



Promoting Entrepreneurship for Tourism Industry Competitiveness in OIC Countries

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Outline



PART I. International Tourism in OIC Countries

PART II. Entrepreneurship and Competitiveness in Tourism

Part III. OIC and SESRIC Efforts



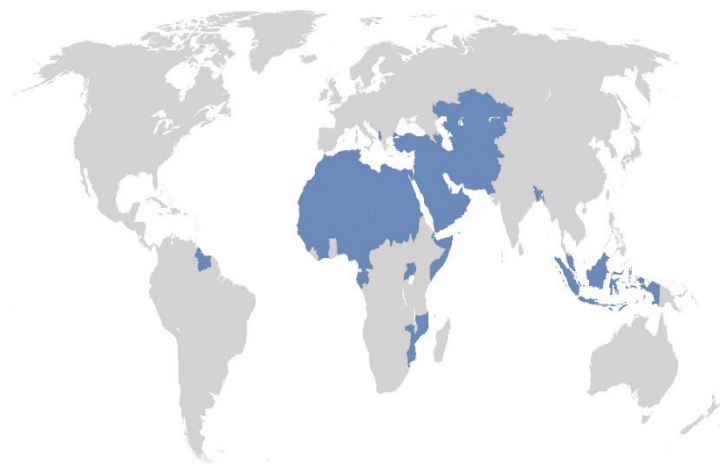
PART I: International Tourism in OIC Countries

International Tourism in OIC Countries

Importance of Tourism Industry



	GDP		Employment	
	Billion USD	% of Total	Million People	% of Total
2019	780.7	7.8	46.56	7.3
2022	638	6	43.37	6.6
2023	753	6.9	45.66	6.8
2033	1,246	8.2	65.28	8.1

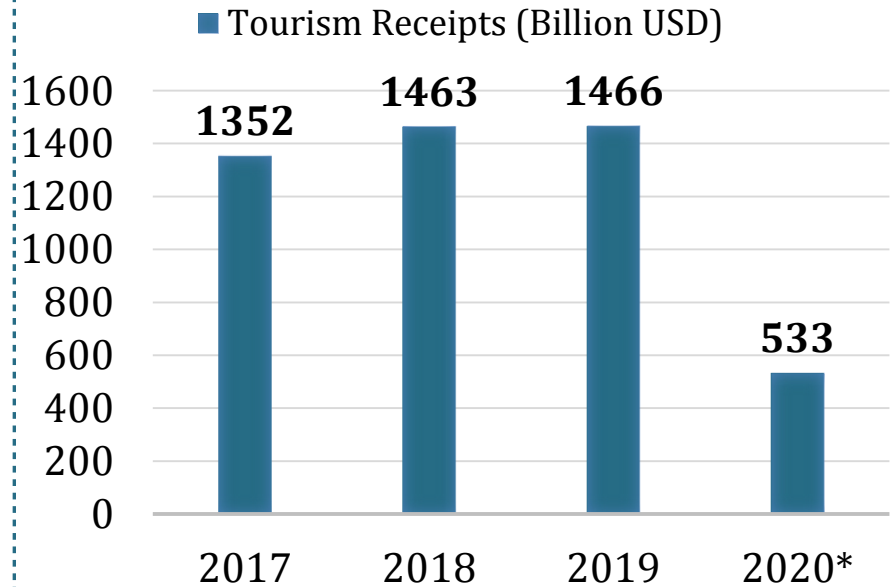
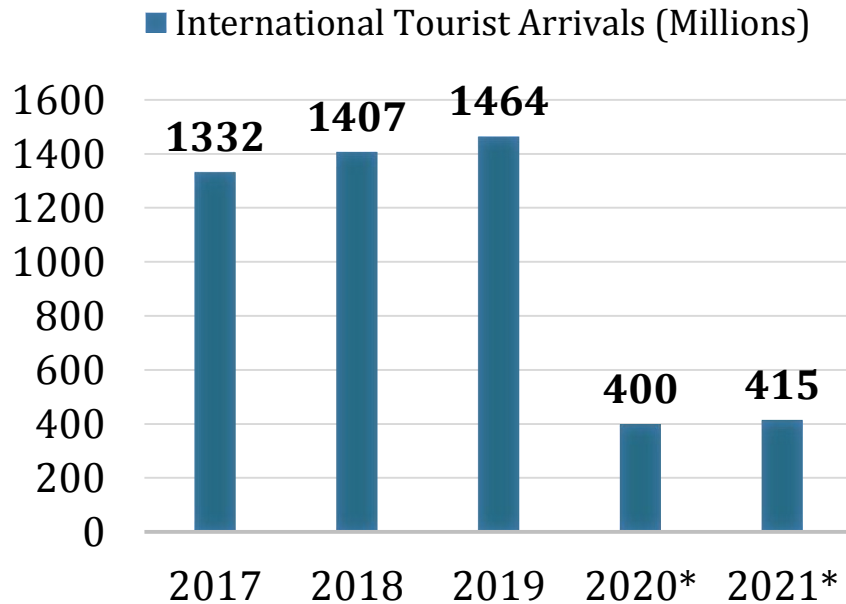


Source: World Travel and Tourism Council (WTTC)

International Tourism



Arrivals and Receipts



Source: UNWTO.* Provisional data

International Tourism Recovery



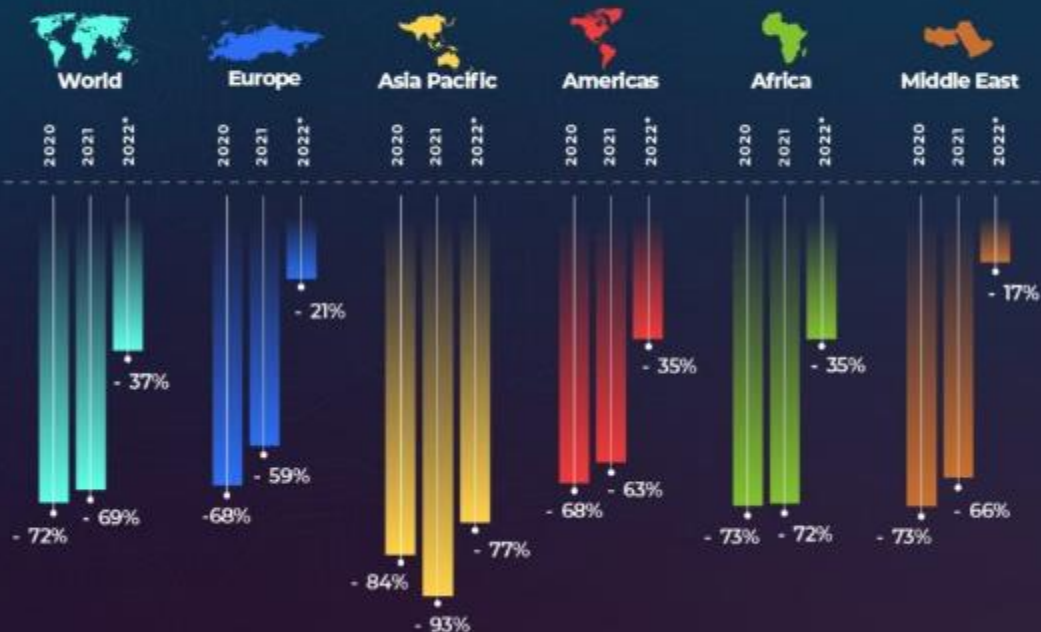
International Tourist Arrivals by Regions

World
Tourism
Barometer

January 2023

(% change
over 2019)

International tourist arrivals



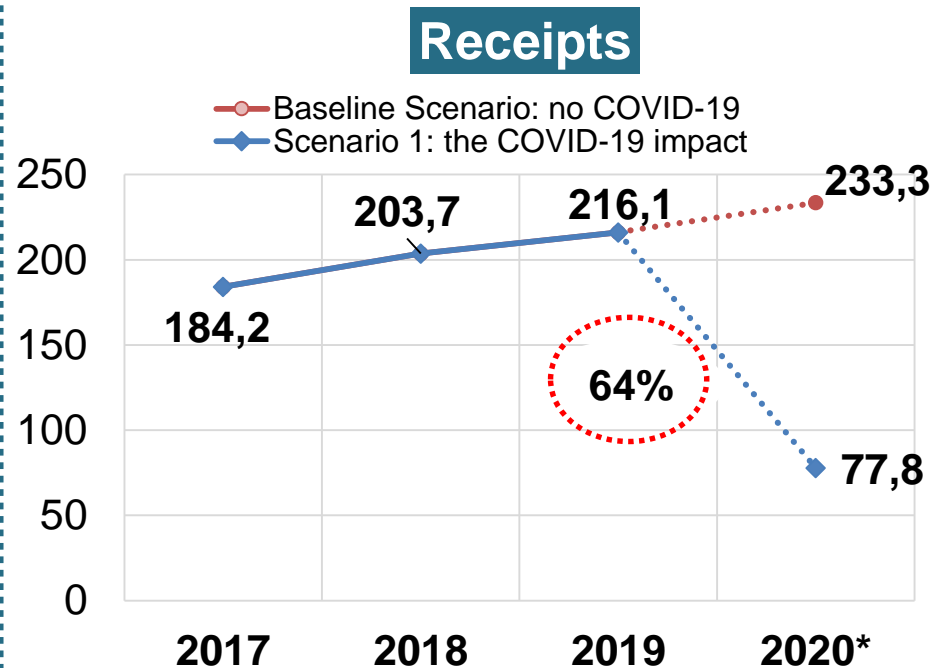
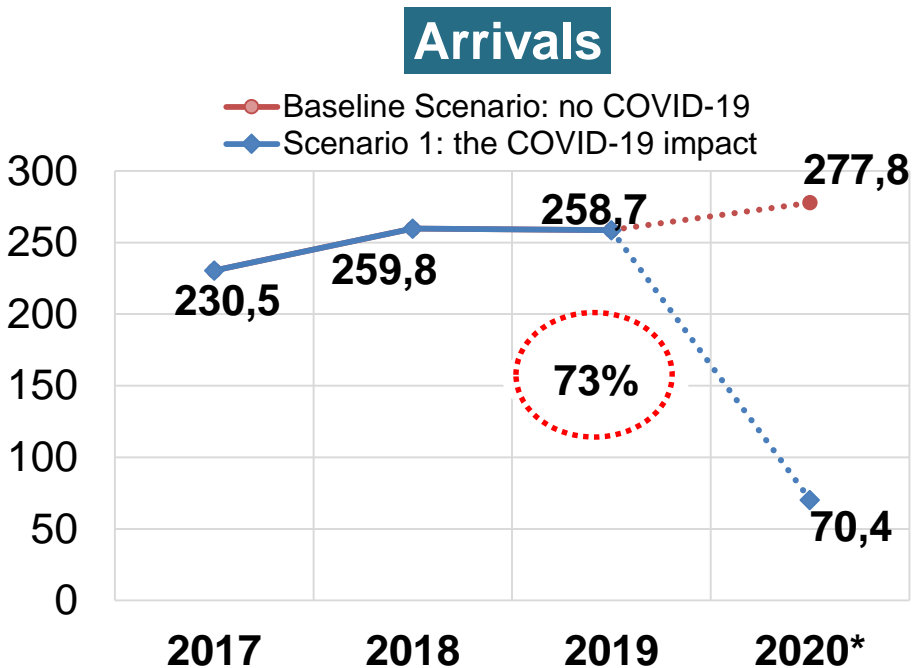
Source: UNWTO
Data as of January, 2023

- In 2023, international tourist arrivals could reach 80-95% of pre-pandemic levels.
- With significant recovery in Europe and Middle East.

International Tourism in OIC Countries



Arrivals (in Millions) and Receipts (in Billion USD)



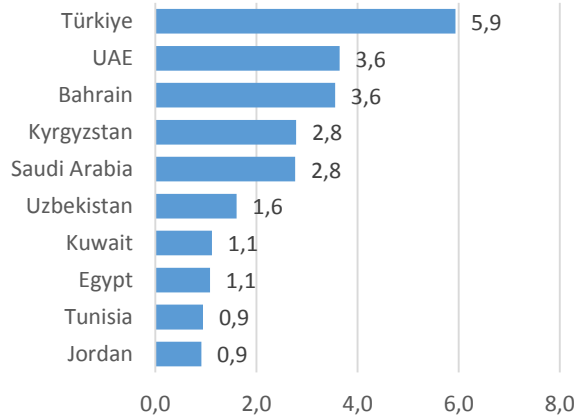
Source: SESRIC staff calculations based on UNWTO data

Tourism in OIC Countries

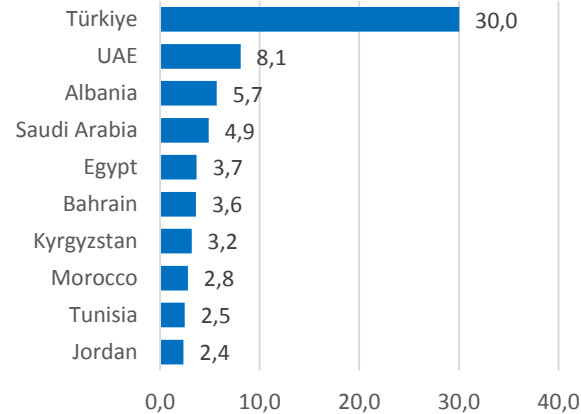


Selected OIC Countries, 2021*

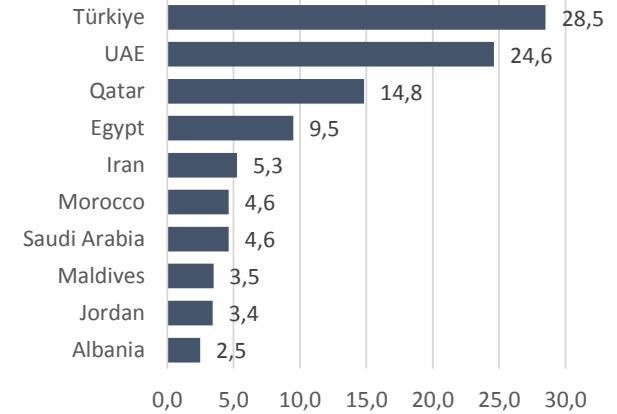
International Tourism, Arrivals,
Intra-OIC (in Millions)



International Tourism, Arrivals,
Total (in Millions)



International Tourism, Receipts
(Billion USD)



Source: SESRIC staff calculations based on UNWTO data. *Provisional data

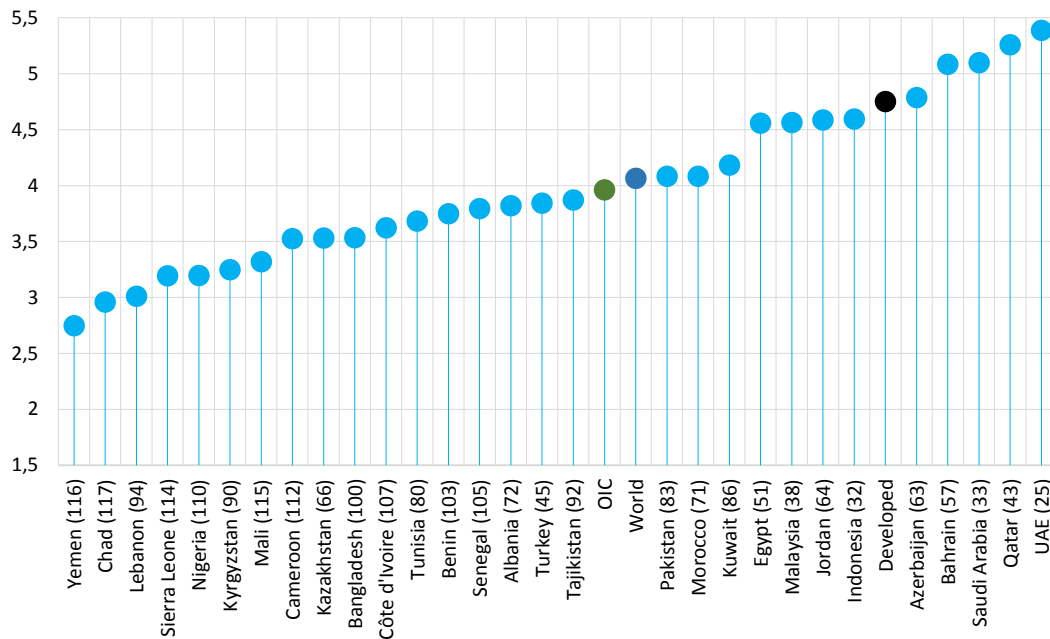


PART II: Entrepreneurship and Competitiveness in Tourism

Entrepreneurship and Competitiveness



Travel and Tourism Development Index: Business Environment Pillar



TTDI - UAE 25th, Indonesia and Saudi Arabia 32th and 33th.

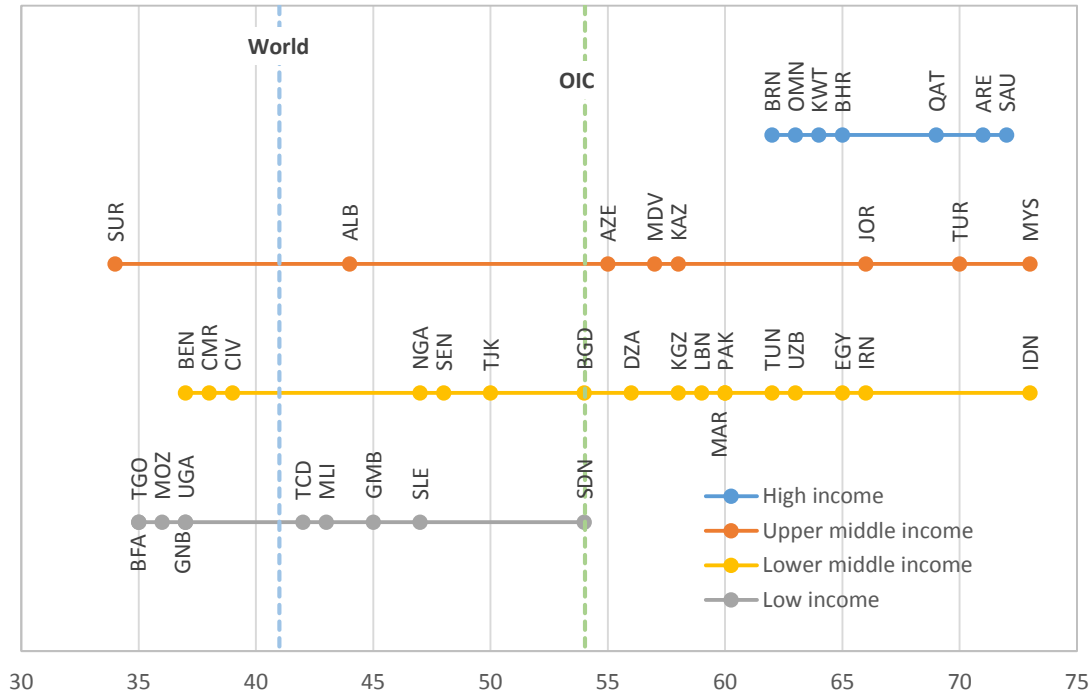
UAE, Qatar and Saudi Arabia ranked among the top ten countries globally in terms of business environment

Compared to 2019, 12 of the 29 OIC countries covered in the index had a lower score in 2021, signaling a deterioration in the **business environment**.

Entrepreneurship and Competitiveness



Global Muslim Travel Index 2023



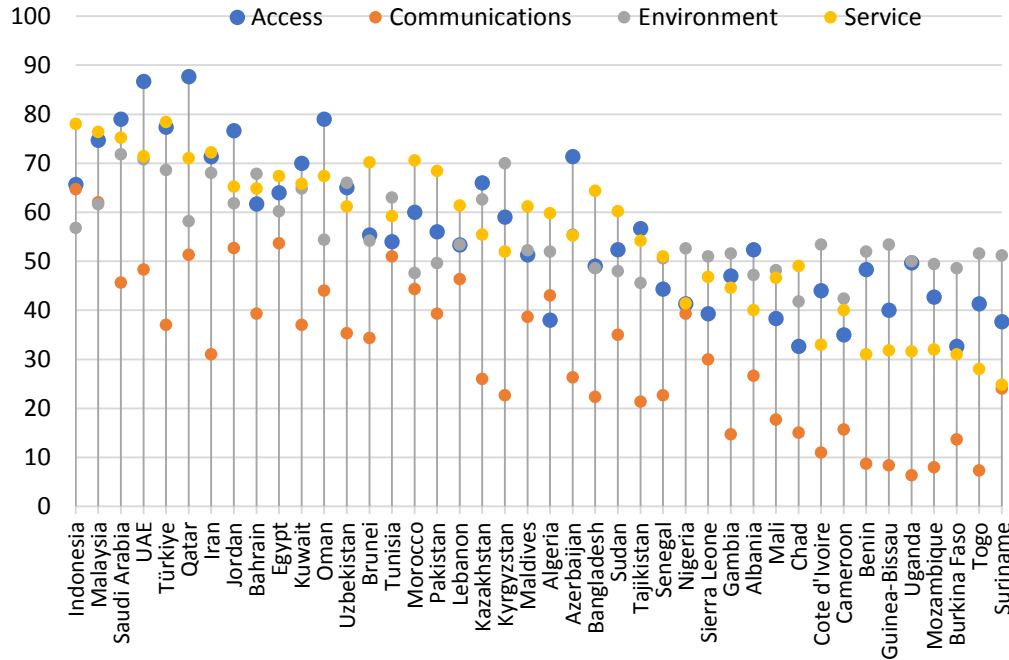
- OIC countries are more attractive to Muslim tourists.
- Indonesia and Malaysia top 1
- Türkiye, UAE, and Saudi Arabia
- Rising Destinations: Iran, Egypt and Uzbekistan

