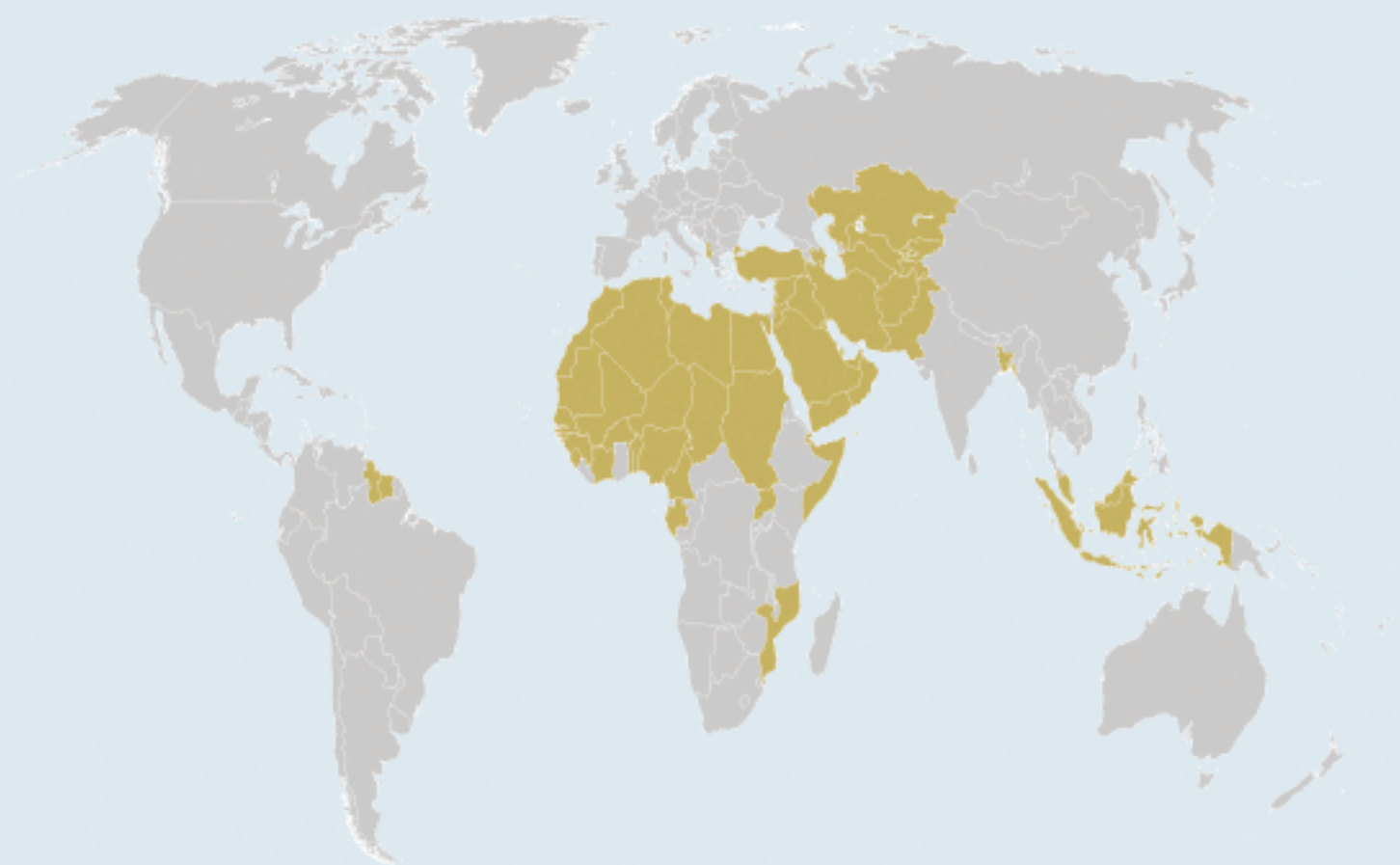


INTERNATIONAL TOURISM IN THE OIC COUNTRIES 2010

PROSPECTS AND CHALLENGES



Organisation of the Islamic Conference

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

INTERNATIONAL TOURISM IN THE OIC COUNTRIES: PROSPECTS AND CHALLENGES 2010



Organisation of the Islamic Conference
Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)

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Attar Sokak, No. 4, G.O.P., 06700

Ankara –Turkey

Telephone +90–312–468 6172

Internet www.sesric.org

E-mail pubs@sesric.org

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FOREWORD

Worldwide, international tourism activity has been growing, over the last five decades, at substantial and sustainable rates in terms of both tourist arrivals and tourism receipts. The number of international tourist arrivals worldwide increased from 25.3 million in 1950 to 919 million in 2008, corresponding to an average annual growth rate of 6.4 percent. The revenues generated by those tourists, i.e. international tourism receipts in terms of current US dollar prices, increased from US\$ 2.1 billion to US\$ 942 billion in the same period, corresponding to an average annual growth rate of 11 percent; a rate which was significantly higher than that of the world economy as a whole. Meanwhile, in addition to the two traditional tourist-receiving developed regions of Europe and the Americas, new destinations have been recently emerged in the developing regions as well. International tourism activity has even become one of the main economic activities in many developing countries, including a significant number of OIC member countries. In particular, international tourism activities constitute an important source of foreign exchange earnings and employment in many of these countries. Therefore, tourism has been given more attention in the national development strategies of many developing countries and placed on the agenda of many recent international conferences on sustainable development.

However, the trends in tourism activity worldwide have been reversed suddenly in 2009 affecting by the negative impacts of one of the worst financial crises since the Great Depression, which hit the world economy during 2008-2009, and, thus, international tourism activity witnessed one of the worst downturns in the last five decades. In fact, until the first half of 2008, international tourism sector was performing well. Yet, since the second half of 2008 and during 2009, the sector has been hit very hard due to the impact of the global financial crisis and the sharp rise in world oil prices together with the outbreak of swine flu. In this context, it is worth mentioning that developed economies of the Americas and Europe, which are the origin of the global financial crisis, have also played an important role in further intensifying its negative impacts on tourism industry as these countries are the major tourist-generating regions in the world. In 2009, worldwide international tourist arrivals and their receipts dropped to 880 million and US\$ 852 billion, respectively, corresponding to a decrease by 4.2 percent and 9.6 percent over 2008. However, not all the regions and countries were equally affected by the negative impacts of the global financial crisis. Being the origin of the crisis, the developed regions of the Americas and Europe were generally more affected than their developing counterparts. In 2009, except Africa, all other regions recorded losses in their international tourist arrivals, with Europe recorded the highest loss of 27.3 million tourists, corresponding to a decrease by 5.6 percent over 2008. On the tourism receipts side, except the Middle East, all other regions recorded losses in their tourism receipts; the highest of which (12.8 percent) was recorded in Europe, followed by the Americas with 11.8 percent.

As a substantial part of the developing countries, international tourism activity in the OIC member countries has been also growing substantially in terms of both tourist arrivals and tourism receipts. The number of international tourist arrivals into the OIC countries was growing by an average annual growth rate of 10.3 percent during the period 2003-2007. Yet, in 2008, the number of international tourist arrivals in the OIC countries, for which the data are available (36 countries), declined to 130.5 million, corresponding to a slight decrease by 1.1 percent over 2007. Consequently the share of OIC region in the world tourism market decreased slightly to 14.2 percent compared to 14.7 percent in 2007. Yet, it seems that this slight decrease in international tourist arrivals into OIC countries is mainly due to the unavailability of the data, rather than the global financial crisis, where the data is not available for 21 countries in 2008 compared to only 11 countries in 2007. This is also true considering the fact that the number of

international tourist arrivals increased significantly in 2008 in the main OIC tourists' destination countries like Lebanon, Saudi Arabia, Egypt, Indonesia and Turkey. Moreover, international tourism receipts in the OIC region reached US\$ 102.8 billion in 2008, corresponding to an increase by 12.6 percent over the level of 2007, and the share of OIC region in world tourism receipts increased slightly to 10.9 percent compared to 10.6 percent in 2007.

As a group, the OIC countries have in fact a high potential for the development of a sustainable international tourism sector. This is particularly true considering their rich and diverse natural, geographic, historical and cultural heritage assets. However, given the modest share of the OIC region in the world tourism market and the concentration of the international tourism activity in only a few OIC countries, it seems that a large part of the tourism potential of the OIC region remains unutilised. The problems facing tourism and the development of a sustainable international tourism sector in the OIC countries are diverse as each country has its own tourism features, level of development and national development priorities and policies. In fact, if properly planned and managed, tourism sector could play a significant role in the socio-economic development of the OIC countries. It is for this reason that tourism has been defined in 1994 as one of the ten priority areas of cooperation of the OIC Plan of Action to Strengthen Economic and Commercial Cooperation among the Member Countries. Cooperation in the domain of tourism has recently assumed greater importance on the agenda of the OIC, where seven Islamic conferences of tourism ministers and a number of expert group meetings and seminars on tourism development were held during the period that elapsed since the 1st Islamic Conference of Tourism Ministers (ICTM), which was held in Isfahan, Islamic Republic of Iran, in October 2000.

In the light of these developments, the present version of the “*International Tourism in the OIC Countries: Prospects and Challenges*” report of SESRIC examines the performance and economic role of international tourism sector in OIC member countries in the latest five-year period for which the data are available. It analyses the two traditionally used indicators in measuring international tourism, i.e. international tourist arrivals and international tourism receipts. The analysis is made at both the individual country and the OIC regional levels. The report also highlights the impacts of the global financial crisis of 2008-2009 on international tourism sector worldwide. In its conclusion, the report sheds light on the challenges of tourism development in the OIC countries and the issue of tourism cooperation among them and proposes some recommendations to serve as policy guidelines.

Dr. Savaş Alpaya
Director General
S E S R I C

1 INTRODUCTION

According to the definition of the United Nations World Tourism Organisation (UNWTO), international tourism comprises the activities of persons travelling to and staying at places outside their usual permanent places of residence for a period not exceeding 12 months for leisure, business and other purposes. Based on this broad definition, the tourism industry includes all the socio-economic activities that are directly and/or indirectly involved in providing goods and services to tourists. The Standard International Classification of Tourism Activities (SICTA) of the UNWTO identifies 185 supply-side activities that have significant connections to the tourism sector.¹ These include the services of various sectors, such as transportation and communication, hotels and lodging, food and beverages, cultural and entertainment services, banking and finance, and promotion and publicity services. Defined by this impressive network of socio-economic activities and the infrastructure needed to support it, tourism is one of the world's largest industries and categories of international trade.

Over the past few decades, international tourism activity has shown substantial and sustained growth in both revenues and number of tourists, and has left broad economic, social, cultural and environmental footprints reaching almost every part of the globe. International tourism activity generates significant economic benefits to tourists' host and home countries alike. According to the UNWTO, the number of international tourist arrivals increased from 25.3 million in 1950 to 880 million in 2009, corresponding to an average annual growth rate of 6.2 percent. The revenues generated by those tourists, i.e. international tourism receipts in terms of current US dollar prices, increased from US\$ 2.1 billion to US\$ 852 billion in the same period, corresponding to an average annual growth rate of 11 percent; a rate which was significantly higher than that of the world economy as a whole in the same period. In 2009, these revenues amounted to US\$ 2.3 billion per day or US\$ 968 per tourist arrival.

International tourism activity is also characterised by a continuing geographical spread and diversification of tourist destinations. Although the bulk of international tourism activity is still concentrated in the developed regions of Europe and the Americas, a substantial proliferation of new tourist-receiving markets is also observed in the developing regions. According to the UNWTO, the two traditional tourist-receiving regions of Europe and the Americas attracted, together, 96 percent of the world's total tourist arrivals in 1950. Yet, by 2009, this figure fell to 68 percent in favour of the developing regions of Asia & Pacific, the Middle East and Africa. International tourism has become one of the main economic activities and an important source of foreign exchange earnings and employment in many countries of these regions. Tourism development has, therefore, been given much attention in the national development strategies of many developing countries and placed on the agenda of many recent international conferences on sustainable development.

Considering their rich and diverse natural, geographic, historical and cultural heritage assets, the OIC countries, as a group, have in fact a high potential for the development of a sustainable international tourism sector. However, considering the modest share of the OIC region in the world tourism market and the concentration of tourism activity in only a few OIC countries, it seems that a large part of the tourism potential of the OIC region is still unutilised. The problems facing tourism and the development of a sustainable international tourism sector in the OIC countries are diverse as each country has its own tourism features, level of development and national development priorities and policies.

¹ World Tourism Organisation (UNWTO), "Standard International Classification of Tourism Activities (SICTA)", http://www.unwto.org/statistics/basic_references/index-en.htm

Indeed, tourism is a very important sector that could, if properly planned and managed, play a significant role in the socio-economic development of many OIC countries. This is true not only due to their existing and potential tourism resources, but also because their citizens travel in large numbers around the world for business, leisure and other purposes. It is for this reason that tourism has been defined in 1994 as one of the ten priority areas of cooperation of the OIC Plan of Action to Strengthen Economic and Commercial Cooperation among the Member Countries.

In this context, it is worth noting that tourism cooperation activities have recently assumed greater importance on the agenda of the OIC where seven Islamic conferences of tourism ministers and a number of expert group meetings and seminars on tourism development were held during the period that elapsed since the 1st Islamic Conference of Tourism Ministers, which was held in Isfahan, Islamic republic of Iran, in October 2000. A wide range of actions has been adopted in these conferences and meetings aiming at developing the tourism sector in the OIC countries and enhancing their cooperation in this vital and multidimensional field of economic, social and cultural activity. Yet, the desirable levels of tourism development in many OIC countries, and in the OIC region as a whole, have not yet been achieved.

Given this state of affairs, this report attempts to assess the performance and economic role of the international tourism sector in the OIC member countries in the latest five-year period for which the data are available. It analyses the two traditionally used indicators in measuring international tourism, i.e. international tourist arrivals and international tourism receipts.² The analysis is made at both the individual country and the OIC regional levels. The report also highlights the impacts of the global financial crisis of 2008-2009 on international tourism sector worldwide. In the conclusion, the report sheds light on the challenges of tourism development in the OIC countries and the issue of tourism cooperation among them and proposes some recommendations to serve as policy guidelines to which the attention of these countries needs to be drawn.

² For a proper understanding of these two terms, see the note under Table A.1 and Table A.2 in the Statistical Appendix, respectively.

2 INTERNATIONAL TOURISM WORLDWIDE: OVERVIEW

The number of international tourist arrivals worldwide increased from 684 million in 2000 to 880 million in 2009, corresponding to an average annual growth rate of 2.8 percent. In the same period, international tourism receipts, in current US dollar prices, increased from US\$ 477 billion to US\$ 852 billion, corresponding to an average annual growth rate of 6.7 percent (Table A.1. and Table A.2 in the Statistical Appendix). While all the regions of the world hosted more tourists in 2000, Europe and the Americas remained the main tourist-receiving regions. They attracted, respectively, 392.6 and 128.2 million tourist arrivals, corresponding to 57.4 and 18.7 percent of the world tourism market in 2000 (Figure 2). However, since international tourism is characterised by a growing tendency for tourists to visit new destinations, and together with the tourism product diversification and increasing competition, new destinations in the developing regions are steadily growing at a faster pace and increasing their share in the world market.

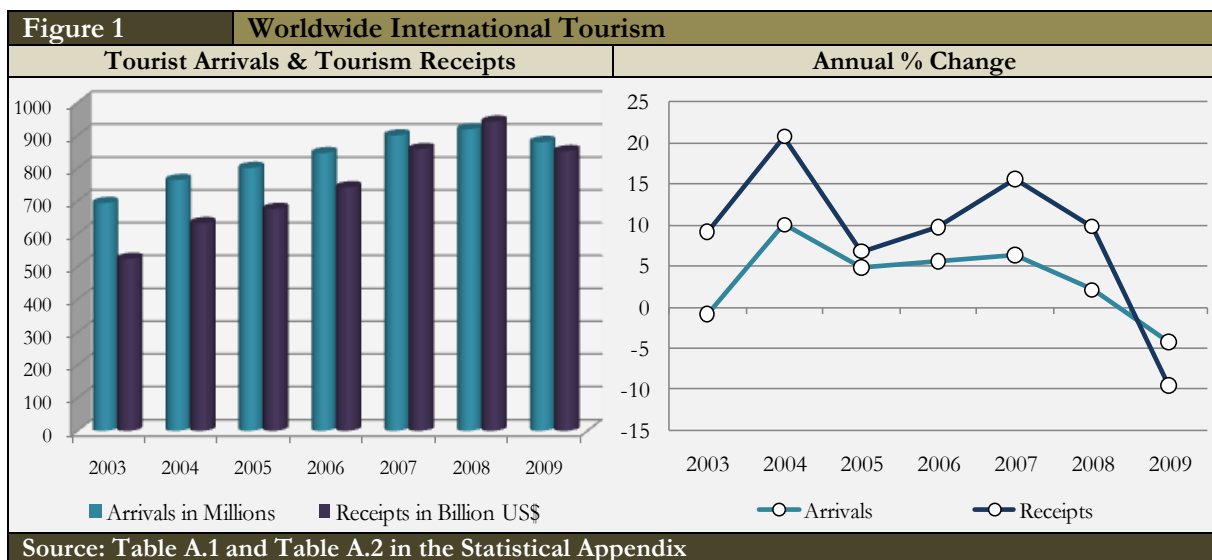
In this context, the average growth rate of international tourist arrivals in the period 2000-2009 was above the world average in the developing regions of Middle East (8.7 percent), Asia & Pacific (5.7 percent) and Africa (5.7 percent). In contrast, this rate was below the world average in the more traditional tourist-receiving regions of Europe (1.8 percent) and the Americas (1 percent) (Table A.1. and Table A.2 in the Statistical Appendix). Consequently, the combined share of the latter two regions in the world tourism market narrowed from 76.1 percent in 2000 to 68.2 percent in 2009 with market shares increasing in favour of the other regions. To a large extent, a similar performance was also observed in terms of international tourism receipts (see Figure 2). In fact, since 2002 there has been a substantial change in the world tourism map: while Europe remained firmly in the first place in terms of both tourist arrivals and tourism receipts, Asia & Pacific claimed the second place from the Americas in terms of tourist arrivals; and also in terms of tourism receipts since 2006 (see Table A.1 in the Statistical Appendix and Figure 4).

In 2003, international tourism faced a considerably difficult year when three negative factors came together: the war in Iraq, the severe acute respiratory syndrome (SARS) panic in Asia/Pacific and the world's weak economic conditions. As a result, the number of international tourist arrivals worldwide slid back by 0.9 percent to 694 million (see Figure 1 and Table A.1 in the Statistical Appendix). This result was closely linked to the drop of 17.8 million arrivals (-13.6 percent) suffered by the Asia/Pacific region. The Americas also recorded a decrease of 3 percent, while Europe recorded an increase of 3.3 percent. Africa and the Middle East were also not much affected by those adverse conditions where they recorded increases in international tourist arrivals of 5.1 and 1 percent, respectively (see Table A.1 in the Statistical Appendix and Figure 3).

As shown in Figure 1, while tourist arrivals dropped slightly by 0.9 percent in 2003, tourism receipts, in US dollar terms, recorded an increase by 9.2 percent and reached US\$ 524 billion. This should be, however, understood as a reflection of the strong depreciation of the US dollar versus many other major currencies in 2003, particularly against the Euro. As a result, receipts earned in the euro-area destinations seemed higher in terms of dollars; but in euro terms they were constant or even decreased. The same is true, to a greater or lesser extent, for many destinations in Asia/Pacific as well as Canada and South America. Therefore, expressing worldwide tourism receipts in other currencies changes the picture completely. For example, computed in Euros, tourism receipts decreased in 2003 by some €46 billion, from €509 billion in 2002 to €463 billion in 2003.³

³ World Tourism Organisation, Tourism Highlights, 2005 Edition.

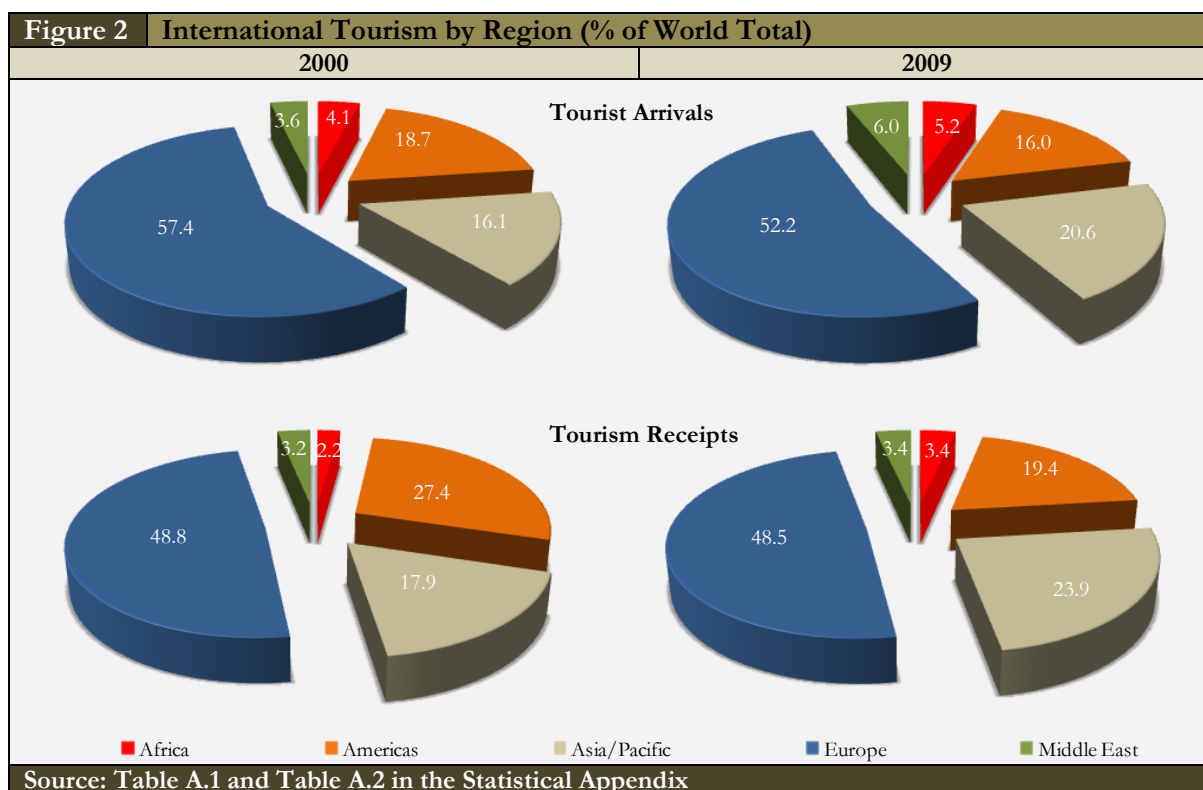
In contrast, 2004 was unquestionably better than 2003 where international tourist arrivals reached a record level of 764 million, corresponding to an increase by 10.1 percent. The recovery of the world economy, in particular the economies of the major tourist-generating regions of the Americas and Europe, together with the strengthening of the Asian economies, strongly contributed to the very good performance of tourism activity in 2004. Significant growth in international tourist arrivals was recorded in all regions (Figure 3), particularly in Asia & Pacific with 27.3 percent and in the Middle East with 23.1 percent increase over 2003. A significant growth was also recorded in the Americas with 11.1 percent increase. With 9 percent and 4.2 percent, respectively, Africa and Europe performed below the world average. A similar performance was also recorded in terms of international receipts where they amounted to US\$ 633 billion, corresponding to an increase by 20.8 percent over 2003 (see Figures 1 and 3).



However, just before the end of 2004, the world was shocked by the seaquake and the following tsunami in the Indian Ocean affecting the northern provinces of the Indonesian island of Sumatra, the Maldives, the eastern coast of Sri Lanka and India and the west coast of Thailand. International tourism in 2005 also faced a number of negative economic and political factors such as terrorism, health scares, oil price increases and exchange rate fluctuations. Yet, for tourism, a sudden crisis does not necessarily translate into a long-term recession. Experience shows that tourism has always managed to recover from past crises with remarkable speed and strong growth levels. Therefore, international tourism worldwide beat all expectations in 2005 achieving another record of 801 million tourist arrivals and US\$ 676 billion tourism receipts, corresponding to an increase by 4.8 percent and 6.8 percent, respectively, over the previous year (Figure 1). Growth in both international tourist arrivals and tourism receipts were recorded in all regions in 2005, albeit with lower rates compared to those recorded in 2003 (Figure 3).

With 846 million international tourist arrivals in 2006, international tourism worldwide recorded a third year of sustained growth, corresponding to an increase by 5.6 percent over the previous year. Although all the regions succeeded in achieving positive growth in terms of international tourist arrivals, one notable feature of 2006 was the continuing strong performance of the developing regions. With a 10.8 percent increase of tourist arrivals, Africa was the top performer, followed by the Middle East with 8.2 percent and Asia & Pacific with 8.1 percent. The weakest region was the Americas with only 1.9 percent (Figure 3). In the same year, a similar

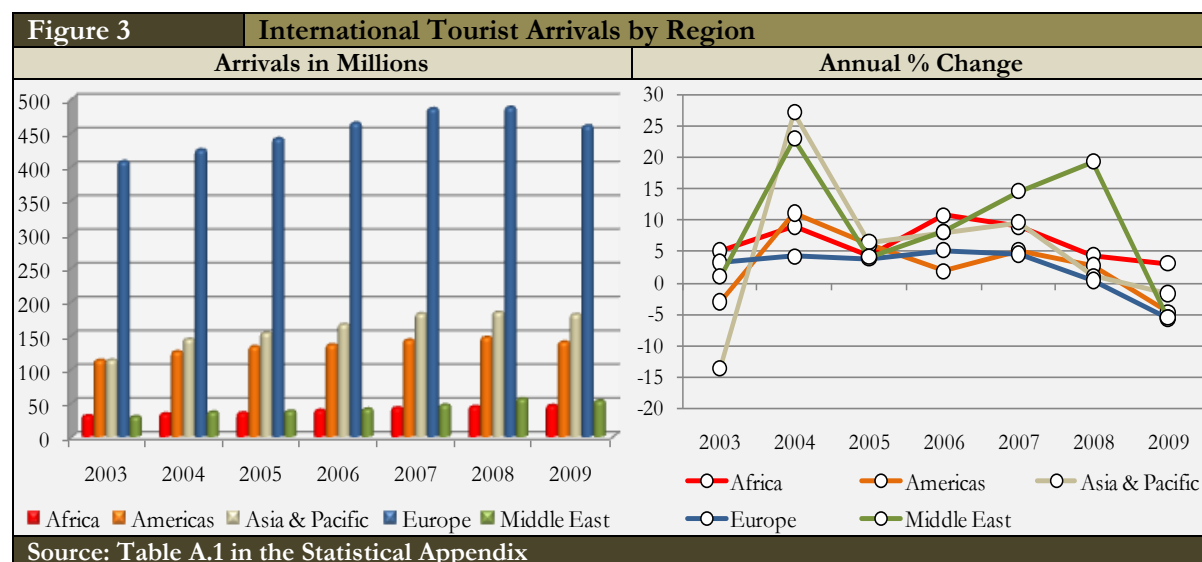
performance has been observed in terms of international tourism receipts, where all the regions recorded positive growth, particularly the developing regions (Figure 4).



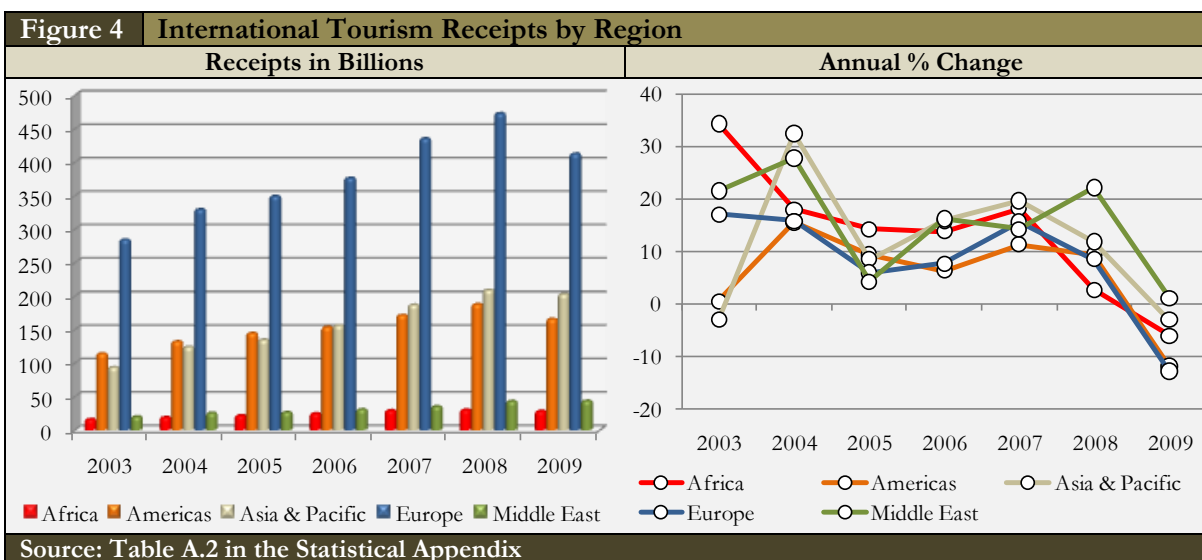
The increase in the number of international tourist arrivals worldwide continued with an upward trend in 2007 where 900 million international tourist arrivals were recorded, corresponding to an increase by 6.4 percent over the previous year (Figure 1). Growth in international tourist arrivals was recorded in all regions, and particularly it was strong in the Middle East with 14.7 percent increase, followed by Asia & Pacific with 9.6 percent, Africa with 9.0 percent, the Americas with 5.2 percent and Europe with 4.6 percent (Figure 3). Similar increase was also recorded in world international tourism receipts in 2007 where they reached US\$ 858 billion, corresponding to a significant increase by 15.6 percent over the previous year (Figure 1). A significant increase in international tourism receipts was recorded in all regions with the highest growth being recorded in Asia & Pacific with 19.7 percent, followed by Africa with 18.3 percent, Europe with 15.6 percent, the Middle East with 14.4 percent and the Americas with 11.5 percent (Figure 4). Thus, in 2007, world international tourism market enjoyed its fourth consecutive year of sustainable growth.

Growth in international tourism activity continued in 2008 where international tourist arrivals reached the highest record of 919 million, corresponding to an increase of 2.1 percent over the previous year. Yet, this was the lowest growth rate witnessed since the slight drawback in 2003 (Figure 1). Similarly, international tourism receipts reached the highest record of US\$ 942 billion, corresponding to 9.8 percent increase over the previous year. In particular, strong growth was recorded in the Middle East region with 19.4 percent increase in tourist arrivals and 22.3 percent increase in tourism receipts over the previous year (see Figure 3 and Figure 4). In terms of international tourist arrivals, Europe recorded the lowest increase of 0.4 percent, followed by Asia & Pacific with 1.1 percent; rates which are below the world average. In contrast, international tourist arrivals in Africa increased by 4.5 percent and in the Americas by 2.8 percent. Considering the variation and fluctuations in exchange rates among the regions, to

some extent, a similar situation was also observed in the case of international tourism receipts (Figure 4).

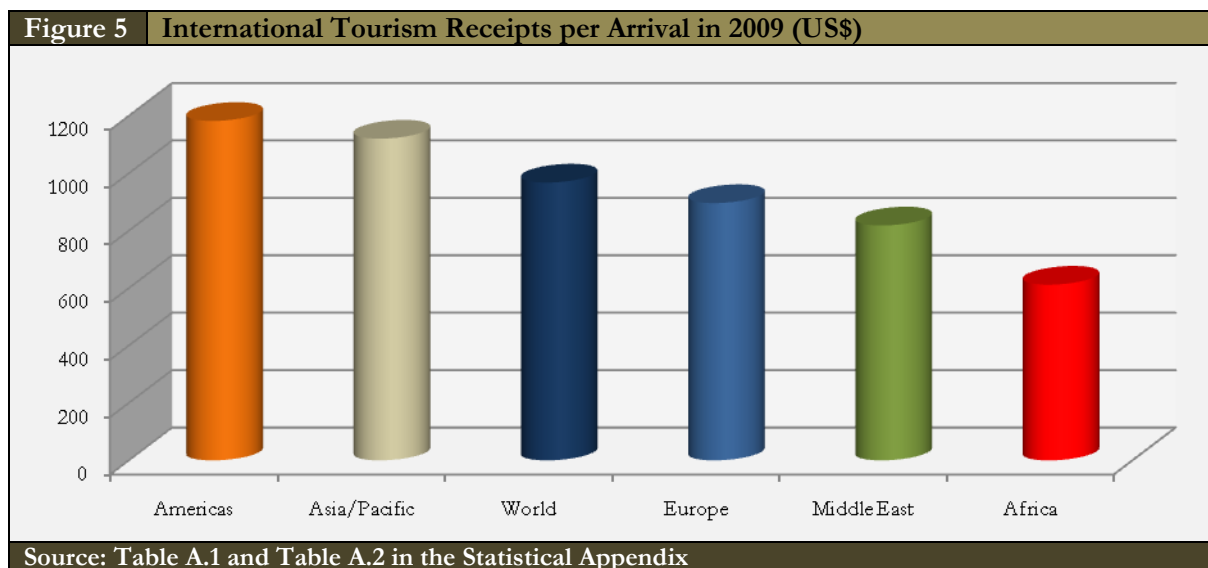


It should be mentioned that the global financial crisis, which started in July 2007 in the United States, has been deepened during 2008-2009 with a global reach and affecting a wide range of financial and economic activities and institutions in many developed and developing countries around the world. As a result, like many other economic activities, in 2009, international tourism activity witnessed one of the worst downturns in the last five decades. In fact, until the first half of 2008, international tourism was performing well. Yet, in the second half of 2008 and the whole year of 2009, tourism sector was hit very hard due to the impact of the global financial crisis and the sharp rise in world oil prices together with the outbreak of swine flu. In this context, it is worth mentioning that developed economies of the Americas and Europe, which are the origin of the global financial crisis, have also played an important role in further intensifying its negative impacts on tourism industry as these countries are the major tourist-generating regions in the world.



Therefore, the trend in both international tourist arrivals and tourism receipts has been reversed in 2009. As shown in Figure 1, international tourist arrivals dropped to 880 million in 2009,

corresponding to a decrease by -4.2 percent over 2008. Except Africa, which managed to attract 1.4 million more tourists, corresponding to 3.1 percent increase over the previous year, all other regions recorded losses in tourist arrivals, with Europe recorded the highest loss of 27.3 million tourists, corresponding to a decrease by -5.6 percent over 2008 (Figure 3). To a larger extent, similar situation was also observed in the case of international tourism receipts, where they decreased to US\$ 852 billion, corresponding to a decrease by 9.6 percent over 2008. Except the Middle East, which recorded a slight increase in tourism receipts by 1.2 percent, all other regions recorded losses in tourism receipts; the highest of which (-12.8 percent) was recorded in Europe, followed by the Americas with -11.8 percent (Figure 4). The difference between the decrease in the international tourist arrivals (4.2 percent) and the decrease in the international tourism receipts (9.6 percent) in 2009 can be, partially, attributed to the appreciation of US dollar in that year. But, it can also be explained by the fact that, in economically hard time, international tourists typically do not react so much by refraining from travel, but by trading down; i.e. choosing, for instance, shorter stays in less expensive destinations closer to home, with travel and accommodation in lower categories.



Overall, while the trends in tourism receipts followed in general similar patterns to those in tourist arrivals, the average growth rates of tourism receipts and the regional shares in world total were somewhat different. For example, with a 48.8 percent share in world total, Europe was the top tourism receipts earner in 2000, followed by the Americas with 27.4 percent, and Asia/Pacific with 17.9 percent. However, when the average growth rates of tourism receipts in the period 1990-2000 are considered, the picture becomes substantially different. The Middle East comes at the top with 13.5 percent, followed by Asia/Pacific with 7.6 percent, the Americas with 6.6 percent, and Africa and Europe at the bottom of the list with 5 percent for each (calculated based on the data in Table A.2 in the Appendix).

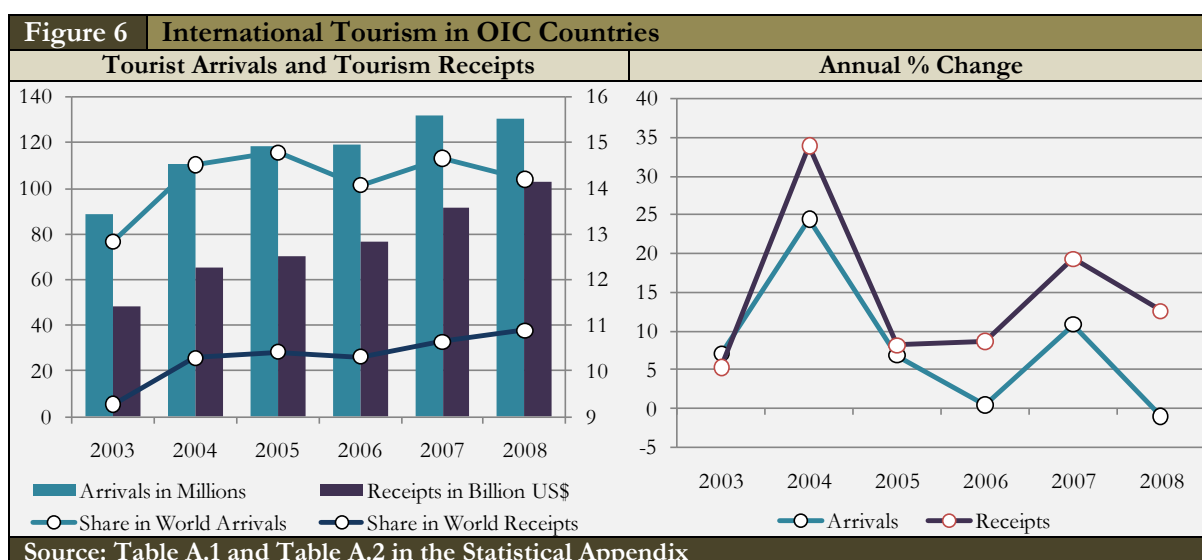
This is mainly due to the fact that the international tourism receipts per arrival vary as each region has its own touristic characteristics in terms of the length of stay of tourists, purpose of visit, geographical distance, etc. In this context, the world average tourism receipts per arrival in 2009 amounted to US\$ 968, the highest being in the Americas (US\$ 1183), followed by Asia/Pacific (US\$ 1121). Europe with US\$ 897, the Middle East with US\$ 819, and Africa with US\$ 612 were below the mentioned world average of US\$ 968 (see Figure 5).

3 INTERNATIONAL TOURISM IN THE OIC COUNTRIES

In the light of the above overview of the trends in world international tourism, this section attempts to assess the performance and economic role of the international tourism sector in the OIC countries. In the first sub-section, the trends in the two traditionally used indicators in measuring international tourism, i.e. international tourist arrivals and international tourism receipts, are examined. The analysis is conducted at both the individual member country and OIC regional levels. The second sub-section assesses the economic role of the international tourism sector in the OIC countries. The last sub-section attempts, as much as the available relevant data allows, shedding light on the state of intra-OIC tourism.

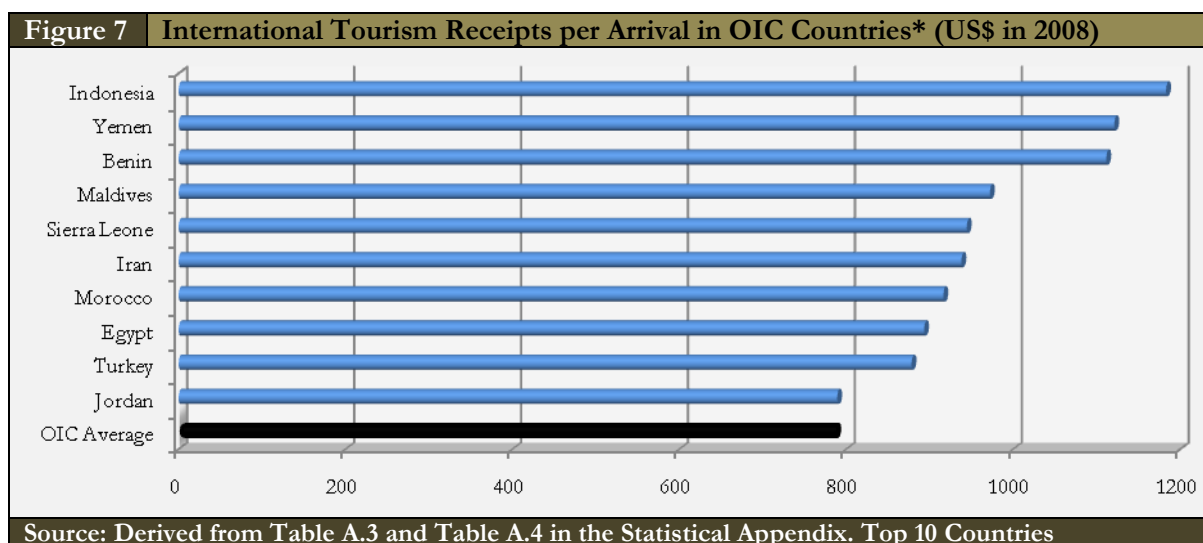
3.1. Tourist Arrivals and Tourism Receipts

As shown in Figure 6, the number of international tourist arrivals in the OIC countries, for which the data are available, reached 89.1 million in 2003, corresponding to a 12.8 percent share in the total international tourist arrivals worldwide. These tourists generated US\$ 48.5 billion in international tourism receipts in the OIC countries, corresponding to a 9.3 percent share in the world's total tourism receipts. In 2004, international tourist arrivals in the OIC region reached 110.9 million, corresponding to an increase by 24.5 percent over the previous year and a 14.5 percent share in the world tourism market. International tourism receipts amounted to US\$ 65.1 billion in the same year, corresponding to an increase by 34.2 percent over 2003 and a 10.3 percent share in the world's total tourism receipts. The recovery of the world economy, in particular the economies of the major tourist-generating regions of the Americas and Europe, together with the strengthening of the Asian economies, strongly contributed to the very good results of tourism in the OIC region in 2004. Growth was common to almost all the countries in the region, but was particularly strong in countries such as Turkey, Malaysia, Indonesia, Syria, and Egypt (see Tables A.3 and A.4 in the Appendix).



In 2005, both international tourist arrivals and tourism receipts in the OIC region increased significantly despite the negative factors that faced international tourism in that year. Tourist arrivals reached a record of 118.5 million, corresponding to an increase by 6.9 percent over the previous year and a 14.8 percent share in the world tourism market. International tourism receipts amounted to US\$ 70.4 billion in the same year, corresponding to an increase by 8.1 percent over 2004 and a 10.4 percent share in the world's total tourism receipts. However, some

countries such as Indonesia, Maldives and Bangladesh were adversely affected by natural disasters such as the tsunami in the Indian Ocean. In addition, few countries in the Middle East, like Jordan and Saudi Arabia, were affected by other negative factors such as oil price increases, exchange rate fluctuations and economic and political uncertainties.

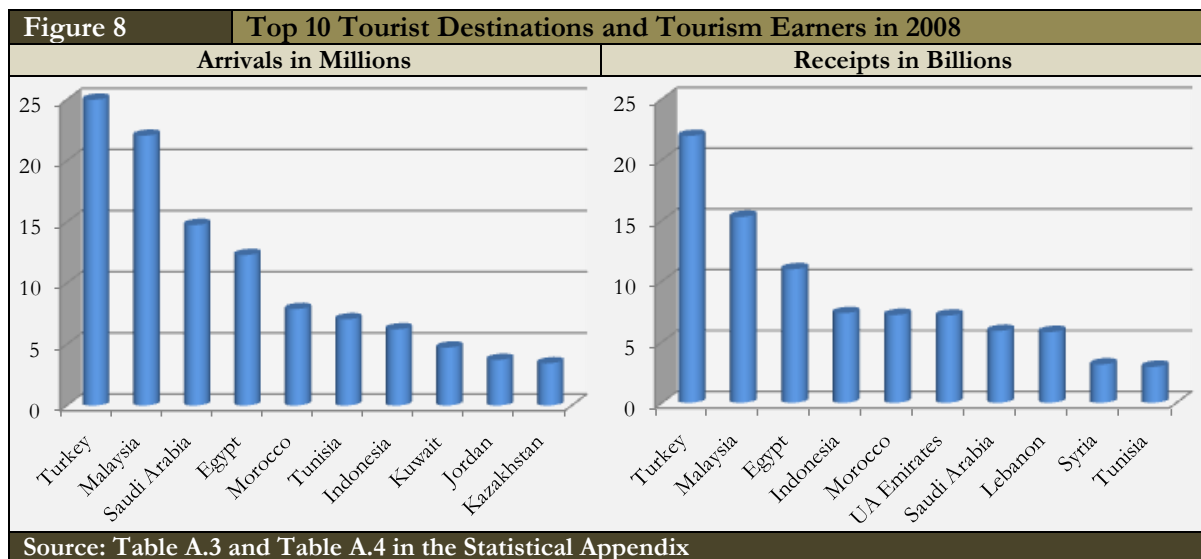


The number of international tourist arrivals in the OIC region witnessed a slight increase in 2006 compared to 2005 and amounted to 119 million, corresponding to a 0.4 percent increase. Consequently, the share of OIC region in the world tourism market decreased slightly to 14.1 percent (Figure 6). On the other hand, although international tourism receipts in the OIC region reached US\$ 76.5 billion in 2006, corresponding to an increase by 8.7 percent over the level of 2005, the share of OIC region in world tourism receipts decreased slightly to 10.3 percent. Following the slight increase of international tourist arrivals in 2006, both international tourist arrivals and receipts in the OIC region grew at solid rates in 2007. Tourist arrivals reached 131.9 million, corresponding to an increase by 10.8 percent over the previous year and a 14.7 percent share in the world tourism market. International tourism receipts amounted to US\$ 91.3 billion in the same year, corresponding to an increase by 19.3 percent over 2006 and a 10.6 percent share in the world's total tourism receipts (Figure 6).

In 2008, the number of international tourist arrivals in the OIC countries, for which the data are available (36 countries), declined to 130.5 million in 2008, corresponding to a slight decrease by 1.1 percent over 2007. Consequently the share of OIC region in the world tourism market decreased slightly to 14.2 percent (Figure 6). Yet, it seems that this slight decrease in international tourist arrivals into OIC countries is mainly due to the unavailability of the data, where the data is not available for 21 countries in 2008 compared to only 11 countries in 2007 (see Table A.3 in the Statistical Appendix). This becomes true when we only consider the figures for the countries in 2007 for which the data are available on them in 2008. In this case, the number of tourist arrivals would show an increase by 10.8 percent, from 117.8 million in 2007 to 130.5 million in 2008. This is also true considering the fact that the number of international tourist arrivals increased significantly in 2008 in the main tourist destination countries of the OIC such as Lebanon (31 percent), Saudi Arabia (28 percent), Egypt (16 percent), Indonesia (13.2 percent), and Turkey (12.3 percent). On the other hand, international tourism receipts in the OIC region reached US\$ 102.8 billion in 2008, corresponding to an increase by 12.6 percent over the level of 2007, and the share of OIC region in world tourism receipts increased slightly to 10.9 percent.

While, in absolute terms, the trends in international tourism receipts were generally similar to those in international tourist arrivals, the shares of the individual countries in the total OIC international tourism receipts as well as the average growth rates of those receipts were somewhat different. This is due to the fact that receipts per arrival vary as each country has its own tourism characteristics in terms of length of stay, purpose of visit, geographical distance, types of shopping, etc. For example, as shown in Figure 7, the OIC average tourism receipts per arrival in 2008 amounted to US\$ 788. In the same year, the highest receipts per tourist arrival were recorded in Indonesia (US\$ 1183) followed by Yemen (US\$ 1121), Benin (US\$ 1112), Maldives (US\$ 972), Sierra Leone (US\$ 944), Iran (US\$ 938), Morocco (US\$ 916), Egypt (US\$ 893), Turkey (US\$ 878), and Jordan (US\$ 789).

At the individual country level, it is observed that international tourism activity, in terms of both tourist arrivals and tourism receipts, is still concentrated in a few countries. For example, in 2008, only 10 OIC countries, namely Turkey, Malaysia, Saudi Arabia, Egypt, Morocco, Tunisia, Indonesia, Kuwait, Jordan, and Kazakhstan were the top 10 international tourist destinations among the OIC member countries (Figure 8). These 10 countries together hosted 107.2 million international tourist arrivals, corresponding to a share of 82.1 percent of the total OIC tourism market in 2008 (calculated based on the data in Table A.3 in the Appendix).



Similarly, international tourism receipts in the OIC countries are also concentrated in a few countries, the majority of them being the main OIC tourist destinations shown in Figure 8. In descending order, Turkey, Malaysia, Egypt, Indonesia, Morocco, United Arab Emirates, Saudi Arabia, Lebanon, Syria, and Tunisia are the top 10 OIC countries in terms of tourism receipts. This group of OIC countries earned US\$ 87.8 billion as international tourism receipts in 2008, corresponding to a share of 85.4 percent of the total OIC tourism receipts in that year.

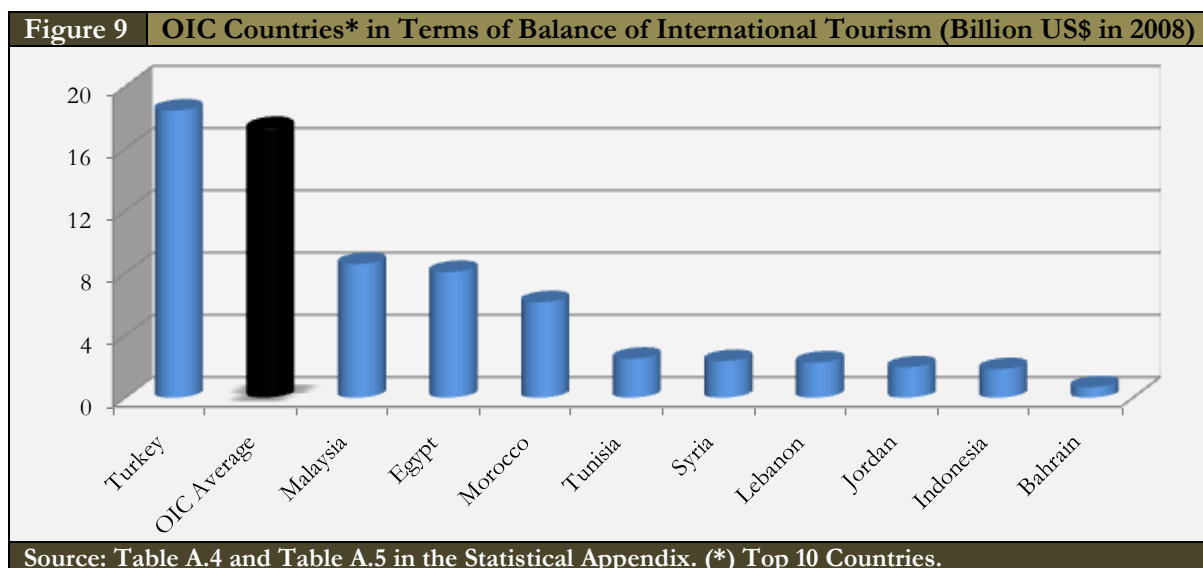
In this context, it is worth mentioning that, in 2008, two OIC tourist destinations, namely Turkey and Malaysia, were also ranked 7th and 9th, respectively among the top 10 world tourist destinations. Moreover, Turkey also succeeded in being ranked 9th within the top 10 world tourism earners in 2008. The latest estimations conducted by the UNWTO indicate that the rankings for Turkey and Malaysia were sustained in 2009 (see Figure 16 in Section 4).⁴

⁴ UNWTO, “world tourism barometer”, Interim update, April 2010.

3.2. Balance of International Tourism: The Economic Role of International Tourism

In this section, an attempt is made to assess the economic role of the international tourism sector in the economies of the OIC countries. This is made by calculating the balance of international tourism, i.e., by deducting the international tourism expenditure⁵ from the international tourism receipts, for each individual country for which the relevant data are available in the five-year period of 2004-2008. The net contribution of the international tourism sector to the economies of OIC countries is then examined by relating the balance of international tourism as a percentage of the GDP of each country. The sector is also evaluated as a source of foreign exchange earnings by relating the international tourism receipts in each country, as a percentage, to its total merchandise exports in the same period.

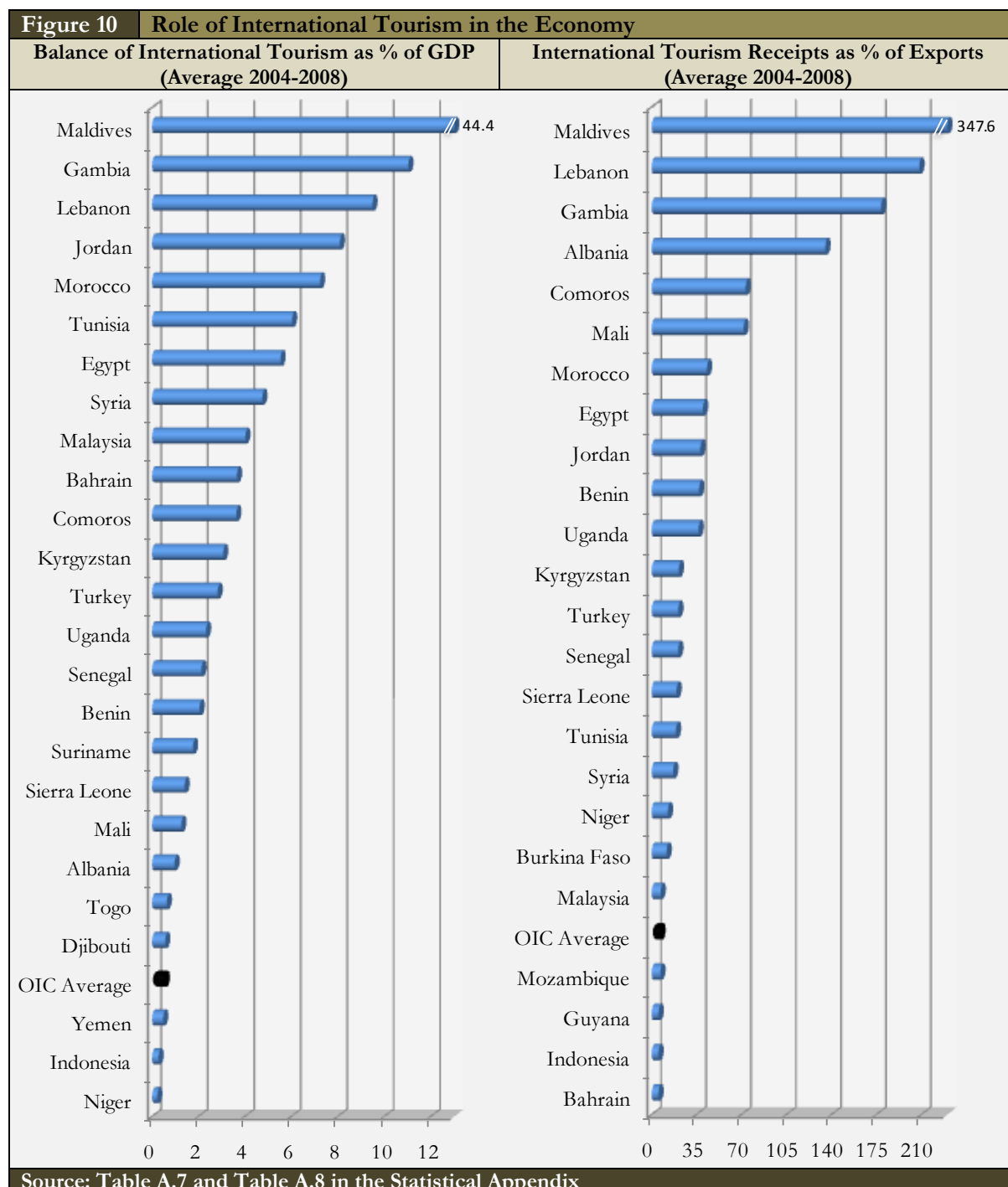
Figure 9 displays the top 10 OIC countries in terms of their balance of international tourism in billions of US dollars in 2008. It is obvious that the majority of these countries are the main OIC international tourism destinations and earners shown in Figure 8. It is also observed that the balance of international tourism of some OIC countries accounts for a high percentage of their international tourism receipts. This is true for some countries like Gambia (90.4 percent), Morocco (84.9 percent), Tunisia (84.5 percent), Turkey (84 percent), Maldives (83.6 percent), Egypt (73.5 percent) and Malaysia (56.1 percent). The total OIC international tourism balance amounted to US\$ 17.5 billion in 2008, corresponding to almost 17 percent of total OIC international tourism receipts (calculated based on the data in Table A.4 and Table A.6 in the Statistical Appendix).



However, when the economic role of the international tourism sector in the economies of the OIC countries is examined in terms of its net contribution to the GDP of each country, the picture, as shown in Figure 10, reflects a widely different situation. The economic role of the international tourism sector in the economies of the OIC countries is a function of neither the size nor the level of affluence of the economy. With an average of 44.4 percent of GDP during 2004 through 2008, international tourism is the major economic activity in the Maldives. International tourism reached 11 percent of GDP in Gambia. Figure 10 also shows that the international tourism activity plays a relatively important role compared to the size of the economy in 10 OIC countries for which the balance of international tourism accounts, on average, for 3 to

⁵ For a proper understanding of this term, see the note under Table A.5 in the Statistical Appendix.

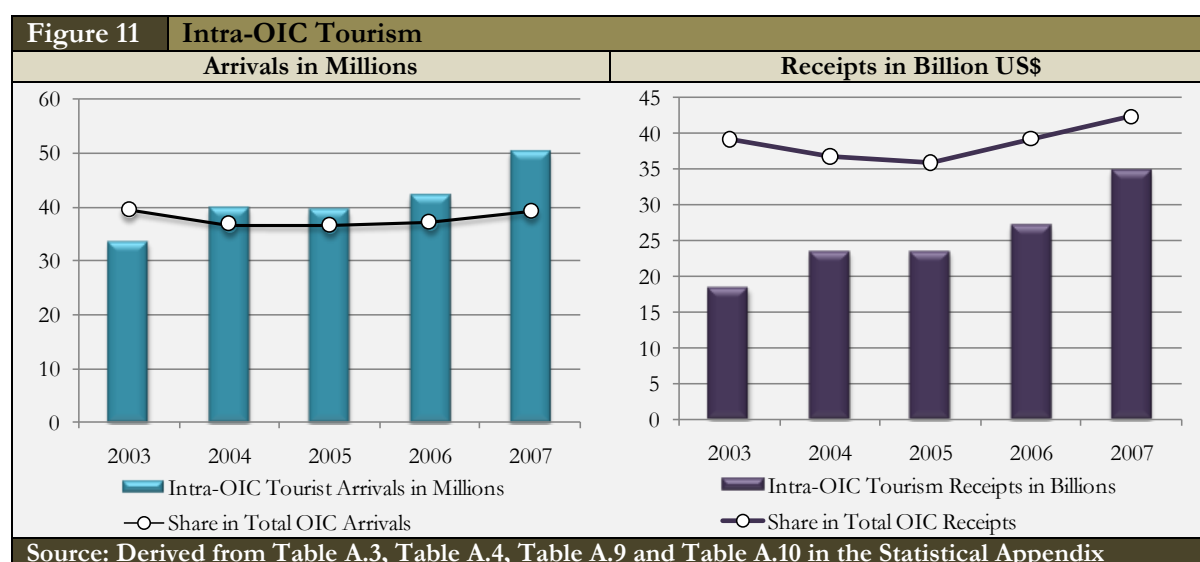
almost 10 percent of their GDP. This group includes some of the OIC's main tourism destination and earner countries (e.g., Lebanon, Jordan, Morocco, Tunisia, Egypt, Syria, Malaysia and Kazakhstan). In contrast, international tourism activity is found to have a negligible or even negative role in the economies of many OIC countries for which the data are available where 24 countries recorded, on average, a deficit in their balance of international tourism during 2004 through 2008 (Table A.7 in the Appendix). During the same period, the net contribution of international tourism activity accounted, on average, for 0.5 percent of the total GDP in the OIC countries.



However, when the international tourism sector is evaluated as a source of foreign exchange earnings by relating the international tourism receipts in each country, as a percentage, to its total merchandise exports, Figure 10 indicates that international tourism activity plays a more significant role in the economies of the OIC countries as a source of foreign exchange earnings. During the period 2004-2008, international tourism generated foreign exchange earnings almost 3.5 times, on average, more than those generated by exports in the Maldives, almost 2.1 times in Lebanon, around 1.8 times in Gambia, and 1.3 times in Albania. In the same period, international tourism receipts accounted, on average, for more than 70 percent of the total exports of Mali and Comoros, and more than 30 percent in Morocco, Egypt, Jordan, Benin, and Uganda. Moreover, international tourism receipts accounted for 15 to 21 percent of the value of the exports in Kyrgyzstan, Turkey, Senegal, Sierra Leone, Tunisia, and Syria (Figure 10). Yet, in 31 OIC countries, international tourism receipts were still accounted for less than the average of the OIC of 6.7 percent of their total merchandise exports (Table A.8 in the Appendix).

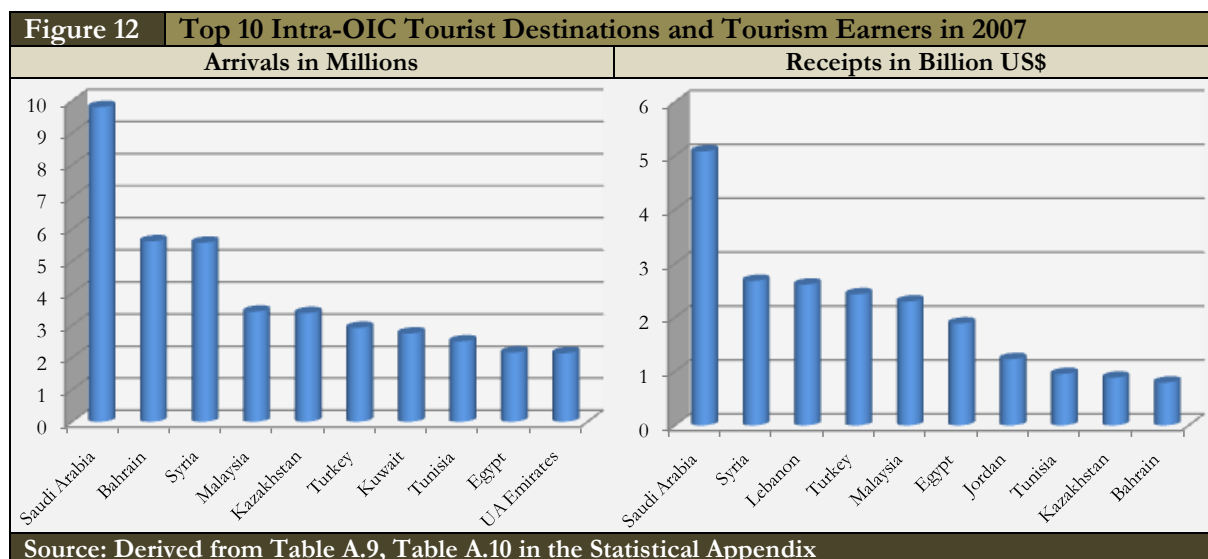
3.3. Intra-OIC Tourism

As shown in Figure 11, in 2003, intra-OIC tourism, in terms of the number of tourist arrivals, reached 33.6 million arrivals, corresponding to 39.5 percent of the total international tourist arrivals in 42 OIC countries for which the relevant data are available. In 2004, although intra-OIC tourist arrivals increased significantly and reached 39.8 million arrivals, corresponding to an increase by 18.6 percent over the previous year, the share of intra-OIC tourist arrivals in total OIC international tourist arrivals decreased to 36.8 percent. In 2005, intra-OIC tourist arrivals decreased slightly by 1 percent, to reach 39.4 million, corresponding to a 36.6 percent share in total OIC international tourist arrivals. This was due to the fact that some OIC countries such as Indonesia, Maldives, Lebanon, and Saudi Arabia were seriously affected by the negative factors that faced international tourism in that year such as the tsunami in the Indian Ocean, oil price increases, exchange rate fluctuations and political uncertainties.



In contrast, the year 2006 witnessed a substantial increase by 6.8 percent in the number of intra-OIC tourist arrivals reaching 42.1 million arrivals, corresponding to a 37.2 percent share in the total OIC international tourist arrivals. The substantial growth in the number of intra-OIC tourist arrivals continued in 2007 where it reached a peak of 50.2 million, corresponding to an increase by 19.1 percent and a share of 39.2 percent in total OIC international tourist arrivals. With higher shares in total OIC international tourism receipts, a similar trend was observed in the case of the intra-OIC tourism receipts during the period under consideration (Figure 11).

At the individual country level, it is observed that the total intra-OIC tourism is also concentrated in a few countries. In descending order, Saudi Arabia, Bahrain, Syria, Malaysia, Kazakhstan, Turkey, Kuwait, Tunisia, Egypt, and the United Arab Emirates were the top 10 intra-OIC tourism destinations in 2007 (Figure 12). Together, they hosted 40.3 million tourists from the OIC member countries, corresponding to 80.3 percent of the total intra-OIC tourist arrivals in that year. Almost all these countries are also among the top 10 intra-OIC tourism earners, where in 2007 they earned US\$ 20.9 billion, corresponding to 60.1 percent of the total intra-OIC tourism receipts.



It is also observed that tourist arrivals from other OIC member countries accounted for the bulk of the total international tourist arrivals in some OIC countries, such as, Lebanon (98 percent), Yemen (87.6 percent), Benin (56.5 percent), Syria (44.6 percent), and Saudi Arabia (44.1 percent) in 2007. In the same year, this ratio reached 35.8 percent in Jordan, 22.8 percent in Kazakhstan, and 21.6 percent in Brunei (calculated from the data in Table A.3 and Table A.10 in the Appendix). Yet, this ratio is still below the level of 20 percent in many OIC countries. Therefore, notwithstanding all the efforts that have been done and the actions that have been taken so far in the area of OIC cooperation in the domain of tourism, it seems that further effort should be taken to promote and enhance intra-OIC tourism in order to increase the economic, social and cultural benefits of the tourism activities in the member countries.

4 IMPACTS OF THE GLOBAL FINANCIAL CRISIS OF 2008-2009 ON INTERNATIONAL TOURISM

Over the past five decades, international tourism activity has emerged as one of the most promising industries with international tourist arrivals were increasing by an average annual rate of 6.4 percent during the period 1995-2008. The revenues generated by those tourists, i.e. international tourism receipts in terms of current US dollar prices, were also growing by an average annual rate of 11 percent; a rate which was significantly higher than that of the world economy as a whole in the same period. However, these trends have been recently reversed, affected by the negative impacts of one of the worst financial crises since the Great Depression, which hit the world economy during 2008-2009.

International tourism activities are highly sensitive and vulnerable to the economic fluctuations since the bulk of the demand for these activities originates from leisure, holidaying and business travels. During economic crises, households and business sector usually cut their spending on trips for holidays, leisure and business, which results in significant decline in both tourist arrivals and tourism receipts. Yet, since most of the tourism expenditures are discretionary in nature, in economically hard time, international tourists typically do not react so much by refraining from travel, but by trading down; i.e. choosing, for instance, shorter stays in less expensive destinations closer to home, with travel and accommodation in lower categories. Therefore, during the recent crisis of 2008-2009, business and corporate sector were more badly affected than leisure and holidaying, where international business arrivals dropped suddenly by 7.2 percent and spending by international business travellers declined by 14.6 percent in 2009 (Euro-monitor International, May 2010).

In this context, it is worth mentioning that developed economies of the Americas and Europe, which are the origin of the global financial crisis, have also played an important role in further intensifying its negative impacts on tourism industry as these countries are the major tourist-generating regions in the world. Therefore, the decrease in income and earnings of households and business sector in these economies have been automatically translated into a significant decline in tourism demand. As a result, international tourism activity witnessed one of the worst downturns in the last five decades in terms of both international tourist arrivals and tourism receipts.

4.1. Recent Trends in International Tourism Market

During 2008-2009, the global financial crisis, coupled with the sharp rise in world oil prices and the outbreak of swine flu, hit the international tourism sector very hard and tourism demand fell suddenly across the world. According to the UNWTO,⁶ before the worldwide spread of the global financial crisis, tourism industry continued to perform well during the first half of 2008 with international tourist arrivals having grown by 5.8 percent. However, in the second half, the trend was reversed and the number of international tourist arrivals registered an overall decline of 1.2 percent from July to December (Figure 13). In absolute term, although the number of international tourist arrivals increased from 900 million in 2007 to 919 million in 2008, corresponding to an increase by 2.1 percent over 2007, this rate of growth remained significantly lower than the rate of 6.4 percent increase in 2007.

⁶ World Tourism Barometer, January & April 2010.

The downturn in tourism industry has been further intensified during the first half of 2009 where international tourist arrivals recorded the highest decline of 13 percent in the month of March compared to the same month in the previous year. However, after March, tourism demand bottomed out and tourist arrivals witnessed a gradual recovery recording positive growth of 1 percent to 2 percent in the last three months of 2009 (Figure 13). In the first half of 2009, international tourist arrivals declined by 8.5 percent. However, due to the rebound in international tourism activity in the second half of 2009, international tourist arrivals recorded a slight decline of only 0.7 percent. Overall, as shown in Section 2, the year 2009 witnessed a decline in international tourist arrivals flows by 4.3 percent as the number of tourist arrivals decreased from 919 million in 2008 to 880 million in 2009. According to the UNWTO, the year of 2009 was one of the worst years that tourism industry witnessed in the last five decades.

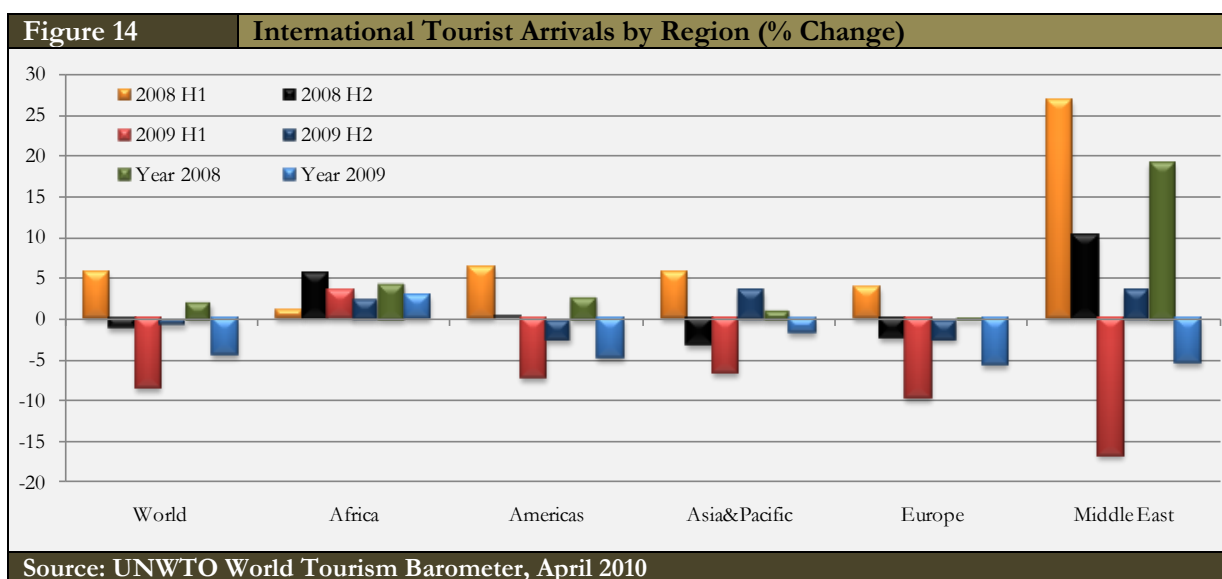


However, not all the regions and countries were equally affected by the negative impacts of the global financial crisis of 2008-2009 on international tourism sector. Being the origin of the crisis, the developed regions of the Americas and Europe were generally more affected than their developing counterparts. In the first half of 2008, all the regions around the world recorded positive growth in the number of their international tourist arrivals (Figure 14). However, in the second half when the crisis deepened worldwide, the flow of international tourist arrivals decreased in many regions, with the exception of Africa and Middle East, where tourist arrivals in these two regions grew by 5.5 percent and 10.3 percent, respectively. However, for the whole year of 2008, all regions witnessed positive increase in tourist arrivals as the strong growth in first half of the year compensated for the decline in second half. The Middle East recorded the highest increase with 19.4 percent, followed by Africa with 4.5 percent, the Americas with 2.8 percent, Asia & Pacific with 1.1 percent, and Europe with only 0.4 percent (see Figure 3 in Section 2).

The downward trend in tourism demand, which started in the second half of 2008, intensified further during the first half of 2009 where all regions witnessed significant decline in the number of international tourist arrivals with the exception of Africa where tourist arrivals increased by 3.5 percent. The highest decline in tourist arrivals in the first half of 2009 was recorded in the Middle East region (16.3 percent), followed by Europe (9.7 percent) and Americas (6.7 percent). A decline in international tourist arrivals was also recorded in the second half of 2009, particularly in the developed regions of Europe and the Americas (Figure 14). However, as a result of the stimulus packages and expansionary policies implemented by the governments of

many developed countries in these regions, the negative impacts of the global financial crisis started to fade away in the last few months of 2009 and economic activity started to rebound worldwide.

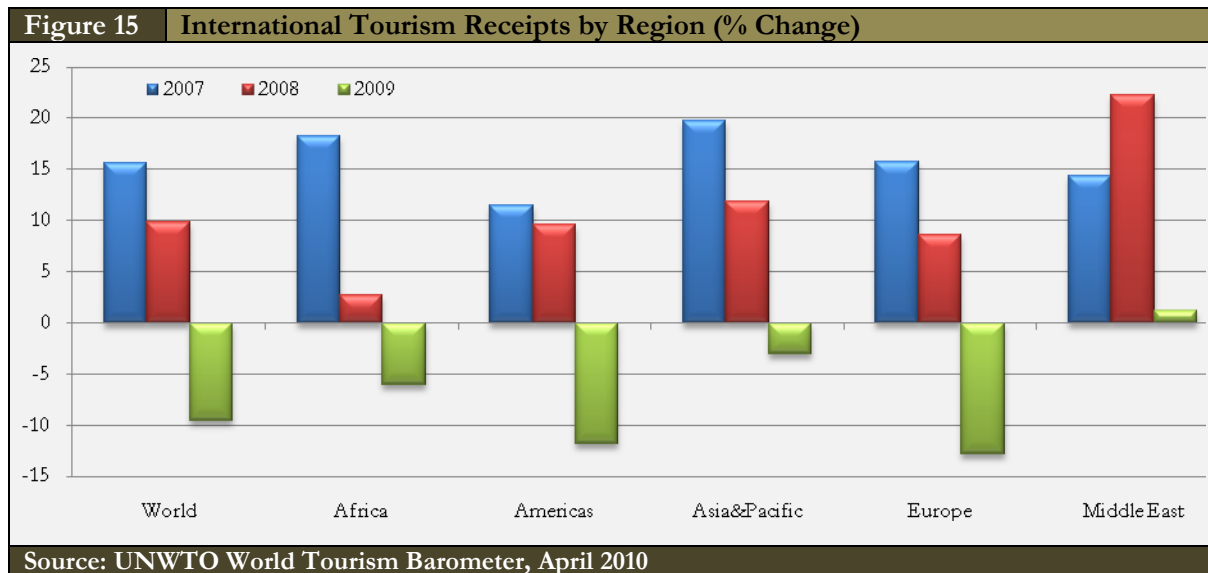
The early global economic recovery in late 2009 paved the way for the improvement in international tourism, especially in the developing and emerging regions as tourist arrivals flow rebounded in the second half of 2009 and recorded positive increases, particularly in the Middle East region with 3.6 percent and Asia & Pacific with 3.5 percent. Nevertheless, the rebound in tourism activity in the second half of 2009 could not compensate for the losses witnessed in first half and, thus, all regions recorded an overall negative growth in tourist arrivals for the whole year of 2009. Therefore, as shown in Figure 3, except Africa, which managed to attract 1.4 million more tourists in 2009, corresponding to 3.1 percent increase over the previous year, all other regions recorded losses in tourist arrivals, with Europe recording the highest loss of 27.3 million tourists, corresponding to a decrease by -5.6 percent over 2008. A loss in tourist arrivals was also recorded in the Middle East (5.4 percent), Americas (4.7 percent) and Asia & Pacific (1.7 percent).



The negative impact of global financial crisis on international tourism industry is also clear when the revenues generated by the tourism sector; i.e. international tourism receipts, are considered during 2008-2009. In 2008, international tourism generated US\$ 942 billion, corresponding to an increase by 9.8 percent over the previous year. However, the increase in tourism receipts in 2008, which was mainly due to the strong results of the first half of the year before the global emergence of crisis, remained very much lower compared to the increase of 15.6 percent recorded in 2007 (Figure 15). At regional level, in 2008, although with lower rates compared to 2007, all regions recorded positive increase in international tourism receipts as follows: 2.7 percent in Africa compared to 18.3 percent in 2007, 9.6 percent in Americas compared to 11.5 percent, 11.9 percent in Asia & Pacific compared to 19.7 percent, 8.6 percent in Europe compared to 15.7%, and 22.3 percent in Middle East compared to 14.4 percent (Figure 15).

In 2009, international tourism receipts declined to US\$ 852 billion, corresponding to a decrease by 9.6 percent over 2008. It is worth noting that the decrease in international tourism receipts in 2009 was higher than that in the number of tourist arrivals (4.2 percent). This confirms the fact that, in economically hard time, international tourists typically do not react so much by refraining from travel, but by trading down; i.e. choosing, for instance, shorter stays in less expensive

destinations closer to home, with travel and accommodation in lower categories. At the regional level, being the origin of the crisis, the developed regions of the Americas and Europe witnessed higher decline in tourism receipts compared to the developing and emerging regions. Except the Middle East region, where tourism receipts increased slightly by 1.2 percent over the year 2008, all the other regions recorded decreases in their tourism receipts in 2009, the highest of which was recorded in Europe (12.8 percent), followed by Americas (11.8 percent), Africa (6 percent), and Asia & Pacific (3 percent).



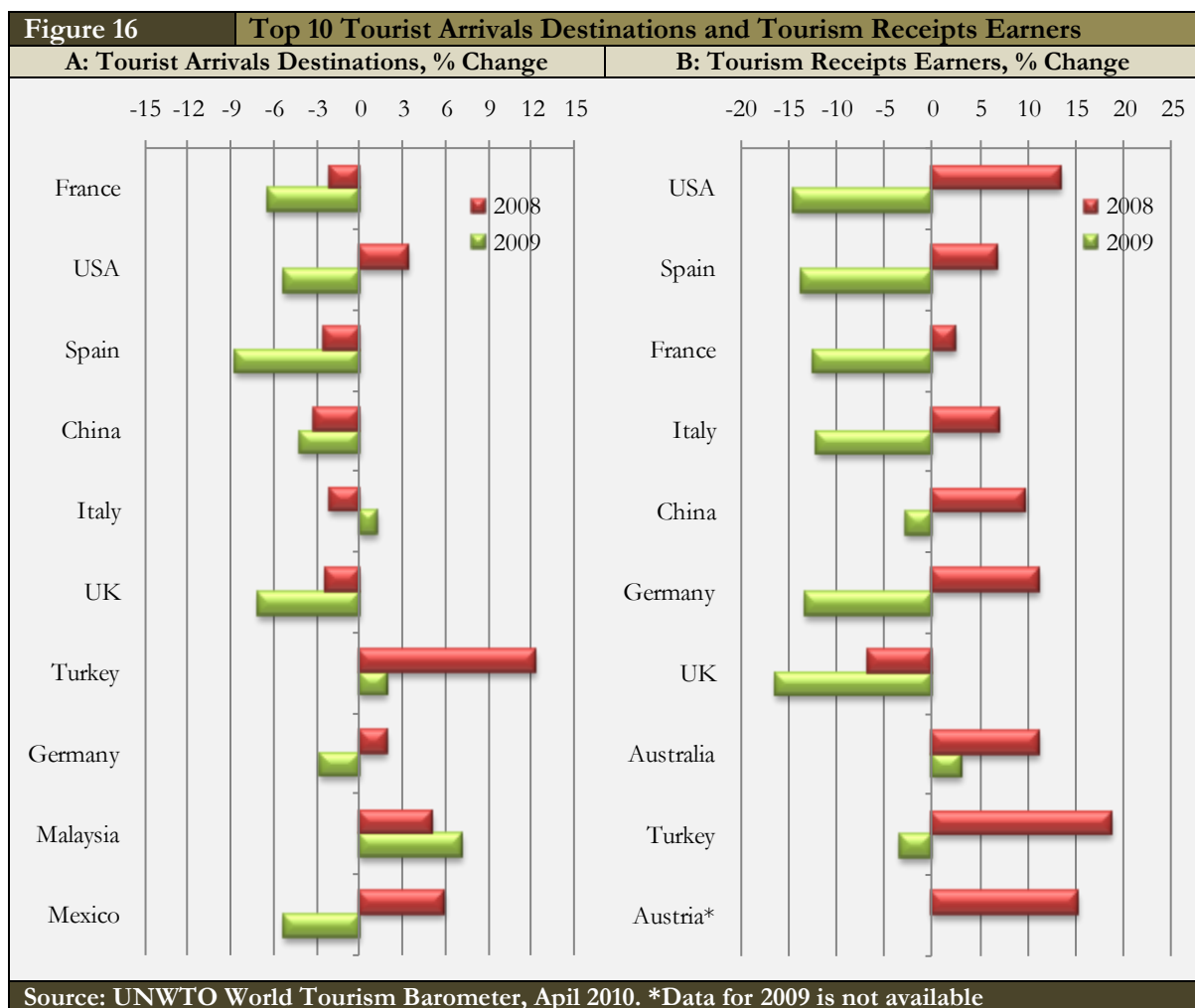
4.2. Top 10 Tourist Arrivals Destinations and Tourism Receipts Earners

As shown in Figure 16, the top 10 international tourist arrivals destinations, which, together they received 45.3 percent of the total tourist arrivals worldwide in 2009, have been significantly affected by the negative impacts of the global financial crisis. In 2009, international tourist arrivals in these countries, as a group, declined by 4 percent.⁷ However, the impact of the crisis in these countries varies considerably where, in general, the developed countries were more affected compared to their developing and emerging counterparts. In 2008, five of these countries, namely the USA, Turkey, Germany, Malaysia and Mexico recorded increases in their tourist arrivals. Turkey, which was ranked 7th among the top 10 tourist arrivals destinations in 2009, recorded the highest increase in tourist arrivals in 2008 (12.3 percent), followed by Mexico, which was ranked 10th (5.9 percent), Malaysia which was ranked 9th (5.1 percent), the USA which was ranked 2nd (3.5 percent) and Germany which was ranked 8th (1.9 percent).

The downward trend in international tourist arrivals, which was started in 2008, has been further intensified in 2009 and tourism industry experienced sharp decline, particularly in the top destinations of the developed countries. Out of the top 10 destinations, only three countries recorded increases in tourist arrivals in 2009, the highest of which was recorded by Malaysia (7.2 percent), followed by Turkey (2 percent) and Italy (1.2 percent). The remaining seven major destinations, five of which are developed countries, recorded decreases in the number of tourist arrivals as follows: Spain (8.7 percent), UK (7 percent), France (6 percent), USA (5.3 percent), Mexico (5.2 percent) China (4.1 percent) and Germany (2.7 percent).

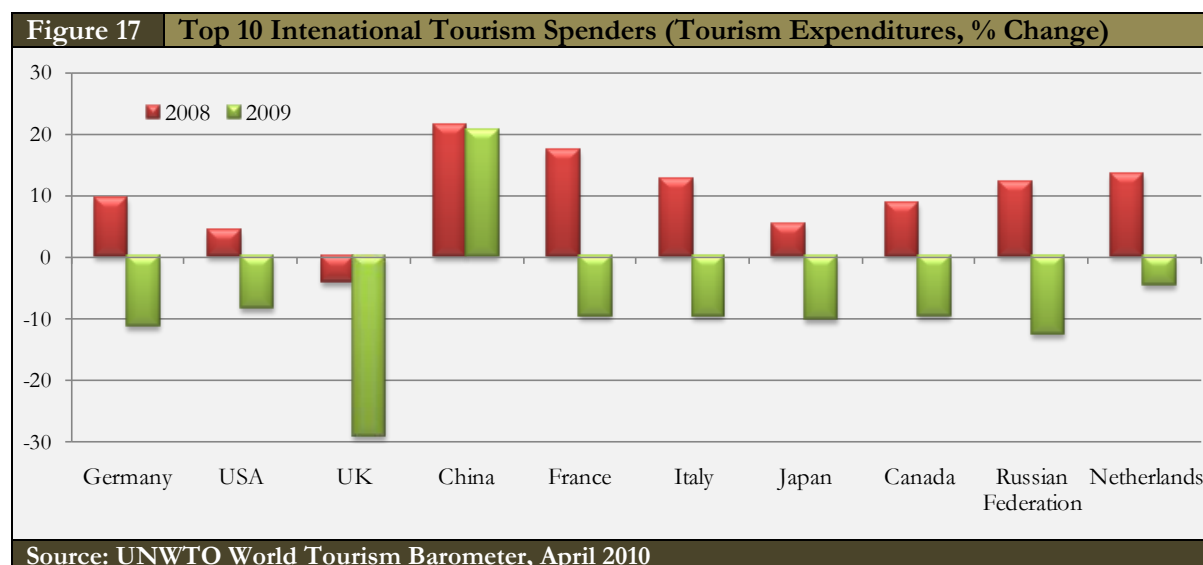
⁷ UNWTO World Tourism Barometer, Interim Update, April 2010.

On the other hand, international tourism receipts have been also significantly affected by the global financial crisis, particularly in 2009. This was clear, as shown in Figure 16, in the top 10 tourism receipts earners, which together, they accounted for over 41.2% of the world total tourism receipts in 2009. As a group, international tourism receipts of these countries decreased by 15.4 percent in 2009. All the top 10 tourism receipts earners, except the UK, recorded increases in tourism receipts in 2008 (Figure 16). Five of these countries even recorded double digit increases in tourism receipts, the highest of which was recorded in Turkey (18.9 percent), followed by Austria (15.3 percent), the USA (13.4 percent), Australia (11.2 percent) and Germany (11.1 percent). The UK recorded a decline in its tourism receipts by 6.7 percent in 2008. However, this trend was sharply reversed in 2009 where tourism receipts declined in all the top 10 tourism receipts earners, except Australia, which recorded an increase by 3.2 percent. Six countries, all of which are from developed regions, witnessed double-digit decline in their tourism receipts in 2009 as follows: UK (16.4 percent), USA (14.4 percent), Spain (13.6 percent), Germany (13.3 percent), France (12.4 percent) and Italy (12 percent). In contrast, the only two developing and emerging economies among the top 10 tourism earners; i.e. Turkey and China recorded comparatively modest declines by 3.2 percent and 2.7 percent, respectively.



Similarly, international tourism expenditures have been also affected by the global financial crisis, particularly in 2009. This was clear, as shown in Figure 17, in the top 10 international tourism spender countries, which together accounted for over 47.4 percent of the world total tourism expenditures in 2009. As a group, international tourism expenditures of these countries

decreased by 10.2 percent in 2009.⁸ At the individual country level, four top spenders witnessed double-digit declines in 2009 as follows: UK (29.2 percent), Russian Federation (12.6 percent), Germany (11.2 percent) and Japan (10 percent). While France, Italy, and Canada each witnessed a decrease in tourism expenditures by 9.7 percent, the USA and Netherlands witnessed decreases by 8.3 percent and 4.6 percent, respectively. Only China recorded an increase by 20.7 percent in its tourism expenditures in 2009.



4.3. Prospects for Recovery in 2010

In order to mitigate the negative impacts of the global financial crisis, the governments of many countries, particularly in the developed countries, established stimulus funds to regain the lost grounds. Considering the fact that tourism sector may play a significant role in leading the global economy out of the recession, policy makers have been asked to mainstream this sector into crisis mitigation policy measures. In this regard, the UNWTO came up with a *Roadmap for Recovery* in October 2009. This roadmap basically provides guidelines to respond to the economic crisis and its effect on the tourism and travel sector. These guidelines are formulated under three themes, namely *Resilience*, *Stimulus* and *Green Economy* (Figure 18). Each theme contains five recommended actions to help the tourism sector to recover from the negative impacts of the crisis. This road map also emphasizes the importance of the tourism sector as a key driver of overall global economic recovery as well. Following this road map, many countries developed stimulus measures both in terms of fiscal and monetary packages to mitigate the negative effects of the crisis on tourism sector. In general, some countries reduced taxes and

Figure 18 UNWTO Roadmap for Recovery

Resilience
1. Focus on Job Retention and Sector Support
2. Understand the Market and Respond Rapidly
3. Boost Partnership and Cooperation
4. Advance in Innovation and Technology
5. Strengthen Regional and Interregional Support
Stimulus
6. Create New Jobs – especially in SME's
7. Mainstream Tourism in Stimulus and Infrastructure Programs
8. Review Tax and Visa Barriers to Growth
9. Improve Tourism Promotion and Capitalize on Events
10. Include Tourism in Aid for Trade and Development
Green Economy
11. Develop Green Jobs and Skills Training
12. Respond Effectively to Climate Change
13. Profile Tourism in Green Economy Strategies
14. Invest in Green Tourism Infrastructure
15. Promote a Green Tourism Culture in Suppliers, Consumers, and Communities

Source: UNWTO 1st Report on the Implementation of the Roadmap for Recovery as of March 2010.

⁸ UNWTO World Tourism Barometer, Interim Update, April 2010.

eased visa formalities to facilitate tourists, while others have allocated financial resources to support tourism enterprises, maintain/increase employment in the sector and develop infrastructure.

Some OIC member countries also followed the suit and introduced many policy measures recommended in the Roadmap to mitigate the negative effects of the crisis on their tourism sector (Figure 19). Most of these OIC countries adopted necessary measures to facilitate tourism recovery, especially by improving tourism promotion and to capitalize on events, reducing taxes and easing visa formalities along with boosting public private partnership and improving promotion of tourist destinations both locally and abroad. Meanwhile, tour operators and hotel industry developed more economical tour packages by slashing fares for guides, cars, air travels, accommodation, and meals. These measures helped the tourism sector to rebound and a gradual recovery is underway across the globe.

Figure 19 Measures Taken by Some OIC Member Countries to Mitigate the Impacts of the Crisis on the Tourism Sector

	Resilience					Stimulus			
	Focus on Job Retention and Sector Support	Understand the Market and Respond Rapidly	Boost Partnership and Cooperation	Advance Innovation and Technology	Strengthen Regional and Interregional Sport	Create New Jobs especially in SMEs	Mainstream Tourism in Stimulus and Infrastructure Programs	Review Tax and Visa Barriers to Growth	Improve Tourism Promotion and Capitalize on Events
Brunei	X		X						X
Egypt		X	X					X	X
Indonesia	X				X				X
Iran			X					X	X
Jordan								X	X
Malaysia									X
Maldives			X					X	X
Morocco			X						X
Oman			X						X
Pakistan			X					X	
Qatar							X		X
Saudi Arabia					X	X			X
Syria					X				X
Tajikistan								X	
Togo	X	X	X	X	X		X	X	X
Tunisia			X						X
Turkey		X	X		X				X
UAE			X				X		X

Source: UNWTO 1st Report on the Implementation of the Roadmap for Recovery as of March 2010.

Considering all the above, it seems that, for tourism, a sudden crisis does not necessarily translate into a long-term recession. Experience shows that tourism has always managed to recover from past crises with remarkable speed and strong growth levels. According to the recent UNWTO projections,⁹ based on preliminary data for some 140 destination country available at the end of August 2010, international tourist arrivals are estimated to have grown by 6.9 percent in the first half of 2010. The growth in tourist arrivals was positive in all world regions, led by a robust performance of emerging economies with growth of 8 percent compared to 5.7 percent in advanced economies. Growth is strongest in the Middle East (20.4 percent), followed by Asia and & Pacific (14.1 percent), Africa (7.4 percent), Americas (7.3 percent), and Europe (2 percent). These positive results followed one of the toughest years for the international tourism sector where international tourist arrivals had declined by 4.2 percent and international tourism receipts, at current US dollar prices, by 9.6 percent. On the basis of these positive results, the UNWTO forecasted that international tourism industry will grow at 3 percent to 4 percent in 2010.

⁹ UNWTO World Tourism Barometer, Interim Update, August 2010.

5 CONCLUSION AND POLICY RECOMMENDATIONS

As a group, the OIC member countries have a high potential for the development of a sustainable international tourism sector. This is true given their rich and diverse natural, geographical, historical, and cultural heritage assets. Therefore, international tourism is a very important sector that could, if properly planned and managed, play a significant role in the economic development of the OIC countries. This is due not only to their existing and potential tourism resources, but also to the fact that their citizens travel in large numbers around the world for business, leisure, and other purposes. It is for this reason that tourism has been identified in 1994 as one of the ten priority areas of cooperation in the Plan of Action to Strengthen Economic and Commercial Cooperation among the Member Countries of the OIC.

As major 'Objectives' of cooperation in the area of tourism, the OIC Plan of Action seeks to promote, develop and expand tourism activities in the OIC countries through supporting and developing joint action at the bilateral and multilateral levels. It also aims to establish new facilities and activities in the member countries in order to attain globally competitive standards in terms of the quality of services and diversity of tourism activities. In addition, the Plan encourages and promotes extensive private sector involvement in tourism through joint ventures in the area of improvement and enhancement of physical capacities and quality service. Moreover, tourism has recently assumed a greater importance on the agenda of the OIC, considering that seven Islamic conferences of tourism ministers and a number of expert group meetings and seminars on tourism development were held during the period that elapsed since the 1st Islamic Conference of Tourism Ministers, which was held in Isfahan, Islamic Republic of Iran, in October 2000.

In these conferences and meetings, the OIC member countries adopted a number of declarations, programmes and plans of action for the development and promotion of tourism, in which they decided, among other things, to boost cooperation in tourism through the promotion of public awareness, education, training, investment opportunities, and the involvement of the private sectors. They even identified some possible areas of cooperation in tourism, such as tourism facilitation, marketing, research, and training. All in all, a wide range of actions has so far been adopted aiming at developing the tourism sector in the OIC countries and enhancing their cooperation in this vital and multidimensional field of economic, cultural, and social activity. However, considering their modest share in the world tourism market and the concentration of tourism activity in a few of them, it seems that the desirable levels of tourism development and cooperation in many OIC countries, and in the OIC region as a whole, have not yet been achieved. Therefore, albeit a crucial factor, the inherent natural tourism resources cannot, by itself, make a successful tourism industry unless properly planned and managed.

In fact, the challenges facing tourism and the development of a sustainable international tourism sector in the OIC countries are diverse as each country has its own tourism features, level of development, and national development priorities and policies. In the case of many OIC countries, these challenges still include the lack of technical know-how and the weak promotional activity. Despite the fundamental awareness and basic cognisance of the economic importance of tourism as an industry and its positive impact as a potential source of foreign exchange earnings and employment, in many cases there is generally a lack of tourism knowledge and professionals. This is often accompanied by the absence or weak publicity promotion and mass media exposure due, in many cases, to the limited communication systems and technological services. Many OIC countries also lack the sufficient infrastructures necessary for the development of a sustainable tourism industry. Primary amongst these are hotels and lodging

services, transportation and communication, and tourism information services. This makes it difficult to provide tourists with the international standards of tourism facilities and services.

The issue of tourism investments is also an important one. While investment in services is a well-established economic activity in the developed countries, it is still lagging behind in many developing countries. Investment in service-oriented projects, particularly in tourism, is often regarded in most developing countries as a high-risk task. Accordingly, though they may have a natural tourism potential, it is still very difficult for some poor and least-developed OIC countries to gain access to reasonable financing for their tourism projects even when they manage to tackle the problems of project identification and planning. On the other hand, the issue of developing consistent tourism strategies and policies is one of the challenges facing many OIC countries, which are still experiencing difficulties in reaching integrated tourism policy-making due, in general, to policy conflicts between the government departments and the tourism private agencies. This issue is usually coupled, in many cases, with the lack of effective administration, regulation and institutional frameworks of the tourism activity.

Another challenge is the lack of tourism diversification. Modern international tourism activity has shown a growing tendency towards diversification and change. This makes it difficult for many OIC countries, including those with a relatively developed tourism sector, to keep pace with the rapidly changing and complex requirements of international tourists. In a highly competitive international tourism market, and considering the emergence of new tourism destinations, improving the conditions that foster modern tourism development is not an easy process. Last, but not least, is the problem of the lack of tourism safety in some member countries. In this context, it is worth mentioning that the safety of tourists is a primary factor for any successful tourism industry and should, therefore, be one of the basic objectives of tourism planning and management. Safety-related tourism problems, whether real or perceived, exert a negative impact on the reputation of the host countries. In this regard, negative perceptions and political instability appear to play a detrimental role in the prospects of tourism in many OIC countries.

However, despite all these challenges and the modest share of the OIC countries in the world tourism market, there still is a wide scope for the development of a sustainable international tourism industry in those countries. Overall, this necessitates the adoption of articulate long-term strategies as well as medium to short-term coherent plans and programmes at the national level that would be accompanied by a process of creating a supportive OIC cooperation environment at the regional level. In this context, the rest of this section includes a set of recommendations that can be proposed at both the national and the OIC cooperation level to serve as policy guidelines to which the attention of the member countries needs to be drawn.

At the national level, the promotion of sustainable tourism development should be an integral part of the national development plans and strategies. The objectives and programmes of action for tourism development should be focused on the promotion of the economic, social, cultural, and environmental incentives of tourism. Sustainable tourism development strategies should be outlined specifically and formulated in consultation with the private sector and other relevant stakeholders in the tourism sector. Tourism development projects and strategies should consider and include issues of environmental sustainability and poverty alleviation. Governments and the private sector must place increased importance on these issues.

The quality and efficiency of the basic tourism-related infrastructures and services such as hotels, roads, public amenities, transportation and communication, tourism information, and visa regulations should be improved based on international standards to provide world-class services to visitors and tourists. In this context, efforts should be made to create an environment conducive

to the safety travel of tourists by establishing and promoting health and safety border security measures, particularly at airports. Special programmes should, therefore, be developed for the national capacity building in tourism sector, particularly tourism administrations and regulations. On the other hand, as an activity that symbolises free movement, international tourism has everything to gain from the greatest possible liberalisation of trade in the services related to it. In this context, efforts should be made to promote synergies between transport and tourism policies to secure greater facilitation of border movements for visitors and to increase national capacities to use the relevant elements of the multilateral trade framework.

Tourism is a business and primarily an area for private sector activity. Thus, efforts should be made to encourage and promote extensive private sector involvement in tourism development through strengthening public-private sector cooperation with a view to establishing policies, strategies, and regulations relative to sustainable tourism development. In this context, the planning, management, and marketing of new and diverse tourism products should be improved by the inclusion of socio-cultural programmes and traditional activities involving local communities. In particular, efforts should be made to improve the potential of ecotourism, not only as a sector with great potential for economic development, especially in remote areas where few other possibilities exist, but also as a significant tool for the conservation of the natural environment.

In order to help change people's perceptions regarding tourism and raise their awareness of the opportunities and challenges involved therein, tourism-oriented education should be promoted and developed. This should be accompanied by making efficient use of the mass media and other promotional facilities to publicise and promote existing attractions and available tourism resources. In this context, training programmes on different aspects of tourism should be provided by national tourism authorities, particularly to people and personnel directly engaged in tourism activities. These programmes should cover a broad range of subjects such as foreign languages, business and e-tourism techniques, the environmental and socio-cultural impacts of tourism, history, national flora and fauna, etc. To facilitate those programmes, actions must be taken to provide local communities with financial and technical support and develop entrepreneurial capacities and managerial skills, especially in small and medium-sized tourism enterprises (SMEs), in order to improve the competitiveness of tourism products and services.

On the other hand, at the OIC cooperation level, joint programmes and promotional materials on tourism in the OIC member countries, such as TV programmes, brochures, posters, and guidebooks should be developed and made available to the member countries as well as to other countries around the world in order to promote the cultural heritage, diversity, and landmarks of the OIC countries at the regional and international levels. In this context, scientific methods of joint tourism marketing and advertisement should be developed and supported by tools that have a major impact on consumers such as the Internet. A proposed example on these tools could be an OIC Internet Guide for Tourism with a view to providing all actors in the tourism sector with comprehensive and updated information on tourism opportunities in the OIC member countries to help increase intra-OIC tourism activities. In so doing, the experience of the EU Internet Guide "EU Support for Tourism Enterprises and Tourist Destinations" could be a useful example.

The establishment of alliances between tourism stakeholders in the OIC countries, particularly between the official tourism promotion bodies, should be encouraged with a view to strengthening tourism marketing and promoting cooperation at the sub-regional level as well as at the level of the OIC region as a whole. Linkages in air, land, rail, and sea transportation should be facilitated and established in order to ease access from one destination to another within the

OIC region. In this context, efforts should be made to establish an OIC alliance among the airline companies of the OIC countries with the aim of having direct flights between their capitals and major cities. Meanwhile, tourism visa and other legal and administrative travel procedures should be simplified with a view to easing entry and movement of tourists among the OIC countries and thus enhancing intra-OIC tourism. In this connection, efforts should be made to establish a legal framework towards concluding an agreement on visa arrangements among the OIC countries, including the possibility of issuing an electronic or joint visa.

Last, but not least, efforts should be made to promote and encourage public and/or private joint venture investments in tourism projects through providing special facilities and preferential treatments for investors from the OIC countries. Joint training/vocational programmes on various aspects of the tourism industry should also be developed and organised by the relevant training institutions in the OIC countries. Linkages or networks among tourism training institutions in the member countries should be established to facilitate the exchange of experts and research on tourism development.

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STATISTICAL APPENDIX

Table A.1 International Tourist Arrivals by Region (Millions)						
Year	World	Africa	Americas	Asia & Pacific	Europe	Middle East
1950	25.3	0.5	7.5	0.2	16.8	0.2
1960	69.3	0.8	16.7	0.9	50.4	0.6
1965	112.9	1.4	23.2	2.1	83.7	2.4
1970	165.8	2.4	42.3	6.2	113.0	1.9
1975	222.3	4.7	50.0	10.2	153.9	3.5
1980	277.6	7.2	62.3	23.0	178.0	7.1
1981	278.2	8.1	62.5	24.9	175.1	7.6
1982	276.4	7.6	59.7	26.0	174.9	8.3
1983	281.2	8.2	59.9	26.6	179.0	7.5
1984	306.2	8.8	67.4	29.5	192.8	7.7
1985	319.5	9.6	65.1	32.9	203.8	8.1
1986	329.5	9.3	70.9	36.8	205.5	6.9
1987	359.0	9.8	76.6	42.1	223.3	7.2
1988	384.1	12.6	83.0	48.7	230.7	9.1
1989	409.0	13.8	86.9	49.4	249.6	9.2
1990	438.4	15.2	92.8	56.2	264.7	9.6
1991	441.3	16.3	95.3	58.0	262.8	8.9
1992	478.4	18.2	102.2	65.8	280.9	11.3
1993	494.2	18.8	102.2	72.3	289.5	11.4
1994	518.0	19.1	105.1	80.1	301.5	12.1
1995	538.5	20.1	109.0	82.5	313.2	13.7
1996	572.4	21.8	114.5	90.4	329.9	15.8
1997	596.0	22.8	116.2	89.7	350.6	16.7
1998	614.3	25.2	119.2	89.4	362.5	18.0
1999	637.4	26.7	122.0	98.8	368.4	21.5
2000	684	27.9	128.2	110.1	392.6	24.9
2001	680	28.9	122.1	120.7	383.8	25.0
2002	700	29.5	116.6	131.1	394.0	29.2
2003	694	31.0	113.1	113.3	407.1	29.5
2004	764	33.8	125.7	144.2	424.4	36.3
2005	801	35.3	133.3	153.6	441.0	37.8
2006	846	39.1	135.8	166.0	463.9	40.9
2007	900	42.6	142.9	182.0	485.4	46.9
2008	919	44.5	146.9	184.0	487.3	56.0
2009	880	45.9	140.0	180.9	460.0	52.9

Source: UNDATA Online Database

Note: For a proper understanding of the term “International Tourist Arrivals”, two considerations should be taken into account: first, a *tourist* means a visitor who stays for at least one night in a collective or private accommodation in the country visited (overnight visitors); second, *arrivals* do not refer to the number of persons travelling, but rather to the number of arrivals (visits) in a destination; same-day visitors are not included.

Year	World	Africa	Americas	Asia & Pacific	Europe	Middle East
1950	2.1	0.1	1.1	0.04	0.9	0.03
1960	6.9	0.2	2.5	0.2	3.9	0.1
1965	11.6	0.3	3.4	0.5	7.2	0.3
1970	17.9	0.5	4.8	1.2	11.0	0.4
1975	40.7	1.3	10.2	2.5	25.9	0.9
1980	104.5	3.4	24.7	10.3	62.7	3.5
1981	106.0	3.7	27.8	12.1	58.1	4.4
1982	99.9	3.4	25.7	12.2	56.4	2.2
1983	103.0	3.5	26.3	12.8	56.0	4.4
1984	111.7	3.2	32.0	13.7	58.1	4.7
1985	118.5	3.1	33.3	14.5	63.4	4.2
1986	144.4	3.6	38.4	18.8	80.1	3.5
1987	178.1	4.6	43.1	24.8	101.1	4.5
1988	205.9	5.5	51.3	32.4	112.3	174.2
1989	262.9	5.7	60.2	36.1	155.8	5.2
1990	264.1	6.4	69.2	41.1	143.1	4.3
1991	277.7	6.0	76.3	42.9	148.1	4.5
1992	320.7	6.8	3.7	51.0	172.7	6.6
1993	327.3	6.9	89.41	57.0	167.3	6.9
1994	356.4	7.6	92.4	67.3	181.1	8.1
1995	405.0	8.5	98.4	75.9	212.3	9.8
1996	438.6	9.7	108.2	84.8	224.8	11.0
1997	442.0	9.5	114.4	82.2	223.7	12.1
1998	444.2	10.2	115.2	72.1	234.8	11.9
1999	457.4	10.8	119.9	79.0	233.9	13.9
2000	477	10.4	130.8	85.2	232.7	15.2
2001	464	11.5	119.8	88.0	227.7	15.6
2002	480	11.9	113.4	96.3	242.5	16.2
2003	524	16.0	114.1	93.5	284.1	19.7
2004	633	18.9	132.0	123.9	329.3	25.2
2005	676	21.6	144.5	134.5	349.2	26.3
2006	742	24.6	153.7	156	376.3	30.6
2007	858	29.1	171.3	186.8	435.2	35.0
2008	942	29.9	187.7	209	472.8	42.8
2009	852	28.1	165.6	202.8	412.4	43.3

Source: United Nations World Tourism Organisation, *Tourism Market Trends*, 2006 Edition; United Nations World Tourism Organisation *Tourism Highlights*, Various Issues

Note: International Tourism Receipts cover all tourism receipts made by visitors from abroad (inbound) on lodging, food and drinks, fuel, transportation in the country, entertainment, shopping, etc. This concept includes receipts generated by overnight as well as same-day visitors. It excludes, however receipts related to international transport made by non-resident visitors (for instance ticket receipts from foreigners travelling with a national company), which are classified under a separate category called *International Fare Receipts*.

Table A.3	International Tourist Arrivals in OIC Countries (Thousands)					
	2003	2004	2005	2006	2007	2008
Albania	557	1612	1855	2868	2580	2675
Algeria	1166	1234	1443	1638	1743	1772
Azerbaijan	1038	1279	1282	1262	1333	1899
Bahrain	4844	5667	6313	7289	7826	
Bangladesh	245	271	208	200	289	467
Benin	175	174	176	80	186	188
Brunei	944		815	836	877	
Burkina Faso	163	222	245	264	289	226
Cameroon		190	176	185		
Chad	21	26	29	16	25	
Comoros	21	23	26	29	15	
Djibouti	23	26	30	40	40	
Egypt	5746	7795	8244	8646	10610	12296
Gabon	222	244	269	296	325	358
Gambia	89	90	108	125	143	147
Guinea	44	45	45	46		
Guinea Bissau			5	12	30	
Guyana	101	122	117	113	131	133
Indonesia	4467	5321	5002	4871	5506	6234
Iran	1546	1659	1889	2735	2219	2034
Jordan	2353	2853	2987	3225	3431	3729
Kazakhstan	2410	3073	3143	3468	3876	3447
Kuwait	2602	3056	3474	3899	4482	4736
Kyrgyzstan	342	398	319	766	1656	2435
Lebanon	1016	1278	1140	1063	1017	1333
Libya	958	999				
Malaysia	10577	15703	16431	17547	20973	22052
Maldives	564	617	395	602	676	683
Mali	110	113	143	153	164	190
Morocco	4761	5477	5843	6558	7408	7879
Mozambique	441	470	578	664	771	1951
Niger	55	57	60	60	48	73
Nigeria	2253	2646	2778	3056		
Oman	630	908	1114	1336	1124	1273
Pakistan	501	648	798	898	840	823
Palestine	37	56	88	123	264	387
Qatar	557	732	913	946	964	1405
Saudi Arabia	7332	8599	8037	8620	11531	14757
Senegal	495	667	769	866	875	
Sierra Leone	38	44	40	34	32	36
Sudan	52	61	246	328	436	440
Suriname	82	138	160	153	163	
Syria	4388	6154	5838	6009	6004	
Togo	61	83	81	94	86	74
Tunisia	5114	5998	6378	6550	6762	7049
Turkey	13341	16826	20273	18916	22248	24994
Turkmenistan	8	15	12	6	8	
Uganda	305	512	468	539	642	844
United Arab Emirates	5871	6195	7126			
Uzbekistan	231	262	242	560	903	1069
Yemen	155	274	336	382	379	404
OIC Total	89052	110912	118487	118972	131930	130492

Source: UNDATA Online Database

Table A.4	International Tourism Receipts in OIC Countries (Million US\$)					
	2003	2004	2005	2006	2007	2008
Albania	522	735	854	1012	1378	1714
Algeria	112	178	184	215	219	300
Azerbaijan	58	65	78	117	178	190
Bahrain	720	864	920	1048	1105	1166
Bangladesh	57	67	70	80	76	75
Benin	106	118	103	116	206	209
Brunei	124	181	191	224	233	242
Burkina Faso		40	45	53	53	
Cameroon	182	158	175	181	226	154
Comoros	16	21	24	27		
Cote d'Ivoire	69	82	83	93	103	116
Djibouti	7	7	7	10	7	8
Egypt	4584	6125	6851	7591	9303	10985
Gabon	15	10	9			
Gambia	56	47	56	66	87	83
Guinea					0.2	1.5
Guinea Bissau	2	1	2	3		
Guyana	26	27	35	37	50	59
Indonesia	4037	4798	4522	4448	5346	7377
Iran	1033	1044	1069	1452	1677	1908
Iraq			168	144	516	
Jordan	1062	1330	1441	2060	2311	2943
Kazakhstan	564	718	701	838	1013	1012
Kuwait	118	178	165	205	223	257
Kyrgyzstan	48	76	73	167	346	514
Lebanon	6374	5411	5532	4981	5216	5819
Libya	205	218	250	190	74	74
Malaysia	5901	8203	8846	10427	14053	15293
Maldives	402	471	287	512	602	664
Mali	128	140	148	175	221	275
Morocco	3221	3922	4610	5984	7181	7221
Mozambique	98	95	130	140	163	190
Niger	27	31	43	36	41	45
Nigeria	30	21	54	65	213	221
Oman	385	411	429	544	648	804
Pakistan	122	179	182	255	276	316
Palestine	152	115	119	89	212	
Qatar	369	498	760	874		
Saudi Arabia		6486	4626	4768	5972	5910
Senegal	209	211	242	250	531	
Sierra Leone	60	58	64	23	22	34
Sudan	17	21	89	167	262	331
Suriname	4	17	45	95	67	77
Syria	773	1800	1944	2025	2884	3150
Tajikistan	2	1	2	2	3	4
Togo	15	19	20	21	34	
Tunisia	1583	1970	2143	2275	2575	2953
Turkey	13203	15888	18152	16853	18487	21951
Uganda	184	267	380	346	398	498
United Arab Emirates	1438	1593	3218	4972	6072	7162
Uzbekistan	24	28	28	43	51	64
Yemen	139	139	181	181	425	453
OIC Total	48538	65083	70350	76480	91339	102823

Source: UNDATA Online Database

Table A.5	International Tourism Expenditures (Million US\$)					
	2003	2004	2005	2006	2007	2008
Albania	489	642	786	965	1268	1555
Algeria	255	341	370	381	377	394
Azerbaijan	111	126	164	201	264	341
Bahrain	372	387	414	455	479	503
Bangladesh	165	161	136	140	156	184
Benin	21	29	27	34	72	60
Brunei	469	382	374	408	430	459
Burkina Faso		39	46	55	53	
Cameroon	171	323	355	412	368	410
Comoros	8	9	10	11		
Cote d'Ivoire	387	381	354	373	372	356
Djibouti	3	3	3	4	3	4
Egypt	1321	1257	1629	1784	2446	2915
Gabon	194	214	274			
Gambia	4	4	5	6	7	8
Guinea	26	25			29	9
Guinea Bissau	13	13	10	16		
Guyana	26	30	40	49	58	52
Indonesia	3082	3507	3584	4030	4904	5554
Iran	3842	4093	4202	5315	6809	8685
Iraq			439	395	639	
Jordan	452	524	585	837	883	1004
Kazakhstan	669	844	753	821	1082	1078
Kuwait	3348	3701	4532	5573	6636	7570
Kyrgyzstan	17	50	58	92	90	304
Lebanon	2943	3170	2908	3006	3114	3564
Libya	557	603	680	668	889	1277
Malaysia	2846	3178	3711	4257	5586	6709
Maldives	46	56	70	78	93	109
Mali	48	66	77	120	137	147
Morocco	548	574	612	693	880	1090
Mozambique	140	134	176	179	180	208
Niger	22	22	30	28	29	49
Nigeria	1795	1161	240	959	2401	3621
Oman	630	644	668	712	752	858
Pakistan	925	1268	1280	1545	1593	1518
Palestine	378	401	255	290	365	
Qatar	471	691	1759	3751		
Saudi Arabia		4428	9087	12979	20171	15129
Senegal	55	57	65	54	253	
Sierra Leone	37	30	32	12	14	24
Sudan	119	176	667	1413	1477	1188
Suriname	6	14	17	18	22	30
Syria	700	650	550	540	645	800
Tajikistan	2	3	4	6	7	11
Togo	7	8	8	5	17	
Tunisia	300	340	374	410	437	458
Turkey	2113	2524	2872	2743	3260	3506
Uganda		108	124	123	132	156
United Arab Emirates	3956	4472	6186	8827	11273	13288
Yemen	77	126	167	162	184	183
OIC Total	34166	41989	51769	65935	81336	85368

Source: UNDATA Online Database

Note: International Tourism Expenditure covers expenditures of (outbound) visitors in other countries including their payments for lodging, food and drinks, fuel, transportation in the country, entertainment, shopping, etc. It includes expenditures made by overnight as well as same-day visitors but excludes the expenditures related to international transport made by resident visitors (for instance ticket expenditures of residents travelling with an international company), which are classified under a separate category called *International Fare Expenditure*.

