

# STATE OF TOURISM IN OIC MEMBER COUNTRIES

## Webinar on Tourism Statistics

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Ankara, Turkey

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# OUTLINE


## 1. Tourism in the World

## 2. Tourism in OIC Countries



## 3. Tourism and COVID-19 in OIC Countries

## 4. Concluding Remarks and Policy Implications

# INTERNATIONAL TOURISM IN THE OIC COUNTRIES: PROSPECTS AND CHALLENGES 2020



ORGANISATION OF ISLAMIC COOPERATION  
STATISTICAL, ECONOMIC AND SOCIAL RESEARCH  
AND TRAINING CENTRE FOR ISLAMIC COUNTRIES



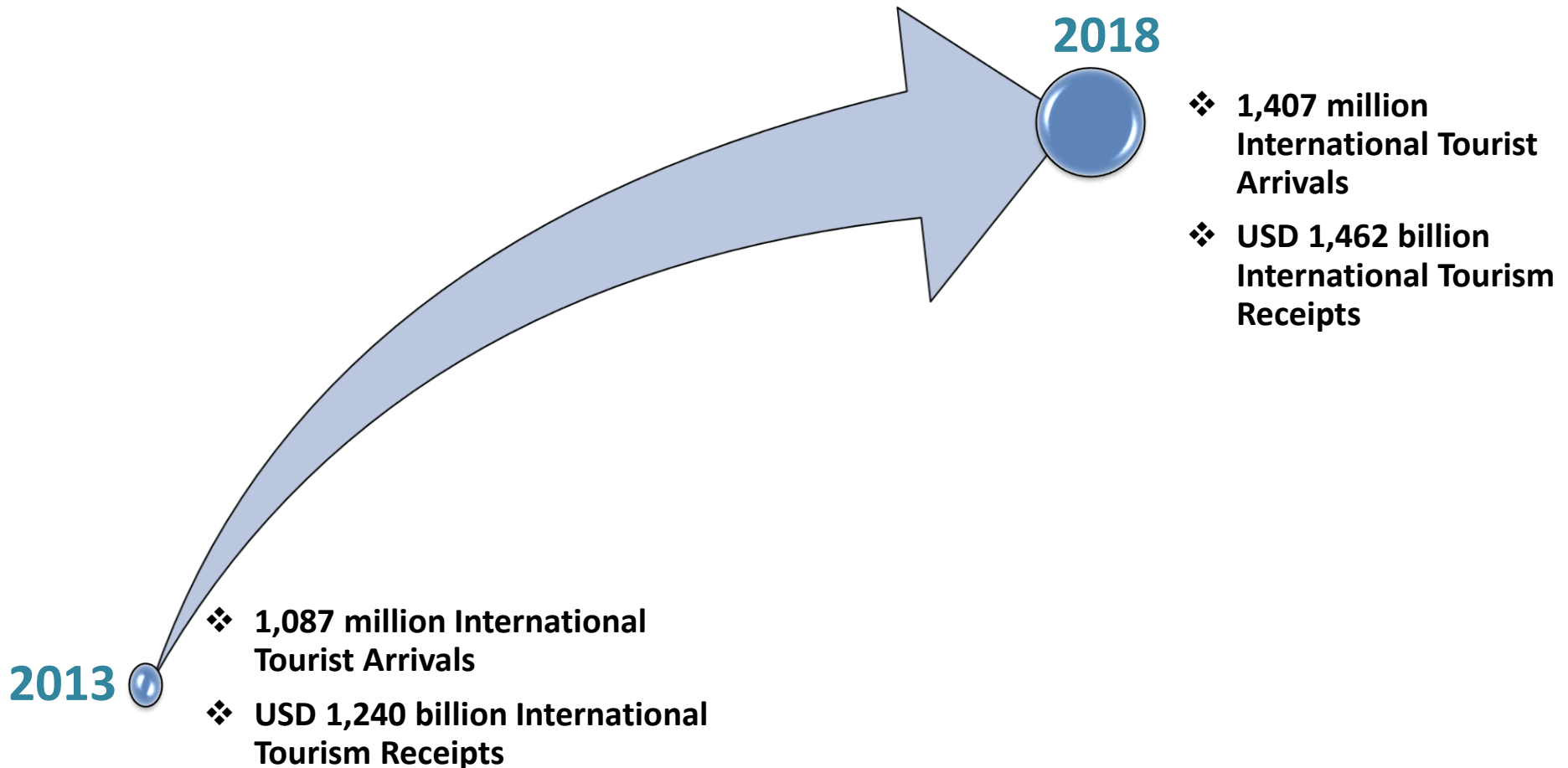




# TOURISM IN THE WORLD

# TOURISM IN THE WORLD

## Evolution of the Worldwide International Tourism between 2013 and 2018



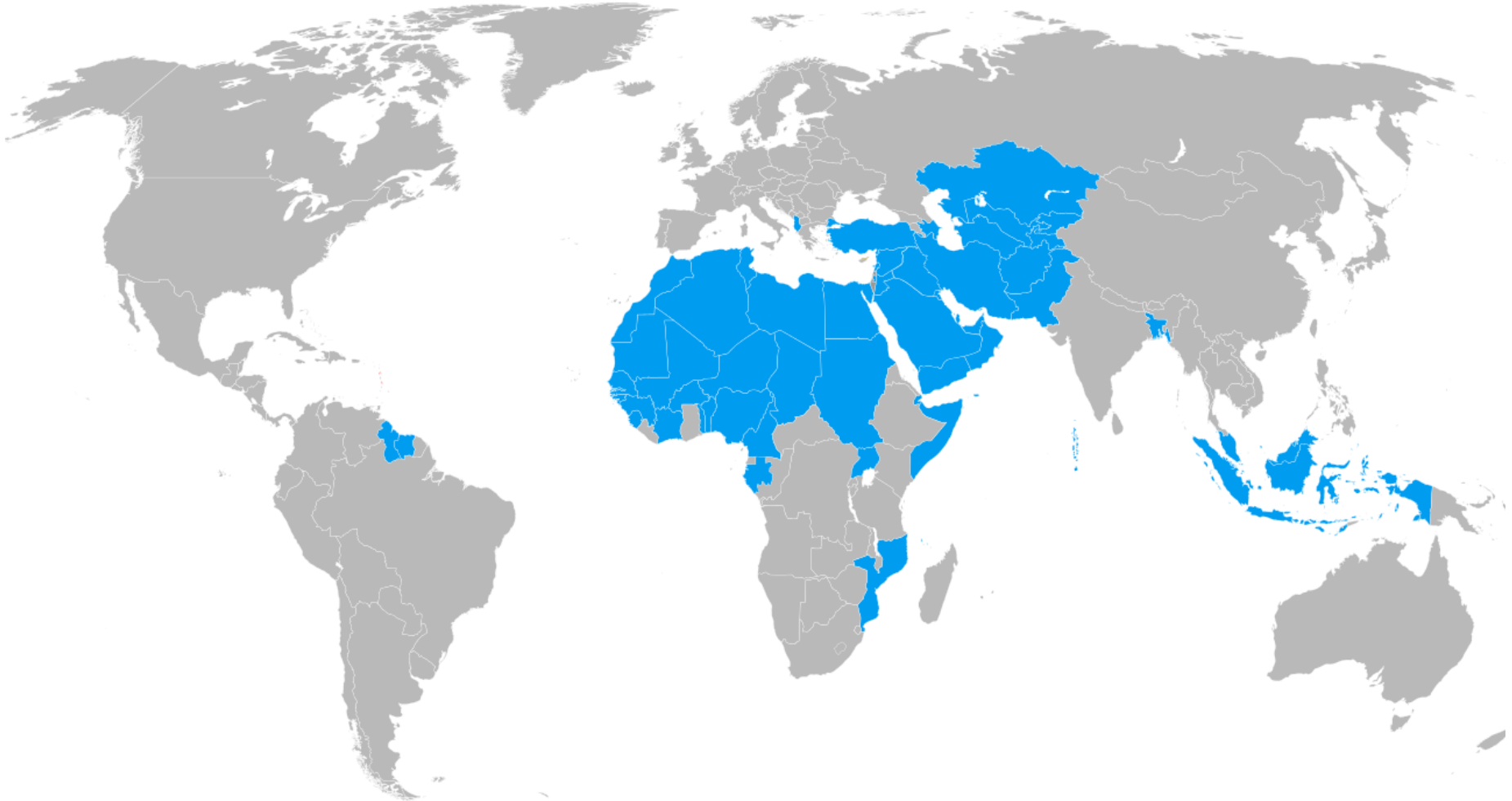




**TOURISM IN OIC COUNTRIES**

# TOURISM IN OIC COUNTRIES

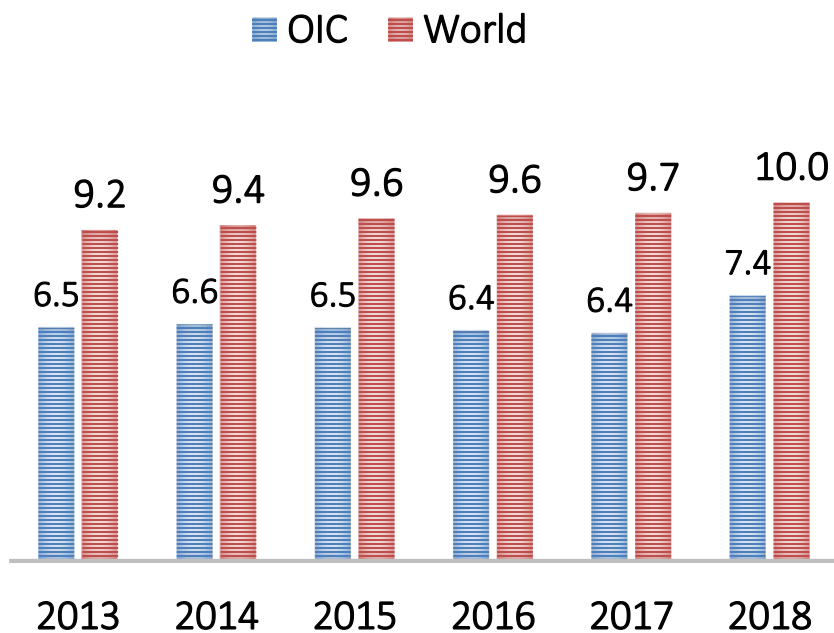
ORGANISATION OF ISLAMIC COOPERATION (OIC)



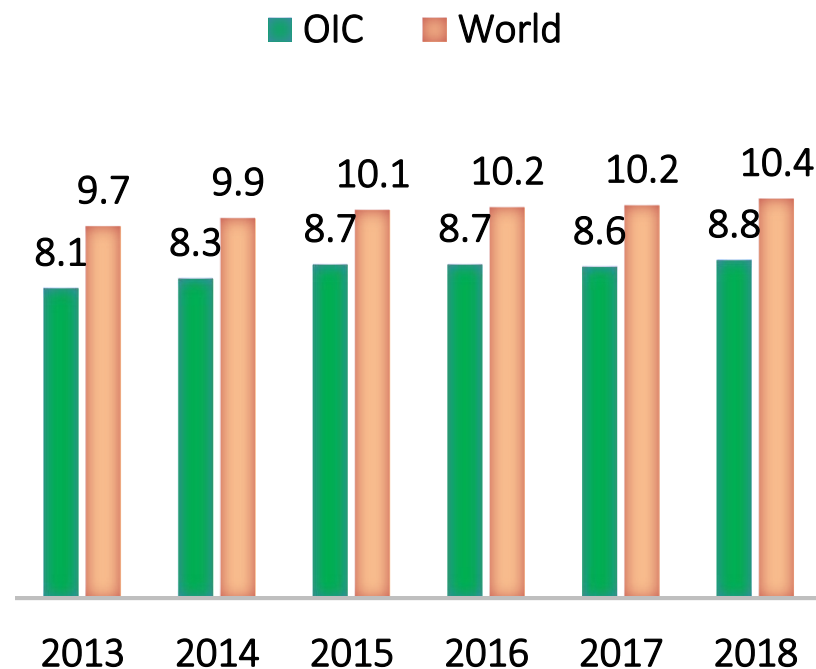
# TOURISM IN OIC COUNTRIES

## Contribution of International Tourism in the Economy

Total Contribution of Tourism to  
Employment  
(% of total employment)



Total contribution of Tourism to GDP  
(% of GDP)



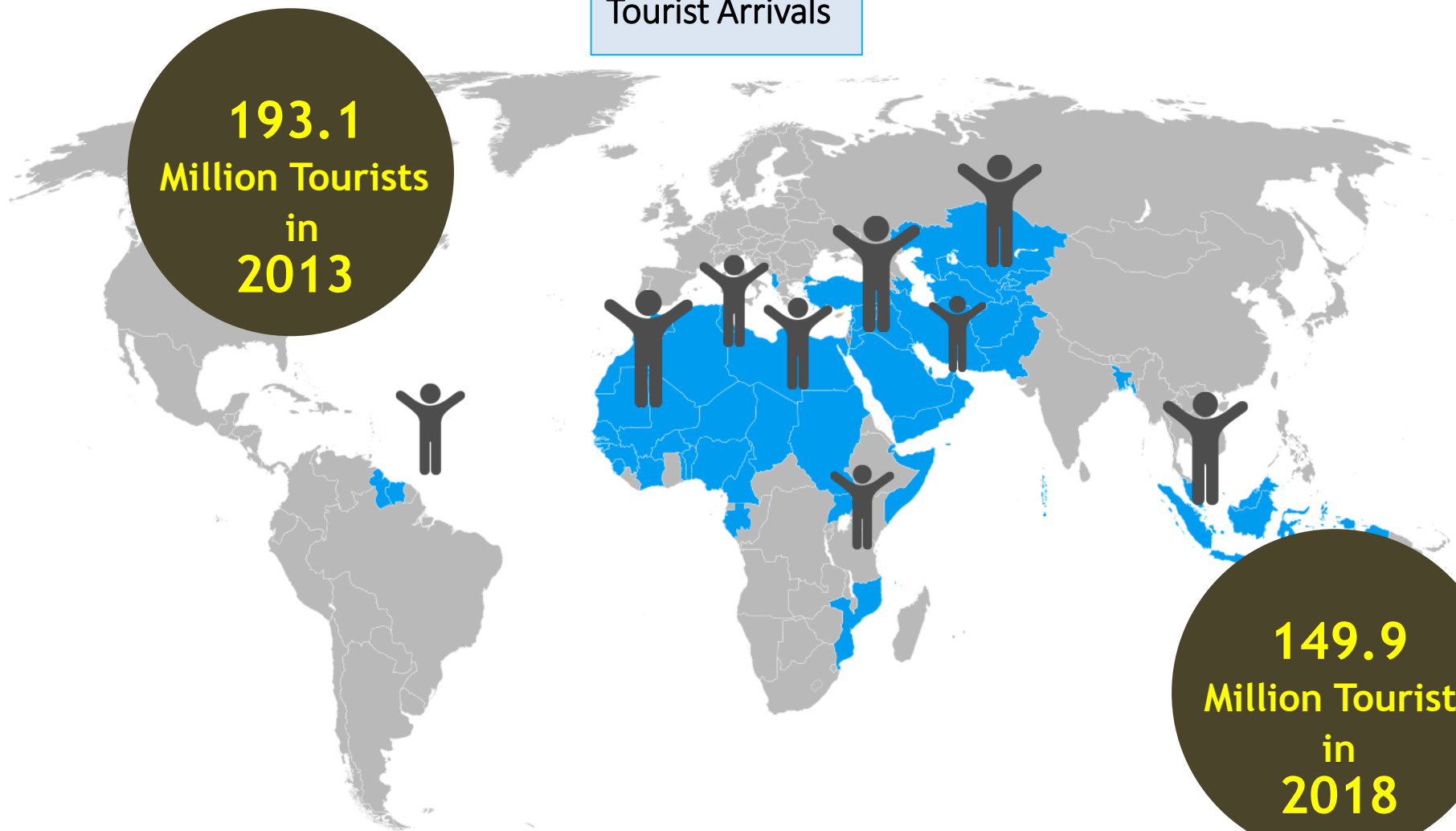


# TOURISM IN OIC COUNTRIES

## Tourist Arrivals

**193.1**  
Million Tourists  
in  
**2013**

**149.9**  
Million Tourists  
in  
**2018**



# TOURISM IN OIC COUNTRIES

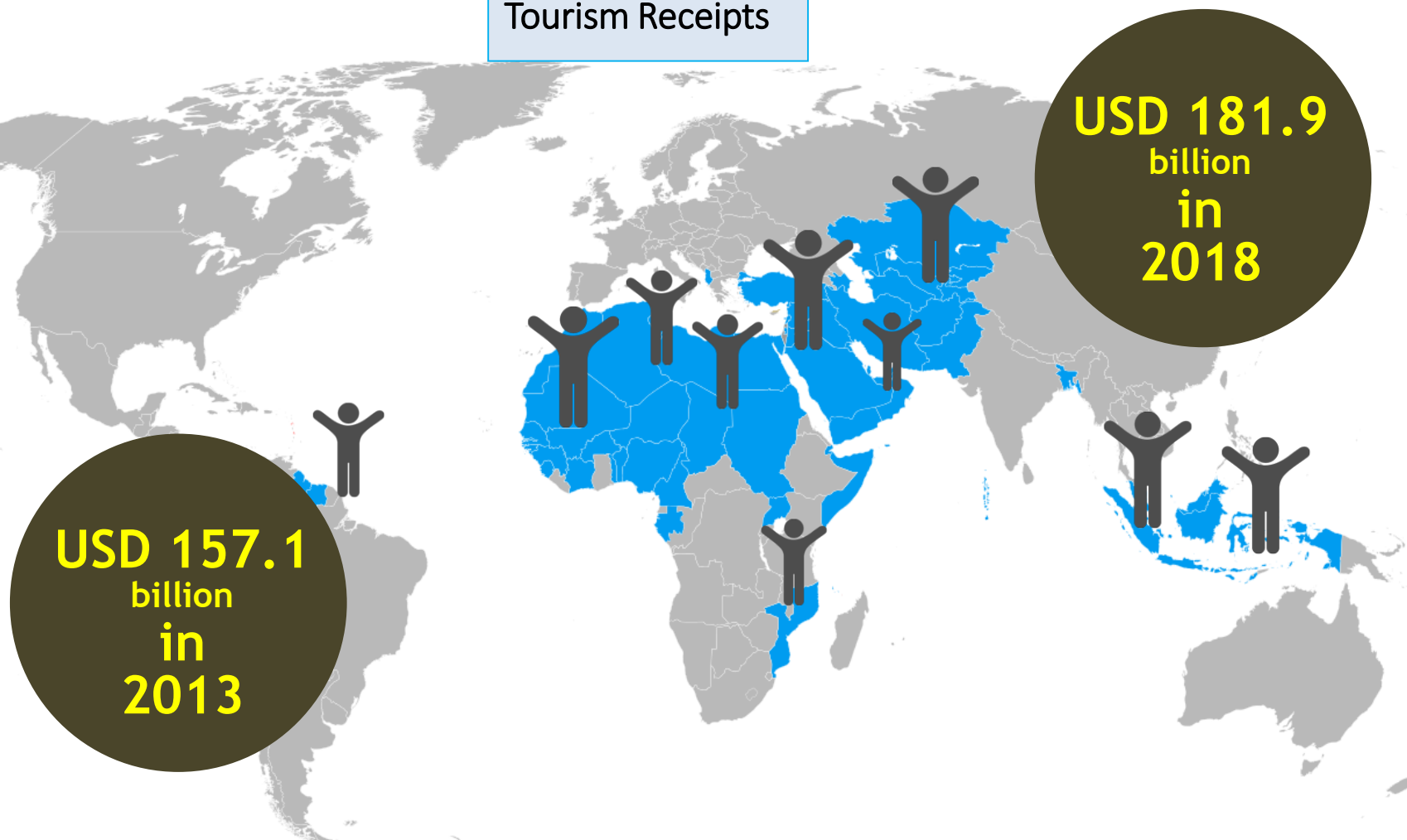
Share of OIC Countries in the World Tourist Arrivals

**17.8%**  
in  
**2013**

**10.7%**  
in  
**2018**

# TOURISM IN OIC COUNTRIES

## Tourism Receipts



# TOURISM IN OIC COUNTRIES

Share of OIC Countries in the World Tourism Receipts

12.7%  
in  
2013

12.4%  
in  
2018



# TOURISM IN OIC COUNTRIES

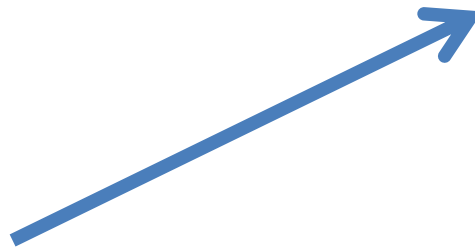
## Intra- OIC Tourism



Intra-OIC  
Tourist Arrivals  
in 2013:  
**64.7  
million**



Intra-OIC  
Tourist Arrivals  
in 2018:  
**80.6  
million**



# TOURISM IN OIC COUNTRIES

## Intra- OIC Tourism



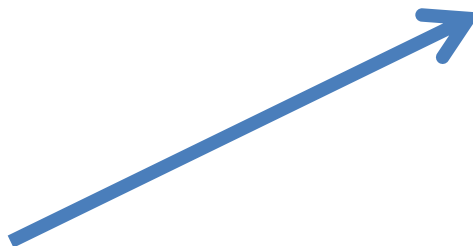
**Intra-OIC Tourism  
Receipts in 2013:**

**USD 48.4 billion**



**Intra-OIC Tourism  
Receipts in 2018:**

**USD 67.3 billion**



# MUSLIM FRIENDLY TOURISM (MFT) IN OIC COUNTRIES

## Basics

- ❑ Over the two last decades, demand for Sharia'h compliant products and services increased tremendously all across the world including the OIC countries.
- ❑ In this context, Halal Hotels, Halal Food Premises, Halal Tour Packages, and Halal Transport (airlines) became components of Islamic Tourism.



- ❑ The Muslim tourism market has witnessed rapid growth over the years and emerged as one of the fastest growing segments of the global tourism market.
- ❑ Its growth rate has been consistently found to be higher than the conventional tourism market.

## Concepts

- **Islamic Tourism**
- **Halal Tourism**
- **Muslim Friendly Tourism**
- **Shariah Tourism**
- **Ziyarah Tourism**



# MFT IN OIC COUNTRIES

## Segments

**Halal Hotels:** Some of the main indicators of an Islamic hotel include: no alcohol, gambling etc.; Halal food only; Quran, prayer mats and arrows indicating the direction of Mecca in every room; Beds and toilets positioned so as not to face the direction of Mecca; prayer rooms; conservative staff dress; Islamic funding; separate recreational facilities for men and women.

**Halal Transport (Airlines):** Major indicators for halal transport include: cleanliness; non-alcoholic drinks; and publications which are coherent with Islam.

**Halal Food Premises:** Foods that served in a restaurant have to be halal. All animals must be slaughtered according to Islamic principles. No alcoholic drinks should be served in the premise.

**Halal Tour Packages:** The content of the tour packages must be based on an Islamic themed. The Islamic tour packages include visits to the mosques, Islamic monuments and promote and event during the Ramadan.

**Halal Finance:** The financial resources of the hotel, restaurant, travel agency and the airlines have to be fit with Islamic principles. In general, Islamic finance requires participation in sharing the profit and loss

# MFT IN OIC COUNTRIES

## Market Size

A niche  
tourism  
market with a  
significant  
growth  
potential



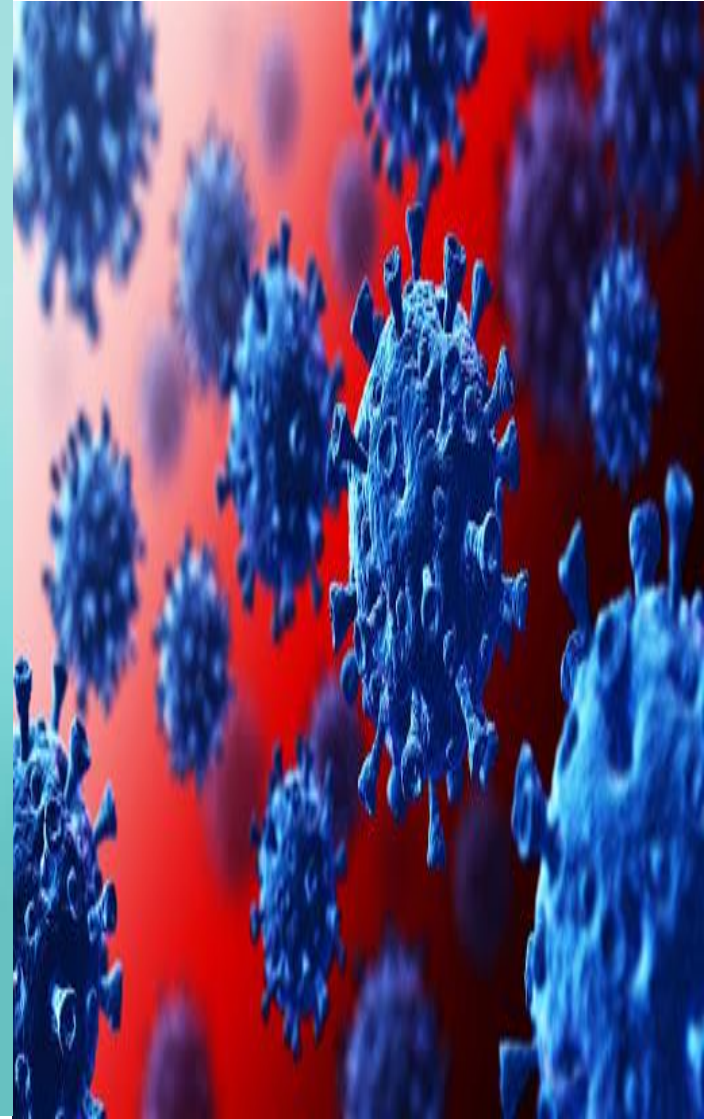
The estimated market size  
2024:

**USD 274 billion**



The estimated market  
size in 2018:

**USD 189 billion**



# **TOURISM AND COVID-19 IN OIC COUNTRIES**

# TOURISM AND COVID-19

## Implications of COVID-19 Pandemic on Tourism

UNWTO (2020) reviewed 217 destinations worldwide, accordingly:

- **45% have totally** or partially closed their borders for tourists - “Passengers are not allowed to enter”;
- **30% have suspended** totally or partially international flights - “all flights are suspended”;
- **18% are banning** the entry for passengers from specific countries of origin or passengers who have transited through specific destinations; and
- **7% are applying different measures**, such as quarantine or self-isolation for 14 days and visa measures.



# TOURISM AND COVID-19

## Implications of COVID-19 Pandemic on Tourism

UNWTO was  
expecting  
20 to 30%  
contraction in  
Tourism

OECD was  
expecting  
60 to 70%  
contraction in  
Tourism

April 2020

# TOURISM AND COVID-19

Implications of COVID-19  
Pandemic on Tourism

UNWTO  
revised its  
expectations  
in October  
2020

70% fall in  
international  
arrivals for  
the first eight  
months of  
2020

October 2020

# TOURISM AND COVID-19

## Implications of COVID-19 Pandemic on Tourism

➤ **Loss of 1 billion** in international tourist arrivals in 2020  
(74% **fewer** arrivals compared to 2019)

➤ **USD 1.3 trillion loss** in export revenues from international tourism in 2020

# TOURISM AND COVID-19

## Implications of COVID-19 Pandemic on Tourism Performance of OIC Countries

- OIC countries are expected to see some significant losses in terms of both tourist arrivals and tourism receipts.

### