



**Standing Committee  
for Economic and Commercial Cooperation  
of the Organization of Islamic Cooperation (COMCEC)**

**Proceedings of the 18<sup>th</sup> Meeting of the  
COMCEC Tourism Working Group**

**“Sustainable Human Resource Management in Tourism  
Sector”**

**COMCEC COORDINATION OFFICE**

**May 2022**



**PROCEEDINGS OF  
18<sup>TH</sup> MEETINGS OF THE COMCEC TOURISM WORKING GROUP  
(May 12<sup>th</sup>, 2022, Virtual Meeting)**

1. The Tourism Working Group (TWG) hold virtually its 18th Meeting on May 12th, 2022, with the theme of “Sustainable Human Resource Management in Tourism Sector”.

*(The Agenda and Program of the 18th Meeting are attached as Annex-I)*

2. The 18th meeting was attended by 13 Member States. The meeting was also attended by the representatives of the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), Islamic Center for Development of Trade (ICDT), Standards and Metrology Institute for Islamic Countries (SMIIC), International Trade Center (ITC) and COMCEC Coordination Office (CCO).

*(The List of Participants of the 18th Meeting is attached as Annex-II)*

3. The 18<sup>th</sup> Meeting started with a recitation from the Holy Quran.
4. At the outset, Mr. Fatih ÜNLÜ, Director General of the CCO, delivered his opening remarks. He underlined that the COVID-19 has had uncommon effects on the tourism sector of all of the countries. Nearly two and half years, COVID pandemic has an extremely heavy impact on the health of people and put the World into an unprecedented havoc with extremely negative implications on various sectors. This also have had also snowballing impacts on the economic activity of cities, regions in tourism sector as well as related with all other industries.
5. Highlighting the severe impacts of the COVID-19 pandemic on the tourism industry, Mr. ÜNLÜ outlined that tourism sector, by its very nature, has been affected most severely by the pandemic. In fact, it is considered one of the hardest hit sectors by the COVID-19 outbreak. According to the latest data from UNWTO, the contribution of tourism to the World economy amounted to USD 3.5 trillion in 2019, or 4% of world GDP, measured in tourism direct gross domestic product (TDGDP). However, the COVID-19 pandemic cut tourism direct GDP by more than half in 2020, reducing it by USD 2.0 trillion, to 1.8% of world GDP.

6. On the other hand, Mr. ÜNLÜ expressed that as the detrimental effects of COVID-19 decreases, international tourism continues its recovery in the first quarter of 2022, with much better performance compared to the weak start of 2021. World arrivals more than doubled (+130%) compared to January 2021, an increase of 18 million. After the unprecedented growth of 2022 and 2021, international tourism is expected to continue its gradual recovery in 2022.
7. Mr. ÜNLÜ also emphasized the fact that with the current COVID-19 pandemic and the “new normal”, human capital plays a vital role in the recovery of tourism and hospitality businesses. The crisis thus brings with it the opportunity to align the tourism sector towards a more resilient, human-centered future. Despite the potential employment opportunities, tourism provides and the young demographic structure at OIC countries, tourism as a career opportunity has been neglected. With the growth experienced in OIC tourism a sustainable workforce is even more critical to meet the needs of future. However, training, attracting and retaining a sustainable workforce remains as pressing challenge for the industry with the changes in generations.
8. Mrs. Başak ÖNSAL DEMİR, Multilateral Relations / Coordinator, Ministry of Culture and Tourism, Republic of Türkiye, chaired the meeting. Welcoming the participants, Mrs. DEMİR briefly informed the attendees on the agenda and program of the meeting.

