



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

**Proceedings of the 20<sup>th</sup> Meeting of the  
COMCEC Tourism Working Group**

**“Promoting Entrepreneurs for Tourism Industry  
Competitiveness in the OIC Countries.”**



**COMCEC COORDINATION OFFICE**

**June 2023**

**Proceedings of the 20th Meeting of the  
COMCEC Tourism Working Group**

**“Promoting Entrepreneurship for Tourism Industry Competitiveness in the OIC  
Countries”**

(May 4<sup>th</sup>, 2023, Virtual Meeting)

(1<sup>st</sup> Session –Presentation of First Draft of Research Report and Case Study)

COMCEC COORDINATION OFFICE  
June 2023

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## **Introduction**

The Tourism Working Group (TWG) hold virtually its 20th Meeting on May 4th, 2023, with the theme of “Promoting Entrepreneurship for Tourism Industry Competitiveness in the OIC Countries”.

The 20th meeting was attended by 23 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), Islamic Chamber of Commerce, Industry and Agriculture (ICCIA) and COMCEC Coordination Office (CCO).

### **1. Opening Session**

In line with the tradition of the Organization of Islamic Cooperation (OIC), the Meeting started with a recitation from the Holy Quran. At the outset, Mr. Selçuk KOÇ, Director General of the COMCEC made a brief opening speech about the latest developments in entrepreneurship for tourism industry competitiveness.

He mentioned that tourism industry has a vital role in development process of countries. Tourism sector affects nation's development in many different aspects. In this respect “Promoting Entrepreneurship for Tourism Industry Competitiveness in the OIC Countries”, is considered to be the topic of Tourism Working Group (TWG)”

Mr. KOÇ also emphasized the fact that tourism entrepreneurship involves multiple stakeholders through a collaborative strategy that is focused on economic yield while respecting environmental, social, and cultural values that constitute the main products in tourism. Tourism entrepreneurship not only brings many positive results to individuals and businesses, but also directly contributes to the development of the regions. Besides the direct effects on employment, income and innovation, tourism entrepreneurship has indirect and induced effects on other industries

On the other hand, Mr. KOÇ expressed that the main objective of our discussions today would be to assess the entrepreneurship for tourism industry competitiveness in Tourism Sector, the threats and opportunities for our countries, the future of tourism as a whole, various national and international tourism policies and tourism sector as a whole with a view to provide policy solutions. In the meeting, we will also listen presentations on the experiences of member countries, various organizations and private sector.

Mr. KOÇ finally outlines that countries deliberations could contribute further enhancement of our cooperation in this area.

Mr. Selçuk KOÇ, gave the floor to Mrs. Başak ÖNSAL DEMİR, (Multilateral Relations / Coordinator, Ministry of Culture and Tourism, Republic of Türkiye), Chairperson to the meeting. Welcoming the participants, Mrs. DEMİR briefly informed the attendees on the agenda and program of the meeting.

## **2. Overview of the Report**

In the first session, Prof. Dr. Ziad ALRAWADIEH , Professor of Jordan University, Jordan 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. In the first part of the presentation, Prof. Dr. ALRAWADIEH give the background of the research and Prof. Dr. IŞIN stated that the presentation is expected to focus on mainly in these areas;

- a. Current Profile and Status of Entrepreneurship in Tourism
- b. Definition of entrepreneurship, its characteristics and types
- c. Benefits of entrepreneurship and its socio-economic impacts
- d. Entrepreneurship in tourism and its differences from mainstream entrepreneurship
- e. Motivations, characteristics and typology of tourism entrepreneurs
- f. Entrepreneurial process in tourism
- g. Challenges faced by tourism entrepreneurs and KSAs needed
- h. Factors effecting success of entrepreneurship in tourism

Prof. Dr. ALRAWADIEH overview the importance of entrepreneurship and underlines the fact that entrepreneurship plays a crucial role in societies by bringing about various social and economic benefits contributing to the overall well-being of local communities. According to him, entrepreneurship contributes to the economy though creating jobs, increasing GDP, fostering competition, and introducing innovative technologies, products, and services. Therefore, countries often view venturing and business growth as a path to boost the economy. While this study analyzes the entrepreneurship issue in countries in general and specifically in the tourism industry, it also aims to decide on the best entrepreneurship policies among the countries.

Prof. Dr. ALRAWADIEH underlines that despite the generic benefits of entrepreneurship across various sub-sectors of the economy, the tourism and hospitality industry seems to be among the most lucrative areas for entrepreneurial activities due to the limited required know-how and the relatively low initial capital to start. According to him, alongside its economic and social benefits, entrepreneurship in tourism is argued to generate more foreign exchange and create more employment given the human intensive nature of the industry. Tourism and hospitality businesses are also crucial to the success of tourist destinations through quality tourism service supply necessary to meet needs of diverse tourist markets (i.e., leisure, business, family, halal).

