT) and some other guests attended the Meeting.

*(The list of participants is attached in Annex-I).*

6. At the outset, Mr. Murat KARAKUŞ delivered his opening speech. He welcomed the participants to the meeting and highlighted the importance of tourism sector for the Member Countries and pointed out the crucial role to be played by the OIC/COMCEC Private Sector Tourism Forum for enhancing cooperation among the Member Countries. He concluded his speech by expressing his hope that the meeting would pave the way for fruitful exchange of views and cooperation in that regard.
7. In his opening statement, Mr. Gökten DAMAR, Expert at the COMCEC Coordination Office, underlined the increasing importance of crisis communication and management in tourism sector because tourism sector having great contribution to the GDP has been affected by various disasters and crises ranging from natural to human-driven incidents in recent years.
8. Mr. Cem TİNTİN, 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 pointed out the performance and the economic role of the international tourism sector in the OIC member countries. He also highlighted some issues and problems regarding the tourism development and cooperation in the OIC countries and proposed a set of recommendations to serve as policy guidelines.
9. Following the presentation of Mr. TİNTİN, Ms. Gülberk AŞYAPAR, representative of the Association of Turkish Travel Agencies (TURSAB) made a presentation. Ms. AŞYAPAR informed the participants about Crisis Management in Turkish Tourism, workshops and promotion works. Aşyapar emphasized the importance of cooperation between related companies.
10. Under the session of Crisis Communication, Policies and Response Strategies, Mr. Hakan Kültür, Officer from Tourism Police Department of Istanbul Police Directorate, made a presentation on security measures in times of crisis, he expressed the “Million Stone Peace Istanbul Project” which have recently launched by Tourism Police Department of Istanbul Police Directorate.
11. Mr. Abdelkarim İbrahim M. Farah from Republic of the Sudan made a presentation giving information on a training course conducted by UNWTO in Sudan. Mr. Farah, in his presentation, attached importance on developing a crisis communication strategy before the crisis and media relations during the crisis.
12. Making a presentation on the crisis in Jeruslam, Anan Graith, the representative of State of Palestine, shared their country experiences in times of the crisis.
13. The participants highlighted the importance of the following items in crisis management in the OIC Countries:

- Defining the crisis truly
- Actively using of social media and travel portals in times of crisis,
- Developing a mechanism before crisis occurs,
- Subsidiaries by Governments,
- Making cooperation among OIC countries effectively,

14. Mr. Gürkan ÖZER, representative of private sector, made a presentation. In his presentation, Mr. ÖZER informed the participants on benefiting from travel portals during crisis.

15. On behalf of Ministry of Culture and Tourism of the Republic of Turkey, Mr. Hüseyin ES, Culture and Tourism Expert, made a presentation on utilizing the social media. Mr. ES explained using of marketing tools and social media in crisis management.

16. On behalf of the Ministry of Culture and Tourism of the Republic of Turkey, Mr. Murat KARAKUŞ, Chief Tourism Inspector, made a presentation on “Economics and Financial Support for the Industry during the Crisis”.

17. The meeting ended with vote of thanks.

-----  
-----