#### **I. General Introduction of the Research Report**

9. Under this agenda item, Prof. Dr. Feride BAHAR IŞIN, Professor of Başkent University, Türkiye and Consultant to the COMCEC Tourism Working Group made a presentation on the general review of the research report with respect to the scope, conceptual framework and method of the study.
10. With respect to the theoretical background of the research, Prof. Dr. IŞIN stated that the report is expected to focus on mainly in these areas;
  - a. Current Profile and Status of HR in Tourism
  - b. Problems and Impacts of Covid-19 on Tourism Employment
  - c. Human Resource Management Planning and Development in Tourism
  - d. Sustainable Human Resource Policies for Tourism
11. Prof. Dr. IŞIN overview the importance of Tourism in the world and underlines the fact that tourism may constitute the substructure of a country, allows over employment, and provide an essential sense of cultural exchange. One of the keys to absolute success in the tourism sector is effective, efficient and proactive human resources management.
12. Prof. Dr. IŞIN also stated the impacts of Covid-19 on Sustainable Human Resources;
  - a. Tourism job opportunities were suspended, there was a shortage of workers and people tended to switch to other sectors from tourism sector.

- b. The change in people’s own career perception.
  - c. Regular income, career promotion opportunities or work efficiency became uncertain.
  - d. Employees both tried to protect their health and at the same time they also doubted their jobs and financial problems under these global challenging conditions.
13. Prof. Dr. IŞIN expressed that the research report is expected to have case studies and she made a presentation about Indonesia, as a case study. The tourism industry is an important part of Indonesia’s economy, contributing almost five percent of its gross domestic product. The Indonesian government had been heavily promoting domestic tourism to boost the industry. She underlined the problems encountered in human resources in Indonesia as; practices in tourism, domestic policy barriers, adjustments in the exchanges, no coordination between local government agencies and stakeholders, high costs in tourism activities, defenceless culture, failed and defective human resource management and lack of quality workforce in tourism industry.

## **II. Member States’ Experiences**

14. Under this agenda item, Ministry of Culture and Tourism of Türkiye delegate, Mr. Mert KABASAKAL made a presentation relating Türkiye’s practices in human resource management of tourism sector. Mr. KABASAKAL first gave information about Türkiye’s tourism education system. Mr. KABASAKAL stated that the “Ministry provides some training programs to tourism sector in order to enhance professional knowledge and skills of the related employees in tourism businesses. Between the years 2003-2021, 68.478 tourism professionals have certified. These training programs are being provided by the Ministry with corporation of universities and private sector.”
15. Mr. KABASAKAL also emphasized that Ministry of Culture and Tourism of Türkiye and the Ministry of National Education (MoNE) have signed "Protocol on Vocational and Technical Education Development Cooperation " that aimed to achieve the following objectives for students of the vocational and technical high schools in the fields of Accommodation and Travel Services, Food and Beverage Services and Entertainment Services. This Protocol includes: Performing their skills and internship practices in real service and production environment at tourism enterprises, graduates speaking at least three foreign languages, granting scholarships to the students, providing employment to the graduates, providing on-the-job trainings to the teachers and administrators from involving schools.

## **III. International Organizations’ Perspective**

16. Under this agenda item, the representatives of the SESRIC, Dr. Cem TINTIN made a consecutive presentation about this issue.
17. Mr. TINTIN highlighted that the major trends affecting tourism during the pandemic are;
- Impact of young population (generation Z),
  - Increasing role of social media and influencers on Islamic lifestyle,

- Innovation and the role of technology in tourism (online booking, paperless travel etc.),
- Growing interest of Muslims living in developed countries and non-OIC countries in Islamic Tourism,
- COVID-19 Impact and postponed spending decisions to the post-pandemic period.

18. Lastly, Mr. TINTIN also proposed some policy recommendations on tourism recovery, such as; OIC countries should consider alternative ways to boost tourism, OIC countries should contain the spread of virus such as vaccination rollout for tourists, Vaccine Certificate (mutual recognition) and Health protocols (Safe Travel Stamp), Intra-OIC cooperation is essential (unbalanced distribution of vaccines), engage the private sector as tourism is driven by them, ensure political willingness and communicate your strategy properly and the pandemic should be not considered as a missed opportunity to invest in human capital in tourism and tourism-related basic infrastructure.

#### **IV. Utilizing the COMCEC Project Funding**

19. COMCEC Coordination Office delivered a presentation on utilizing the COMCEC Project Funding (CPF) for the tourism-related projects of the member countries as well as the OIC institutions.