Table A.6	Balance of International Tourism (Million US\$)					
	2003	2004	2005	2006	2007	2008
Albania	33	93	68	47	110	159
Algeria	-143	-163	-186	-166	-158	-94
Azerbaijan	-53	-61	-86	-84	-86	-151
Bahrain	348	477	506	593	626	663
Bangladesh	-108	-94	-66	-60	-80	-109
Benin	85	89	76	82	134	149
Brunei	-345	-201	-183	-184	-197	-217
Burkina Faso		1	-1	-2	0	
Cameroon	11	-165	-180	-231	-142	-256
Comoros	8	12	14	16		
Cote d'Ivoire	-318	-299	-271	-280	-269	-240
Djibouti	4	4	4	6	4	4
Egypt	3263	4868	5222	5807	6857	8070
Gabon	-179	-204	-265			
Gambia	52	43	51	60	80	75
Guinea					-29	-8
Guinea Bissau	-11	-12	-8	-13		
Guyana	0	-3	-5	-12	-8	7
Indonesia	955	1291	938	418	442	1823
Iran	-2809	-3049	-3133	-3863	-5132	-6777
Iraq			-271	-251	-123	
Jordan	610	806	856	1223	1428	1939
Kazakhstan	-105	-126	-52	17	-69	-66
Kuwait	-3230	-3523	-4367	-5368	-6413	-7313
Kyrgyzstan	31	26	15	75	256	210
Lebanon	3431	2241	2624	1975	2102	2255
Libya	-352	-385	-430	-478	-815	-1203
Malaysia	3055	5025	5135	6170	8467	8584
Maldives	356	415	217	434	509	555
Mali	80	74	71	55	84	128
Morocco	2673	3348	3998	5291	6301	6131
Mozambique	-42	-39	-46	-39	-17	-18
Niger	5	9	13	8	12	-4
Nigeria	-1765	-1140	-186	-894	-2188	-3400
Oman	-245	-233	-239	-168	-104	-54
Pakistan	-803	-1089	-1098	-1290	-1317	-1202
Palestine	-226	-286	-136	-201	-153	
Qatar	-102	-193	-999	-2877		
Saudi Arabia		2058	-4461	-8211	-14199	-9219
Senegal	154	154	177	196	278	
Sierra Leone	23	28	32	11	8	10
Sudan	-102	-155	-578	-1246	-1215	-857
Suriname	-2	3	28	77	45	47
Syria	73	1150	1394	1485	2239	2350
Tajikistan	0	-2	-2	-4	-4	-7
Togo	8	11	12	16	17	
Tunisia	1283	1630	1769	1865	2138	2495
Turkey	11090	13364	15280	14110	15227	18445
Uganda		159	256	223	266	342
United Arab Emirates	-2518	-2879	-2968	-3855	-5201	-6126
Yemen	62	13	14	19	241	270
OIC Total	14417	23094	18581	10545	10003	17455

Source: Calculated based on data in Table.4 and Table A.5 and UNDATA Online Database

Table A.7	Balance of International Tourism (as % of GDP)					
	2004	2005	2006	2007	2008	Average (2004-2008)
Albania	1.3	0.8	0.5	1.0	1.2	1.0
Algeria	-0.2	-0.2	-0.1	-0.1	-0.1	-0.1
Azerbaijan	-0.7	-0.6	-0.4	-0.3	-0.3	-0.5
Bahrain	4.2	3.8	3.7	3.4	3.1	3.7
Bangladesh	-0.2	-0.1	-0.1	-0.1	-0.1	-0.1
Benin	2.2	1.7	1.7	2.4	2.1	2.0
Brunei	-2.6	-1.9	-1.6	-1.6	1.5	-1.8
Burkina Faso	0.02	-0.02	-0.03	0		-0.01
Cameroon	-1.0	-1.1	-1.3	-0.7	-1.1	-1.0
Comoros	3.3	3.6	4.0			3.6
Cote d'Ivoire	-1.9	-1.7	-1.6	-1.4	-1.0	-1.5
Djibouti	0.6	0.6	0.8	0.5	0.4	0.6
Egypt	6.2	5.8	5.4	5.3	5.0	5.5
Gabon	-2.8	-3.1				-2.9
Gambia	10.7	11.0	11.8	12.3	9.3	11.0
Guinea				-0.7	-0.2	-0.4
Guinea-Bissau	-4.2	-2.6	-4.1			-3.7
Guyana	-0.4	-0.6	-1.3	-0.8	0.6	-0.5
Indonesia	0.5	0.3	0.1	0.1	0.4	0.3
Iran	-1.9	-1.7	-1.7	-1.8	-2.0	-1.8
Iraq		-0.9	-0.5	-0.2		-0.5
Jordan	7.1	6.8	8.2	8.6	9.7	8.1
Kazakhstan	-0.3	-0.1	0.02	-0.1	-0.05	-0.1
Kuwait	-5.9	-5.4	-5.3	-5.7	-4.6	-5.4
Kyrgyzstan	1.2	0.6	2.6	6.7	4.2	3.1
Lebanon	10.4	12.0	8.8	8.4	7.8	9.5
Libya	-1.2	-0.9	-0.9	-1.2	-1.2	-1.1
Malaysia	4.0	3.7	3.9	4.5	3.9	4.0
Maldives	53.5	28.9	47.4	48.3	44.1	44.4
Mali	1.5	1.3	0.9	1.2	1.5	1.3
Morocco	5.9	6.7	8.1	8.4	7.1	7.2
Mozambique	-0.7	-0.7	-0.5	-0.2	-0.2	-0.5
Niger	0.3	0.4	0.2	0.3	-0.1	0.2
Nigeria	-1.3	-0.2	-0.6	-1.3	-1.6	-1.0
Oman	-0.9	-0.8	-0.5	-0.3	-0.1	-0.5
Pakistan	-1.1	-1.0	-1.0	-0.9	-0.7	-1.0
Palestine	-0.01	-0.004	-0.01	-0.004		-0.01
Qatar	-0.6	-2.4	-5.1			-2.7
Saudi Arabia	0.8	-1.4	-2.3	-3.7	-1.9	-1.7
Senegal	1.9	2.0	2.1	2.5		2.1
Sierra Leone	2.6	2.6	0.8	0.5	0.5	1.4
Sudan	-0.7	-2.1	-3.4	-2.6	-1.5	-2.1
Suriname	0.2	1.6	3.6	1.9	1.6	1.8
Syria	4.6	4.9	4.4	5.5	4.3	4.7
Tajikistan	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1
Togo	0.6	0.6	0.7	0.7		0.6
Tunisia	5.8	6.1	6.0	6.1	6.2	6.0
Turkey	3.4	3.2	2.7	2.3	2.5	2.8
Uganda	2.0	2.8	2.2	2.2	2.4	2.3
United Arab Emirates	-2.7	-2.2	-2.3	-2.9	-2.4	-2.5
Yemen	0.1	0.1	0.1	1.1	1.0	0.5
OIC Total	1.0	0.7	0.3	0.3	0.4	0.5

Source: Calculated based on data in Table A.6 and GDP figures from the UN Statistics Division National Accounts Main Aggregates Database

Table A.8	International Tourism Receipts (as % of Exports)					
	2004	2005	2006	2007	2008	(Average 2004-2008)
Albania	121.6	135.2	135.2	135.6	148.2	135.2
Algeria	0.6	0.4	0.4	0.4	0.4	0.4
Azerbaijan	1.8	1.8	1.8	2.9	0.4	1.8
Bahrain	6.4	5.8	5.3	4.6	4.1	5.2
Bangladesh	0.9	0.8	0.7	0.6	0.6	0.7
Benin	40.7	34.3	29.8	45.5	34.3	36.9
Brunei	4.0	3.4	3.2	3.3	2.4	3.2
Burkina Faso	10.7	12.1	12.7	10.9		11.6
Cameroon	4.6	4.9	3.9	4.6	2.7	4.1
Comoros	60.9	84.2	74.1			73.1
Cote d'Ivoire	1.3	1.1	1.1	1.3	1.2	1.2
Djibouti	2.8	2.5	2.8	2.1	2.0	2.4
Egypt	50.0	43.9	34.8	36.6	34.4	39.9
Gabon	0.2	0.2				0.2
Gambia	124.0	200.5	187.8	201.5	178.9	178.5
Guinea				0.01	0.1	0.04
Guinea-Bissau	0.9	1.8	3.4			2.1
Guyana	4.2	5.4	5.4	6.0	5.8	5.4
Indonesia	6.7	5.3	4.4	4.7	5.4	5.3
Iran	2.6	1.9	1.9	1.9	1.6	2.0
Iraq		1.0	0.5	1.5		1.0
Jordan	37.7	33.5	39.6	41.8	37.0	37.9
Kazakhstan	3.6	3.1	2.8	2.7	1.9	2.8
Kuwait	0.7	0.5	0.4	0.4	0.3	0.5
Kyrgyzstan	10.8	11.5	21.0	30.5	31.8	21.1
Lebanon	270.5	256.6	201.2	161.5	151.7	208.3
Libya	1.1	0.9	0.5	0.2	0.1	0.6
Malaysia	6.5	6.3	6.5	8.0	7.7	7.0
Maldives	383.5	290.7	316.7	394.5	352.8	347.6
Mali	42.7	57.3	44.6	86.7	126.5	71.6
Morocco	39.6	43.3	47.0	47.5	37.6	43.0
Mozambique	6.3	7.4	5.9	6.8	7.2	6.7
Niger	13.9	14.3	8.3	10.7	15.6	12.6
Nigeria	0.1	0.1	0.1	0.3	0.3	0.2
Oman	3.1	2.3	2.5	2.8	2.3	2.6
Pakistan	1.3	1.1	1.5	1.5	1.5	1.4
Qatar	2.7	4.2	3.5			3.5
Saudi Arabia	5.8	3.0	2.4	2.9	2.0	3.2
Senegal	16.5	16.8	18.3	31.0		20.7
Sierra Leone	31.5	32.7	11.1	7.4	14.2	19.4
Sudan	0.6	1.8	3.0	3.0	2.8	2.2
Suriname	1.9	4.9	8.0	4.8	4.9	4.9
Syria	7.6	19.1	17.1	21.3	18.5	16.7
Tajikistan	0.1	0.2	0.1	0.2	0.3	0.2
Togo	4.7	5.5	3.5	4.7		4.6
Tunisia	20.4	20.2	19.5	17.8	16.7	18.9
Turkey	25.2	24.7	19.7	17.2	16.6	20.7
Uganda	40.9	46.8	36.0	29.8	28.9	36.5
United Arab Emirates	2.3	3.3	4.2	4.5	3.8	3.6
Uzbekistan	1.0	0.8	0.8	0.8	0.9	0.9
Yemen	3.4	3.2	2.7	6.2	4.8	4.1
OIC Total	8.1	7.2	6.3	6.5	5.5	6.7

Source: Calculated based on data in Table A.4 and the Export figures in the IMF, Direction of Trade Statistics Online Database.

Table A.9	Intra-OIC Tourist Arrivals (Thousands)				
	2003	2004	2005	2006	2007*
Albania	11	13	16	16	24
Algeria	121	140	175	177	170
Azerbaijan	336	372	303	257	331
Bahrain	3810	4438	4993	5624	5624
Bangladesh	19	25	14	18	29
Benin	82	81	79	90	95
Brunei			711		711
Burkina Faso	50	77	75	85	81
Cameroon		5	2	4	4
Chad	1	1	1	0.1	1
Egypt	1433	1626	1835	2071	2154
Guinea	15		15	17	17
Guinea-Bissau			1	2	12
Indonesia	468	548	691	776	776
Jordan	1580	1903	1960	1996	1825
Kazakhstan	2361	2236	2558	2850	3387
Kuwait	1883	2211	2503	2753	2753
Kyrgyzstan	212	300	221	606	606
Lebanon	535	669	574	568	509
Libya	906	943			943
Malaysia	975	1433	1678	2274	3431
Maldives	13	14	9	14	19
Mali	3	2	1	1	1
Morocco	189	214	245	282	282
Nigeria	1438	1689	1773	1951	1951
Oman	226	282	271	256	224
Pakistan	169	179	147	172	157
Palestine	1	1	2	2	3
Qatar	283	295	365	414	361
Saudi Arabia	6465	7513	7402	7712	9809
Senegal		197	250	353	353
Sierra Leone	2	3	1	2	1
Suriname	2	1			1
Syria	4102	5765	5425	5591	5579
Togo	20	28	26	24	23
Tunisia	2222	2443	2420	2506	2506
Turkey	1332	1807	2422	2326	2927
Turkmenistan	6	10	7	2	2
Uganda	9	11	10	13	18
United Arab Emirates	2182	2134			2134
Uzbekistan	24	30			30
Yemen	105	187	249	296	296
OIC Total	33591	39826	39430	42101	50156

Source: UNWTO Compendium of Tourism Statistics CD-ROM.

*Data for 2007 or latest data available.

Table A.10	Intra-OIC Tourism Receipts (Million US\$)				
	2003	2004	2005	2006	2007*
Albania	10	6	7	6	13
Algeria	12	20	22	23	21
Azerbaijan	19	19	18	24	44
Bahrain	566	677	728	809	794
Bangladesh	4	6	5	7	8
Benin	50	55	46	58	105
Brunei			167		189
Burkina Faso		14	14	17	15
Cameroon		4	2	4	
Egypt	1143	1278	1525	1818	1889
Guinea-Bissau			0.4	1	
Indonesia	423	494	625	709	753
Jordan	713	887	946	1275	1229
Kazakhstan	553	522	571	689	885
Kuwait	85	129	119	145	137
Kyrgyzstan	30	57	51	132	127
Lebanon	3356	2833	2785	2662	2611
Libya	194	206			
Malaysia	544	749	903	1351	2299
Maldives	9	11	7	12	17
Mali	3	2	1	1	1
Morocco	128	153	193	257	273
Nigeria	19	13	34	41	
Oman	138	128	104	104	129
Pakistan	41	49	34	49	52
Palestine	4	2	3	1	2
Qatar	187	201	304	382	
Saudi Arabia		5667	4261	4266	5080
Senegal		62	79	102	214
Sierra Leone	3	4	2	1	1
Suriname	0.1	0.1			0.4
Syria	723	1686	1806	1884	2680
Togo	5	6	6	5	9
Tunisia	688	802	813	870	954
Turkey	1318	1706	2169	2072	2432
Uganda	5	6	8	8	11
United Arab Emirates	534	549			
Uzbekistan	2	3			2
Yemen	94	95	134	140	332
OIC Total	18326	23370	23411	27042	34725

Source: UNWTO Compendium of Tourism Statistics CD-ROM.
*Data for 2007 or latest data available.

COUNTRY PROFILES

For the countries for which a complete set of relevant data is available for the period 2004-2008.