Source: Authors calculations based on GMTI 2023 Report

Entrepreneurship and Competitiveness



ACES



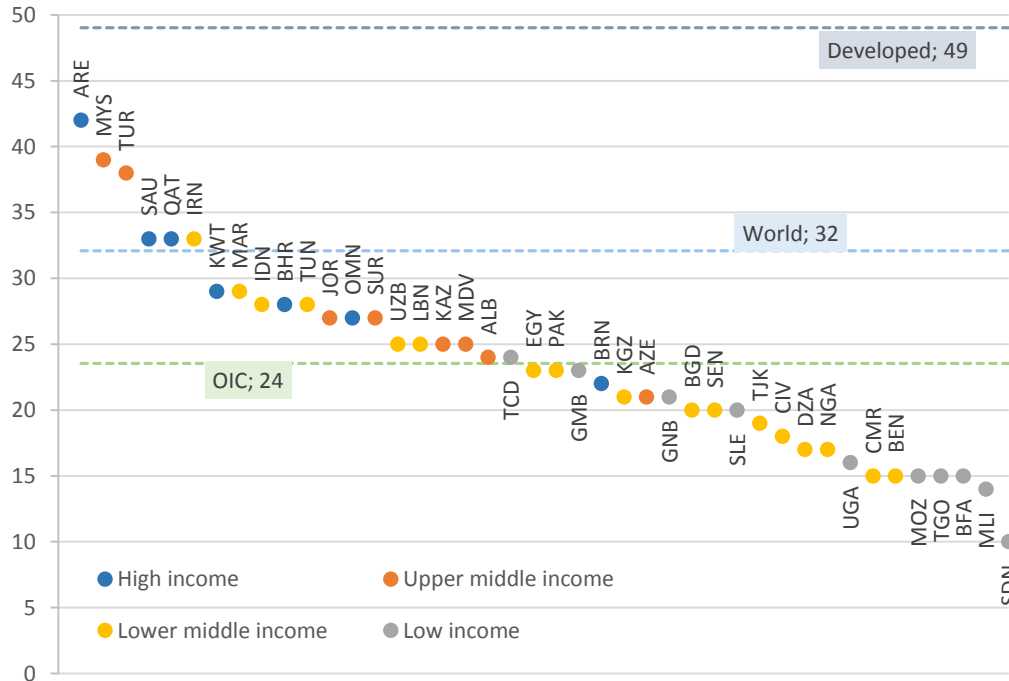
ACES stands for Access, Communications, Environment, and Services.

- This model evaluates the level of inclusivity and support for Muslim travelers that destinations provide in various aspects of their travel experience:

Entrepreneurship and Competitiveness



Enabling Climate for Entrepreneurship



Enable innovation and entrepreneurship to facilitate the growth of tourism facilities.

OIC countries underperform in enabling environment pillar as well as in;

Destination Marketing

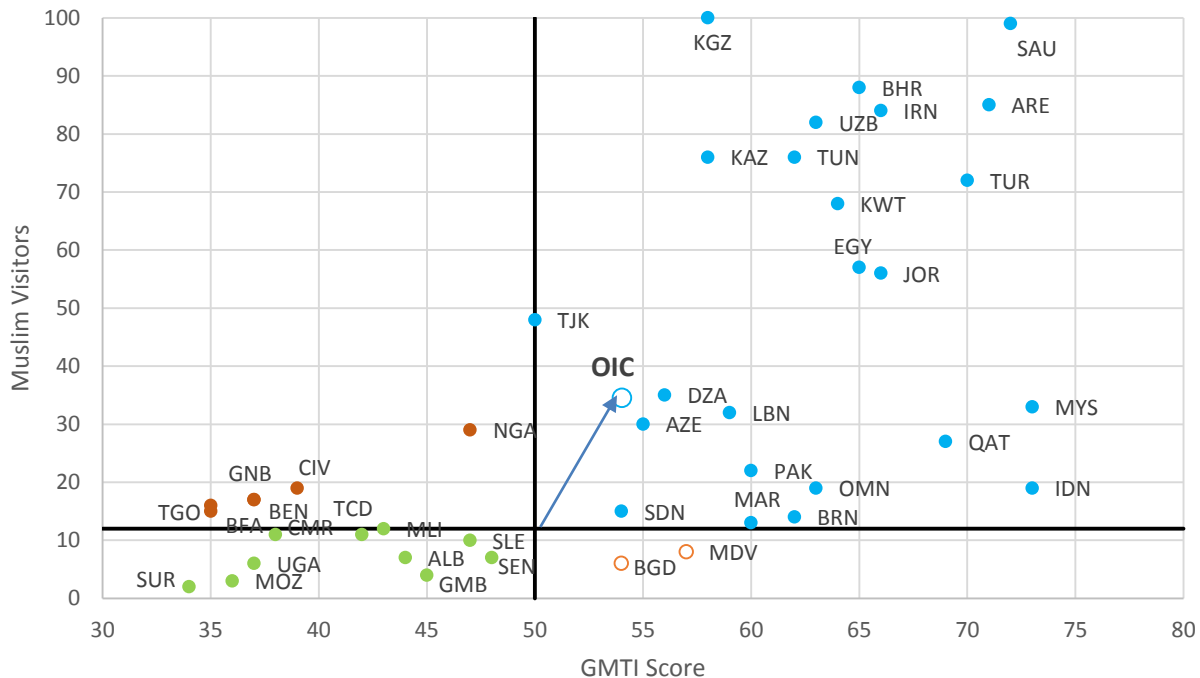
Stakeholder Awareness

Source: Authors calculations based on GMTI 2023 Report

Entrepreneurship and Competitiveness



OIC Countries GMTI Performance Matrix - 2023



- Emerging destinations
- Trailblazers
- Untapped potential
- Potential leaders

Source: Authors calculations based on GMTI 2023 Report



PART III: OIC and SESRIC Efforts

Strategy and Documents



Islamic Conference of
Tourism Ministers (ICTM)

STRATEGIC ROADMAP FOR DEVELOPMENT OF
ISLAMIC TOURISM
IN OIC MEMBER COUNTRIES



ORGANIZATION OF ISLAMIC COOPERATION
SECRETARIAT GENERAL FOR ISLAMIC COOPERATION
DIPLOMACY AND ECONOMIC AFFAIRS
JEDDAH SAUDI ARABIA

Strategic Roadmap for
Development of Islamic
Tourism in OIC Member
Countries

INTERNATIONAL TOURISM
IN THE OIC COUNTRIES
2022
Prospects and Challenges amid the COVID-19 Pandemic



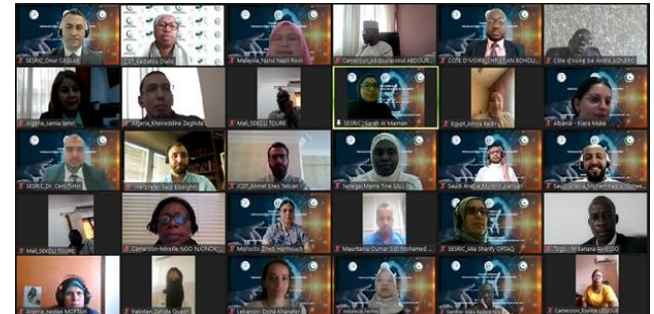
ORGANIZATION OF ISLAMIC COOPERATION
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International Tourism in
the OIC Countries

Tourism Capacity Building Programme (Tourism-CaB)



- Launched in 2015. To develop a sustainable tourism sector in OIC region.
- Its activities are implemented through various modalities.
- Since 2015, 33 activities had been implemented for the benefit of 1157 experts from 50 OIC countries



Tourism activities related to “Promoting Entrepreneurship for Tourism Industry Competitiveness”

Training of Trainers (ToT) Course on ‘Promoting Entrepreneurship for Tourism Industry Competitiveness’ in June 2020

Training Webinar on the ‘Gastronomy Tourism in OIC Countries’ in October 2023



Statistical Capacity Building Programme (Stat-CaB)

- Identifying, assessing and matching and statistical needs and capacities of OIC MCs
- Its activities are implemented through various modalities physically and virtually
- Since 2008, 29 activities have been implemented related to Tourism for the benefit of 558 experts from more than 50 OIC countries.




Intra-OIC Cooperation

Transfer of knowledge

Capacity building

Transfer of good practices

Policy development

A world map with the OIC (Organization of Islamic Cooperation) member states highlighted in a dark blue color. The highlighted regions include North Africa, the Middle East, Central Asia, and Southeast Asia.

Enhancing
tourism cooperation among OIC Member States

Policy Implications (I)



1

Ease Visa Requirements for top Outbound Markets

2

Develop Air Connectivity and Airport Facilities

3

Destination Marketing

4

Communication Proficiency at the Destination

Policy Implications (II)



5

Stakeholder Awareness at the Destination

6

Benefit from international experiences and experiences of OIC Member Countries

7

Enhance collaboration with relevant OIC institutions



**THANK YOU
MERCI**

شكرا

Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)



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