## **3. Selected Case Study: Türkiye**

In the second session, Prof. Dr. ALRAWADIEH expressed that the research report is expected to have case studies(Türkiye, The Gambiya, Jordan, United Kingdom and Australia) and she made a presentation about Türkiye. She underlines that the tourism industry is an important part of Türkiye's economy and Türkiye enjoys a promising entrepreneurship ecosystem that encourages venturing and supports business growth thorough various tools including financial incentives, access to funding opportunities, and training/knowledge transfer support.

Prof. Dr. ALRAWADIEH explained that, despite the important overall contribution of entrepreneurship as a whole to economic growth, tourism entrepreneurship is particularly crucial to enhance competitiveness of Türkiye as a tourist destination. Fostering tourism entrepreneurship as a path to enhance destination competitiveness is necessary as Türkiye has become among the world top five tourist destinations. He mentioned that Türkiye has considerably succeeded in achieving a sustained economic growth over the last two decades which contributed to the notable increase in the entrepreneurial activities as well as foreign investment in the country.

Prof. Dr. ALRAWADIEH emphasized that tourism entrepreneurship in Türkiye is also featured by considerably strong ability to innovation and adaptation. This is important given that tourism entrepreneurship is highly sensitive to rapid change in tourist behavior, tourist preferences, and industry trends. To stay competitive, tourism entrepreneurs in Türkiye are highly responsive to technological advancements and marketing strategies. Many tourism and hospitality entrepreneurs have adopted online platforms, social media marketing, and other digital tools to promote their businesses and attract customers.

Regarding Türkiye case, Prof. Dr. ALRAWADIEH expressed that in the specific case of Türkiye, venturing in tourism are arguably driven by several factors including the desire of being own boss, enjoying working in tourism, generating income, lack of employment opportunities, and benefiting from the opportunities created through tourism (Akbaba, 2012).

## **4. Member Country Presentations**

### **4.1. The Gambia**

Deputy Permanent Secretary of Gambia delegate, Mr. Mamadi DAMPHA made a presentation relating Gambia's practices in promoting entrepreneurship for tourism industry competitiveness in tourism sector. MR. DAMPHA first gave information about Gambia's tourism system. Ms. DAMPHA stated that, tourism act as a business for creation of employments opportunity and service focused industry generate colossal profits to the individuals, society and the nation as a whole. One of the key parts to the accomplishment of tourism business is local government units (LGUs). He stated that local government units should encourage the society living standards, monetary value, ecological and cultural well-being of their societies. He also underlines that central and state government should work together while instituting the policy and strategy for sustainable tourism business environments

Mr. DAMPHA also emphasized that entrepreneurs and entrepreneurship motivate business innovation and economic growth, entrepreneurs are exceptionally imperative in dropping unemployment rate of the skilled and unskilled workers. To sustain tourism industry it required, a substantial long term government support, extensive training, research and planning processes in order to grow and flourish.

## **4.2. Türkiye**

Senior Expert of KOSGEB(Small and Medium Enterprises Development Organization) Mr. Mahfus ÇETİN made a presentation about KOSGEB's Entrepreneurship Support Programs. Mr ÇETİN first gave information about Türkiye's Policy Documents. Mr ÇETİN stated the aim of KOSGEB:

- To develop the culture of entrepreneurship and increase cooperation among the actors in the entrepreneurial ecosystem
- To improve the knowledge and skills of entrepreneurs in starting and executing their business
- To promote the establishment and sustainability of new enterprises in line with national plans and programs
- To increase the survival rate of the newly established enterprises
- To reward successful business plans / business models
- To promote entrepreneurship by supporting the foundation of Technology/Business Incubators

Ms. ÇETİN also emphasized about KOSGEB's future trends as in focusing on sustainability and responsible tourism practices, adoption of technology to enhance the travel experience and improve operational efficiency, personalization, wellness tourism, slow travel, sustainable transportation and personalized travel recommendations.

## **5. The COMCEC Project Funding Mechanism**

Mr. Kadir ALTINTOP, Program Coordinator at COMCEC Coordination Office, made a presentation on utilizing the COMCEC Project Funding Mechanism (CPF).

Mr. ALTINTOP informed the participants about the essentials of the COMCEC Project Funding. Mr. ALTINTOP continued his presentation by highlighting the timeline and budget limits for the project submission. He stressed the importance of finding a project idea and informed the participants on how they can find project topics. He also explained the main project types along and criteria for being an applicant for a project. He also reminded the participants to read the application documents particularly the Project Preparation and Submission Guidelines as well as supported sectoral themes before designing and submitting their project proposal.

Mr. ALTINTOP finally informed the participants about other two grant programs, namely COMCEC Al-Quds Program and COMCEC Covid Response Program.

## **6. Closing Remarks**

The Meeting ended with closing remarks of Mrs. Başak ÖNSAL DEMİR, Multilateral Relations / Coordinator, Ministry of Culture and Tourism, Republic of Türkiye and Mr. Can AYGÜL, Head of Department at the COMCEC Coordination Office.

In his closing remarks, Mrs. DEMİR conveyed his appreciations to all the presenters and participants for the fruitful deliberations made during the meeting. Then, she informed the participants that the policy recommendations formulated in the 21th Meeting of the COMCEC Tourism Working Group will be submitted to the COMCEC Ministerial Session that will be held in 2 nd -5th December, 2023.



Afterwards, in his closing remarks, Mr. AYGÜL expressed his thanks and appreciation to all participants for their contributions to the discussions throughout the meeting.

The meeting ended with vote of thanks.

## **Annex I LIST OF PARTICIPANTS**

### **20TH MEETING OF THE TOURISM WORKING GROUP (MAY 4TH, 2023)**

#### **A. MEMBER COUNTRIES OF THE OIC**

##### **REPUBLIC OF ALBANIA**

- Ms. KËARA MUKA

Tourism Specialist, Ministry of Tourism and Environment

##### **REPUBLIC OF AZERBAIJAN**

- Mr. AZER ORUCOV

Senior consultant, State Tourism Agency

##### **KINGDOM OF BAHRAIN**

- Mr. HASHEM KADHEM

Counsellor, Embassy of the Kingdom of Bahrain in the Republic of Türkiye

##### **REPUBLIC OF BENIN**

- Mr. GBESSOU FULBERT BILLY CHOEL GODONOU

Point Focal Tourism, Ministry Of Tourism, Culture and Arts

##### **REPUBLIC OF DJIBOUTI**

- Ms. MOHAMED MAHAMOUD IDIL

Head of Studies & Prospecting Department, National Tourism Agency of Djibouti

##### **ARAB REPUBLIC OF EGYPT**

- Ms. SOHEÏR MUSTAFA

Tourist Specialist, Ministry of Tourism and Antiquities

##### **REPUBLIC OF INDONESIA**

- Mr. CAHYA TRISADY GUSTIARI

Cooperation Analyst, Ministry of Tourism and Creative Economy of Indonesia

- Mr. I MADE ADHI PRATAMA

Sub coordinator for Tourism Multilateral Affairs, Ministry of Tourism and Creative Economy of Indonesia

- Mr. IMAN EKA SETYA

Cooperation Analyst, Ministry of Tourism and Creative Economy of Indonesia

- Ms. HERLINA HERLINA

Coordinator for Multilateral Affairs, Ministry of Tourism and Creative Economy of Indonesia

#### **ISLAMIC REPUBLIC OF IRAN**

- Ms. FARAH VALINEJAD

Tourism Marketing and promotion Expert, MCTH

#### **HASHEMITE KINGDOM OF JORDAN**

- Mr. MAJDI ODIBAT

International relation officer, Ministry of tourism and antiquities

- Ms. NADIA ALQUDAH

Director of Communication and International Cooperation in the Ministry, Ministry of Tourism and Antiquities

#### **MALAYSIA**

- Mr. JAYAPPRAGAS MUTHUVEEROO

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

- Mr. LIONEL HARITH SEBASTIAN DARAUP

Assistant Director, Ministry of Tourism, Arts and Culture Malaysia

- Ms. FAREEDA MOHD PISAL

My STEP Personnel, Ministry of Tourism, Arts and Culture Malaysia

#### **REPUBLIC OF MALDIVES**

- Ms. FATHMATH SHIFA

Director, Ministry of Tourism

#### **REPUBLIC OF MOZAMBIQUE**

- Ms. NATIVIDADE CHICHAVA

Head of multilateral Cooperation, Ministry of Culture and Tourism

#### **SULTANATE OF OMAN**

- Ms. ASMA SALIM ALHAJRI

Assistant director general of Tourism Marketing Department, Ministry Of Heritage And Tourism

- Ms. WADHHA AMIR ALHAJRI

Head of International Organization Department, Ministry Of Heritage and Tourism

#### **STATE OF QATAR**

- Mr. MOHAMED ALMAHMEED

Head of Tourism Investment Promotion Section & Acting Head of International Cooperation,  
Qatar Tourism

#### **KINGDOM OF SAUDI ARABIA**

- Mr. HUSSAM ALHARBİ

Multilateral Affairs Senior Specialist, Ministry of Tourism

- Mr. QASİM ALALAWİ

Senior specialist, General Authority of Foreign Trade

#### **REPUBLIC OF TOGO**

- Mr. KPOBIE BAWILESSIM

Director of Tourism Promotion, Ministry of Culture and Tourism

- Ms. ASSINGUIME MAFISSA

Point Focal Oci/Togo, Ministry of Culture and Tourism

#### **TÜRKİYE CUMHURİYETİ**

- Ms. BAŞAK ÖNSAL DEMİR

Multilateral Relations / Coordinator, Ministry of Culture and Tourism

- Ms. MELEK GÜLER

Officer, Ministry of Culture and Tourism

- Mr. EMRE GÜRLEYİK

SME Expert, KOSGEB

- Mr. MAHFUS ÇETİN

SME Expert, KOSGEB

- Mr. MUSTAFA DENİZ

SME Expert, KOSGEB

#### **REPUBLIC OF UGANDA**

- Mr. GADAFİ SSALİ

Senior Tourism Development Officer, Ministry of Tourism, Wildlife and Antiquities

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

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

- Ms. DIALLO KADIATOU

Head of Training and Capacity Building Department, Islamic Centre for Development of Trade

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

- Mr. ABDULHAMİT ÖZTÜRK

Researcher, SESRIC

- Mr. MUZAMIL EDEMA

Researcher, SESRIC

- Mr. THIerno ALIOU BALDE

Project Officer, SESRIC

## **C. OIC STANDING COMMITTEES**

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

- Ms. NUR ALYSSA CORALİNE YUSSİN

Director, Research & Training, Islamic Tourism Centre

## **D. COMCEC COORDINATION OFFICE**

- Mr. SELÇUK KOÇ

Deputy Director General, COMCEC Coordination Office

- Mr. CAN AYGÜL

Head of Department, COMCEC Coordination Office

- Mr. MEHMET CELALETİN AKTAŞ

Head of Department, COMCEC Coordination Office

- Ms. AYTEN AKMAN KAÇAR

Expert

- GÜREL ÇETİN

Consultant

- Mr. HAKAN USLU

Coordinator

- Mr. Selim UYAR

Registration and Accommodation Officer

## Annex II: Agenda of the Meeting



### **THE 20<sup>TH</sup> MEETING OF THE COMCEC TOURISM WORKING GROUP**

(May 4<sup>th</sup>, 2023; Virtual Meeting)\*

***“Promoting Entrepreneurship for Tourism Industry Competitiveness  
in the OIC Countries”***

#### ***DRAFT AGENDA***

***(1st Session- Discussion and Review of the First Draft of Report)***

#### Opening

1. “Promoting Entrepreneurship for Tourism Industry Competitiveness in the OIC Countries”: Scope, Conceptual Framework and Methodology
2. Main Findings of the Selected Case Country Analysis and the Lessons Learnt
3. Experiences/Perspectives of the Member States, International Institutions and NGOs to the “Promoting Entrepreneurship for Tourism Industry Competitiveness”
4. COMCEC Project Support Programs
5. Closing

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*\* The invitation link will be communicated to the registered participants of the COMCEC Tourism Working Group ahead of the Meeting.*

## Annex III: Programme of the Meeting



### DRAFT PROGRAMME

## THE 20<sup>TH</sup> MEETING OF THE COMCEC TOURISM WORKING GROUP

(May 4<sup>th</sup>, 2023; Virtual Meeting)\*

***“Promoting Entrepreneurship for Tourism Industry Competitiveness  
in the OIC Countries”***

***(1st Session- Discussion and Review of the First Draft of Report)***

- 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 Ziad ALRAWADIEH  
Consultant, University of Jordan*
- 14.00 - 14.10**    *Questions and Answers (Q & A)*
- 14.10 - 14.30**    **Selected Case Country Presentation**  
*Presentation: Professor Ziad ALRAWADIEH  
Consultant, University of Jordan*
- 14.30 - 14.40**    *Questions and Answers (Q & A)*
- 14.40 - 15.30**    **Member Country Experiences**
- 15.30 - 15.45**    **International Organizations’ and Private Sector’s Perspective**

**15.45 - 16.00**   **COMCEC Project Support Instruments**  
*Presentation: COMCEC Coordination Office*  
*Mr. Kadir ALTINTOP*  
*Q&A*

**16.00**            **Closing Remarks**