*(All presentations made during the meeting are available on the COMCEC website.)*

#### **Closing**

20. The meeting ended with the closing remarks from the moderator of the meeting and COMCEC Coordination Office.



**18<sup>TH</sup> MEETING OF THE COMCEC TOURISM WORKING GROUP**

(May 12th, 2022, Virtual Meeting)\*

***“SUSTAINABLE HUMAN RESOURCE MANAGEMENT IN TOURISM SECTOR”***

***(1<sup>st</sup> Session- Discussion and Review of the First Draft of Report)***

Opening

1. Sustainable Human Resource Management in Tourism Sector in the World and the OIC Member Countries: Scope, Conceptual Framework and Methodology
2. Preliminary Findings of the Selected Case Country Analysis and the Lessons Learnt
3. Experiences/Perspectives of the Member States, International Institutions and NGOs to the Sustainable Human Resource Management in Tourism
4. COMCEC Financial Support Program

Closing

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**18<sup>TH</sup> MEETING OF THE COMCEC TOURISM WORKING GROUP  
(May 12<sup>th</sup>, 2022, Virtual Meeting)**

**“SUSTAINABLE HUMAN RESOURCE MANAGEMENT IN TOURISM SECTOR”**

***(1<sup>st</sup> Session- Discussion and Review of the First Draft of Report)***

**May 12<sup>th</sup>, 2022**

- 13.15 – 13.30** **Joining the Online Meeting**  
*(The link for the participation will be conveyed in advance of the Meeting)*
- 13.30 - 13.40** **Opening**
- 13.40 – 14.00** **Presentation of the Research Report**  
*Presentation: Professor Feride Bahar IŞIN,  
Consultant, Başkent University*
- 14.00 - 14.10** *Questions and Answers (Q & A)*
- 14.10 – 14.30** **Selected Case Country Presentation**  
*Presentation: Professor Feride Bahar IŞIN,  
Consultant, Başkent University*
- 14.30 - 14.40** *Questions and Answers (Q & A)*
- 14.40 - 15.15** **Member Country Experiences**  
*-Q&A*
- 15.15 – 15.30** **International Institutions Contributions**  
  
*State of International Tourism in OIC Member States*  
*Presentation: Mr. Dr. Cem TINTIN*  
*Senior Researcher*  
*SESRIC*
- 15.30- 16.00** **COMCEC Financial Support**  
*COMCEC Coordination Office*  
*Q&A*
- 16.00** **Closing Remarks**

Annex II

**LIST OF PARTICIPANTS**

18TH MEETING OF THE TOURISM WORKING GROUP (12 MAY 2022)

**A.MEMBER COUNTRIES OF THE OIC**

**REPUBLIC OF AZERBAIJAN**

-Mr. AZER OURUCOV

Senior consultant, State Tourism Agency

**PEOPLE'S REPUBLIC OF BANGLADESH**

-Ms. TAHMĪNA YEASMĪN

Joint Secretary, Ministry of Civil Aviation and Tourism

**BURKINA FASO**

-Mr. EMMANUEL SOME

Legal Adviser, Ministry of Culture, and Tourism

**ISLAMIC REPUBLIC OF IRAN**

-Ms. ATHAREH AYASHĪ

Assistant of Education and planning office, Tourism

**HASHEMITE KINGDOM OF JORDAN**

-Dr. MOHAMMAD ALJBOOR

Director of the Directorate of Investment and Local Community Empowerment, Ministry of



Tourism and antiquities

-Mr. ABDULLAH ALLABABDEH

Local Community Development, Department Of Antiquities

-Mr. AHMED SALAH

Advisor, Ministry of Tourism & Antiquities

-Mr. MOHAMMED ALSHRAÏEDEH

The Director of Planning & Studies Directorate, Ministry of Tourism & Antiquities

-Ms. MARYAM IBRAHÏM

Head of MEGA JORDAN, Department of Antiquities

-Ms. NISREEN EÏD ADÏ

HR Officer, Department of Antiquities (DOA)

## **MALAYSIA**

-Mr. JAYAPPRAGAS MUTHUVEEROO

Senior Principal Assistant Director, Ministry of Tourism, Arts and Culture Malaysia

-Ms. SÏTISARAH HUSSÏN

Senior Executive, Islamic Tourism Centre

-Mr. LIONEL HARITH SEBASTIAN DARAUP

Assistant Secretary, Ministry of Tourism, Arts and Culture Malaysia

## **REPUBLIC OF MALDIVES**

-Mr. IBRAHIMRASHEED ABOOBAKURU

State Minister of Tourism, Ministry of Tourism

-Mr. IBRAHÏM FARHAD

Senior Policy Director, Ministry of Tourism,

**FEDERAL REPUBLIC OF NIGERIA**

-Mr. ZAYYAD ABDUSSALAM

Minister/Coordinator of all COMCEC activities in the Embassy, Embassy of Nigeria, Ankara,  
Turkey

-Ms. AMĪNA MOHAMMEDAKAN

Second Secretary/ Economic desk officer, Embassy of Nigeria, Ankara, Turkey

-Mr. ALIYU ABANA MUSA

Expert, Federal Ministry of Information and Culture

-Ms. EUCHARIA ORAKWE

Expert, Federal Ministry of Information and Culture

**KINGDOM OF SAUDI ARABIA**

-Mr. KHALED ALZHRANI

Head of Joint Committees, Ministry of Tourism

**REPUBLIC OF SIERRA LEONE**

-Mr. CLAUDE FATORM BUNDUSAMA

Senior Tourist Guide, Ministry of Tourism and Cultural Affairs

-Mr. MOHAMED JALLOH

Director of Tourism, Ministry of Tourism and Cultural Affairs

**REPUBLIC OF TOGO**

-Ms. ASSINGUIME MAFISSA

Point Focal COMCEC/ Ministry of Tourism and Cultural Affairs

## **REPUBLIC OF TUNISIA**

-Mr. YAHIA CHAOUACHI

General Director, Ministry of Tourism

## **REPUBLIC OF TURKEY**

-Ms. BAŞAK ÖNSAL DEMİR

Multilateral Relations / Coordinator, Ministry of Culture and Tourism

-Mr. BAHATTİN DOĞANAY

Expert, Ministry of Culture and Tourism

-Mr. FARUK ÇUBUKÇU

Expert, Ministry of Culture and Tourism

-Ms. BERNA TEZCAN

Expert, Ministry of Culture and Tourism

-Mr. İREM AHİ SEYHAN

Expert, Union of Chambers and Commodity Exchanges

## **B.THE OIC SUBSIDIARY ORGANS**

### **ISLAMIC CENTER FOR DEVELOPMENT OF TRADE (ICDT)**

-Ms. KADIATOU DIALLO

Head of Department, ICDT

### **STATISTICAL, ECONOMIC, SOCIAL RESEARCH AND TRAINING CENTER FOR ISLAMIC COUNTRIES (SESRIC)**

-Dr. CEM TINTİN

Senior Researcher, SESRIC

-Mr. SEYIDTAHIR MAHMUD

Researcher, SESRIC

-Mr. THIERNO BALDE

Assistant Project Officer, SESRIC

### **C.AFFILIATED ORGANS OF THE OIC**

#### **STANDARDS AND METROLOGY INSTITUTE FOR ISLAMIC COUNTRIES (SMIIC)**

-Mr. IHSAN OVUT

Secretary General, SMIIC

### **D.OIC STANDING COMMITTEES**

#### **INTERNATIONAL TRADE CENTER (ITC)**

-Ms. NURALYSSACORALINE YUSSİN

Director, Research & Training, Islamic Tourism Centre

### **E.COMCEC COORDINATION OFFICE**

-Mr. FATİH ÜNLÜ

Director General, COMCEC Coordination Office

-Mr. SELÇUK KOÇ

Deputy Director General, COMCEC Coordination Office

-Mr. CAN AYGÜL

Head of Department, COMCEC Coordination Office

-Mr. MEHMET ASLAN

Head of Department, COMCEC Coordination Office

-Mr. MEHMET CELALETTİN AKTAŞ

Head of Department, COMCEC Coordination Office

-Mr. GÖKTEN DAMAR

Expert

-Ms. AYTEN AKMAN KAÇAR

Expert

-Ms. EDA AKÇA

Expert, COMCEC Coordination Office

-Prof. Dr. FERİDE BAHAR İŞİN

Consultant, CCO