



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>

## 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).

EVENT DETAILS	
 STARTS AT	23 Aug 2023 13:30 (UTC +3)
 ENDS AT	23 Aug 2023 16:00 (UTC +3)
 PLATFORM	ZOOM
 ORGANISER	SESRIC
 PRESENTERS	SESRIC, OIC Countries, UNWTO, SMIIC
 EN LANGUAGE	ENGLISH

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 9<sup>th</sup> 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*



## SESRIC WEBINAR SERIES ON STATISTICAL EXPERIENCE SHARING



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### 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

<b>13:30 – 13:40</b>	<i>Introduction and Agenda Setting</i>
<b>13:40 – 14:00</b> 20 minutes (with Q&A)	<i>Strategic Roadmap for Development of Islamic Tourism in OIC Member Countries: Data and Monitoring</i> <i>Presenter: SESRIC</i>
<b>14:00 – 15:00</b> 60 minutes (with Q&A)	<i>Experiences, Challenges and Insights of OIC Member Countries for the Development of Islamic tourism Indicators</i> <i>Presenters: Indonesia, Iran, Malaysia, Qatar, Saudi Arabia</i>
<b>15:00 – 15:40</b> 40 minutes (with Q&A)	<i>Statistical Perspectives from Regional and International Organisations</i> <i>Presenters: SMIC, UNWTO, CrescentRating, DinarStandard</i>
<b>15:40 – 16:00</b> 20 minutes (with Q&A)	<i>Discussion and Closing Remarks</i>

\* 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](https://time.is/compare/1330_23_Aug_2023_in_Ankara)