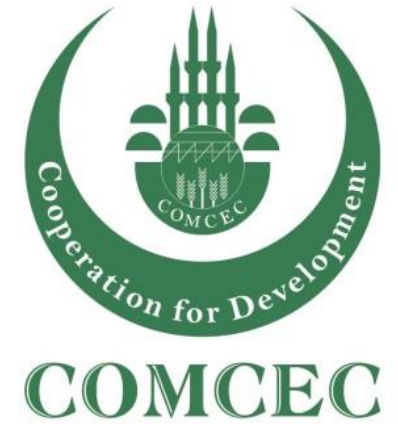


# Promoting Entrepreneurship for Tourism Industry Competitiveness in The OIC Countries

21<sup>st</sup> Meeting of the COMCEC Tourism Working Group

16 October 2023



Prof. Ziad Alrawadieh

Scientific and Cultural Society of University Researchers

# Agenda

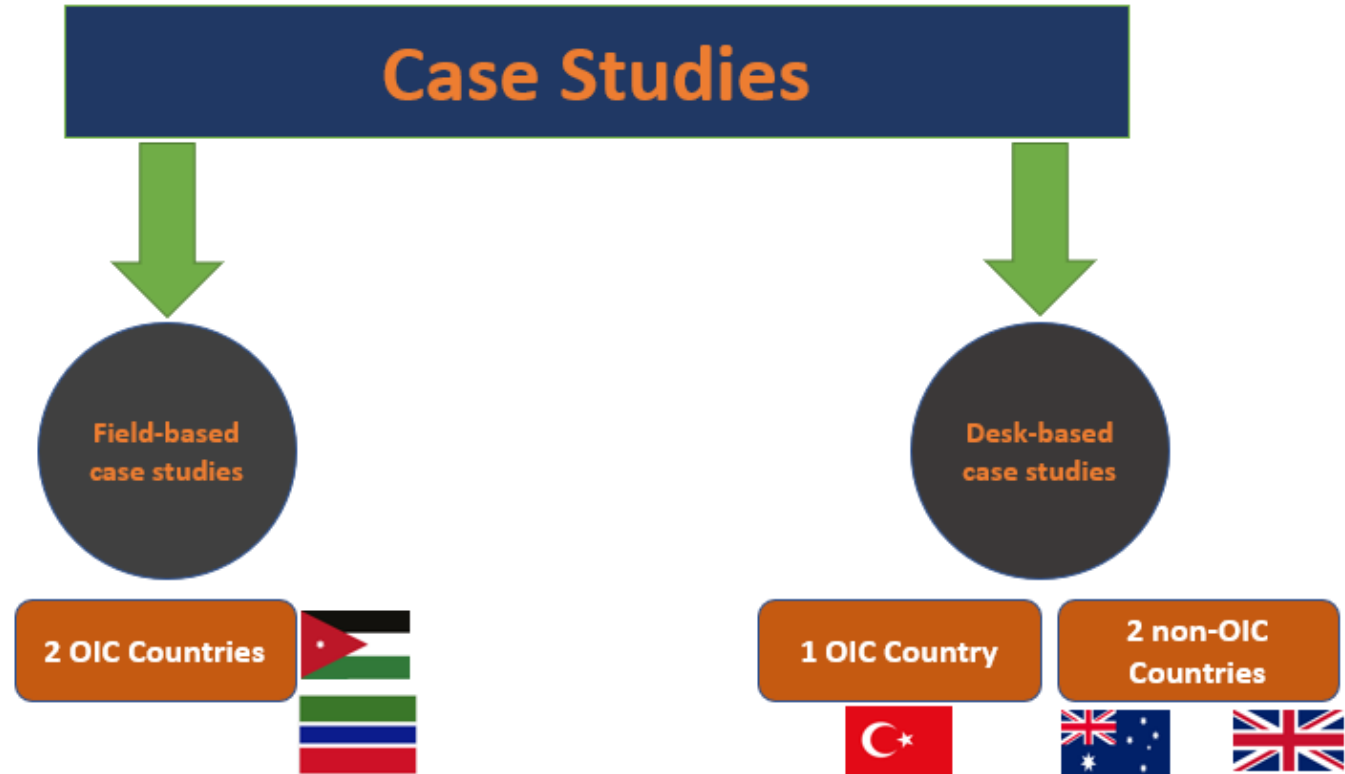
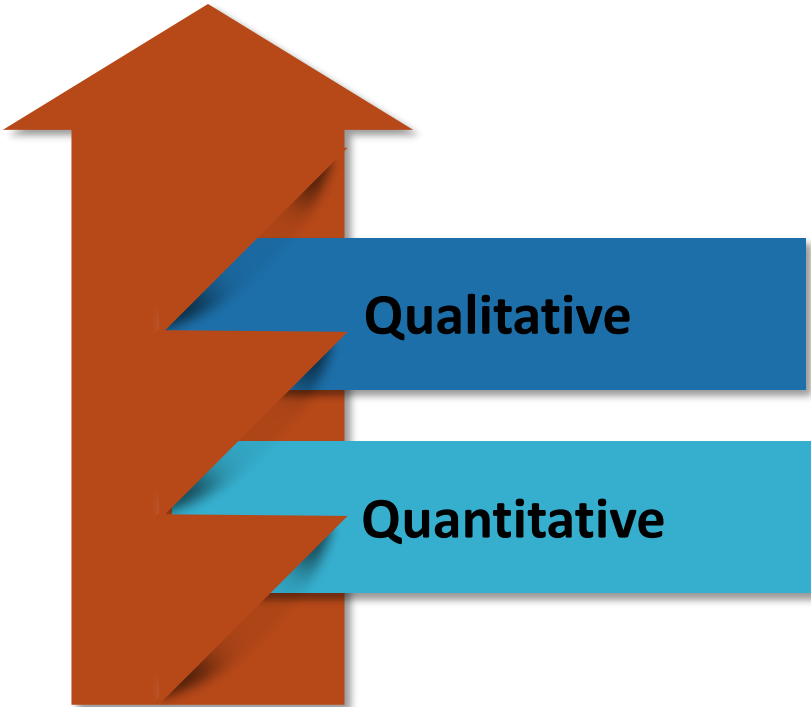
**01**

**Lessons Learnt from the Selected Case Studies and the Policy Options**

**02**

**Q & A**

# Case Studies



# Case Studies

## 1. Türkiye

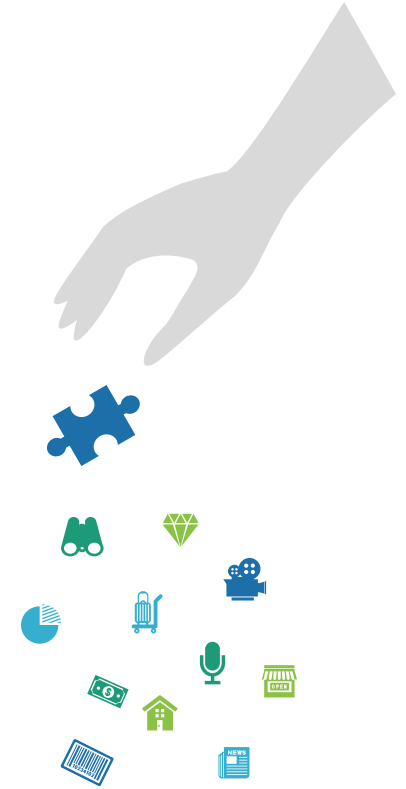


# General Outlook

- Tourism entrepreneurship in Türkiye evolved in parallel with tourism development.
- Until 1980s, tourism contribution to the Turkish economy was very limited.



# Case Study of Türkiye and Policy Recommendations



# Tourism Entrepreneurship in Türkiye, Its Development and Characteristics

Prevalence of small- or medium-sized family businesses

Richness and diversity of services offered by tourism businesses

Strong ability to innovation and adaptation.

Efficient collaboration and networking among tourism entrepreneurs

Entrepreneurship

in





# Drivers of Tourism Entrepreneurship in Türkiye

The desire to  
become  
"financially"  
independent

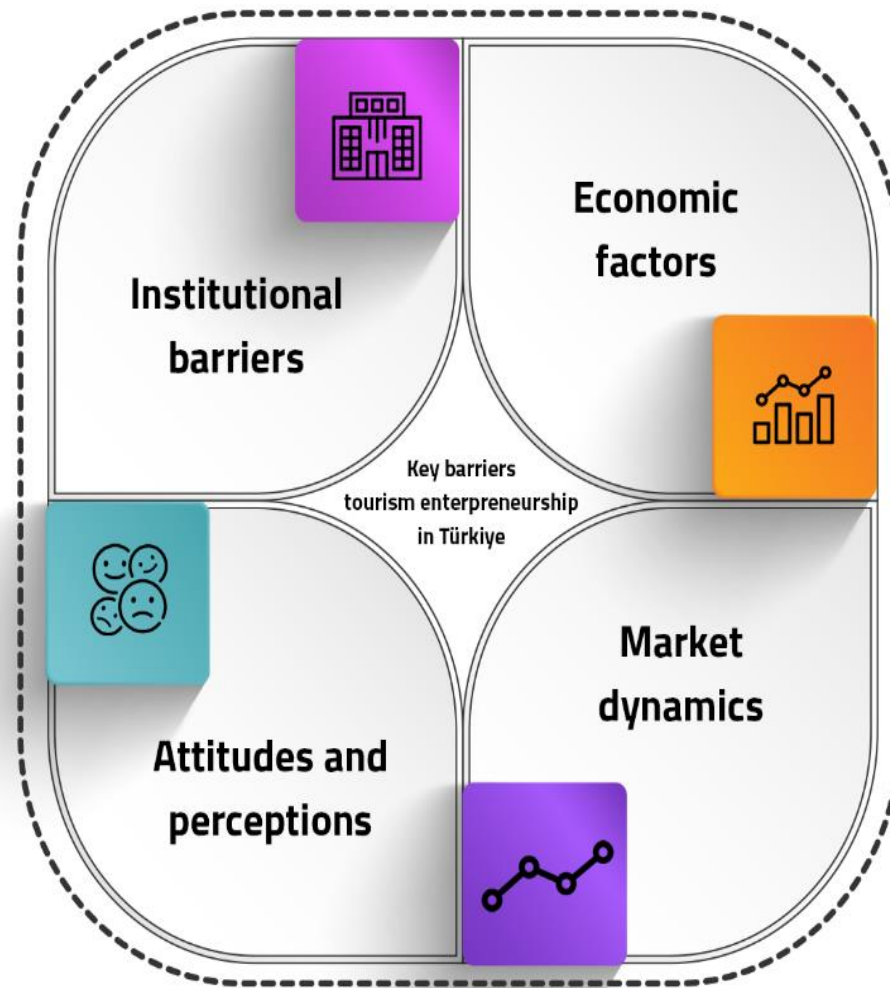
The desire to  
enjoy a good  
lifestyle

Personal  
satisfaction and  
growth





# Barriers and Challenges to Tourism Entrepreneurship in Türkiye



# Policy Recommendation for Türkiye



Prioritizing inflation

# Policy Recommendation for Türkiye



Encouraging and supporting women entrepreneurship

# Policy Recommendation for Türkiye



Enhancing entrepreneurial resilience

# Policy Recommendation for Türkiye



Access to entrepreneurial finance

# Policy Recommendation for Türkiye



Enhancing entrepreneurship education  
and training



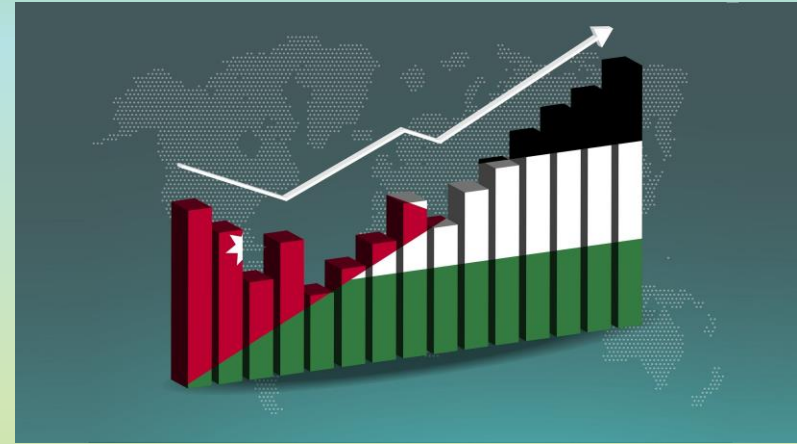
# Case Studies

## 2. Jordan



# General Outlook

- Tourism is a rapidly growing sector in Jordan (contributing 16.2% to Jordan's GDP).
- Jordan's economy has exhibited notable improvement due to the economic reforms.
- The Investment Environment Law No. 21 of 2022



# Tourism Entrepreneurship in Jordan, Its Development and Characteristics

The heavy reliance on the contribution of small and medium enterprises (SMEs).

The majority of tourism enterprises in Jordan are confirmed to be family-owned businesses

Jordan boasts a diverse array of natural and cultural attractions that make it an attractive destination for investors.

The Strive to develop innovative tourism products and services

Engagement in sustainable tourism practices

Remarkable resilience in the face of various challenges (e.g. COVID-19)



# Drivers of Tourism Entrepreneurship in Jordan

The desire to live  
in the right  
environment

The desire to  
enjoy a good  
lifestyle

Providing a  
retirement  
income

The desire to  
become  
"financially"  
independent





# Barriers and Challenges to Tourism Entrepreneurship in Jordan

High inflation rate and interest rates

Lack of support from the government

Lack of incentives to venture into tourism and hospitality



# Policy Recommendation for Jordan



Differentiating tourism offerings



# Policy Recommendation for Jordan



Supporting early-stage  
entrepreneurial activities      tourism

# Policy Recommendation for Jordan



Reducing utility bills

# Policy Recommendation for Jordan



Facilitating access to financial resources

# Policy Recommendation for Jordan



Establishing more vocational and traditional academic programs to meet the labour market needs

# Policy Recommendation for Jordan



Enhancing physical and digital infrastructure in the less-developed regions

# Case Studies

## 3. The Gambia



*Gambia Tourism Board*  
The Smiling Coast of Africa





# General Outlook

- Tourism industry serves as a critical source of employment creation.
- Opportunities for entrepreneurs in areas such as cruise transport, eco-tourism, and recreational fishing.
- Initiatives to support local entrepreneurs in overcoming obstacles and maximizing their contribution to the tourism sector
- Efforts to formulate a national entrepreneurship policy for the Gambia



# Tourism Entrepreneurship in The Gambia, Its Development and Characteristics

**A rich array of natural and cultural attractions that serve as valuable assets for the creation of successful tourism enterprises**

**The government's commitment to the development of the tourism industry creates a favourable environment for growth and expansion in the sector**

**Tourism entrepreneurship in the Gambia is a thriving sector that offers numerous avenues for growth.**

**Tourism entrepreneurship is aided by governmental and non-governmental organizations providing them with information and consultancy services.**



# Drivers of Tourism Entrepreneurship in The Gambia

The desire to become "financially" independent

Desire for personal satisfaction and growth

The desire to maintain personal freedom



# Barriers and Challenges to Tourism Entrepreneurship in The Gambia

Economic as financial factors (i.e., inflation rate, interest rates, access to financial)

Lack of support from the government





# Policy Recommendation for The Gambia



Streamlining regulatory frameworks  
and licensing procedures

# Policy Recommendation for The Gambia



Developing long-term strategic plans to improve infrastructure



# Policy Recommendation for The Gambia



More aggressive marketing efforts to induce greater tourist demand.



Thank you

Any questions?