Background and Objectives

Tourism undeniably plays a significant role in the member countries of the Organisation of Islamic Cooperation (OIC) because of its socio-economic development potential. If tourism can be measured in all its parts, it will for sure contribute to the facilitation of the decision-making processes. From this standpoint, a sound tourism statistics system with a focus on Islamic tourism in OIC member countries is critical not only for monitoring the national tourism policies but also observing the impact of tourism at the OIC and international levels. The OIC Programme of Action 2025 puts forward that the OIC Member States as a group have a high potential for the development of a sustainable international tourism sector and calls member states to ‘promote awareness about Islamic tourism services in the Member States and beyond’ (OIC, 2016).

According to the SESRIC study titled “Strategic Roadmap for Development of Islamic Tourism in OIC Member Countries” published in 2018, it is important to strengthen National Statistical Systems (NSSs) and the coordination role of National Statistical Offices (NSOs) as well as developing national Islamic tourism indicators for the production and dissemination of relevant data at the national level. In view of the foregoing, the Strategic Vision of the OIC Statistical Commission (OIC-StatCom) for 2030, adopted during its 9th Session held in September 2020, has set a strategic objective for developing national methodologies – in close collaboration with the relevant stakeholders – for the collection, collation, processing, and dissemination of Islamic tourism data by the OIC countries.

Within the framework of the Programme of Action for 2021-2025 under the OIC-StatCom Strategic Vision for 2030, SESRIC, in collaboration with NSOs of Indonesia, Iran, Malaysia, Qatar, and Saudi Arabia as well as Standards and Metrology Institute for Islamic Countries (SMIIC) and World Tourism Organization (UNWTO) will organize an experience sharing Webinar on “Towards a Methodology for Production and Dissemination of Islamic Tourism Indicators” on 23 August 2023. The objective of the webinar is to provide a space to elaborate on the possible general methodology framework of Islamic tourism indicators and how to develop the required standards and mechanisms to produce and disseminate such indicators within the NSSs of OIC member countries and beyond through discussions about the current applications, challenges faced and possible other perspectives by all stakeholders.

The Webinar will cover the following topics:

- Significance of data and monitoring for Islamic tourism
- Islamic tourism from a statistical perspective
- Challenges in measuring Islamic tourism
- Proposed actions and policies for development of Islamic tourism indicators
- Good practices from the OIC member countries
Webinar on
“Towards a Methodology for Production and Dissemination of Islamic Tourism Indicators”

23 August 2023 / 13:30 – 16:10 (Ankara time – UTC +3)

Registration Link: https://erp.sesric.org/events/WebinarIslamicTourism/Apply

Format
- Around 2½ hours of webinar via Zoom with presentations.
- The webinar will be conducted in English only, and open to the NSOs as well as the Ministries of Tourism of OIC member countries.

Work Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>13:30 – 13:40</td>
<td>Introduction and Agenda Setting</td>
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</tbody>
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| 13:40 – 14:00 | Strategic Roadmap for Development of Islamic Tourism in OIC Member Countries: Data and Monitoring  
   Presenter: SESRIC |
| 14:00 – 15:00 | Experiences, Challenges and Insights of OIC Member Countries for the Development of Islamic tourism Indicators  
   Presenters: Indonesia, Iran, Malaysia, Qatar, Saudi Arabia |
| 15:00 – 15:40 | Statistical Perspectives from Regional and International Organisations  
   Presenters: SMIIC, UNWTO, CrescentRating, DinarStandard |
| 15:40 – 16:00 | Discussion and Closing Remarks                                             |
|               |                                                                          |

* All times are indicated in Ankara, Turkey (UTC +3) time. For time difference information, please refer to: https://time.is/compare/1330_23_Aug_2023_in_Ankara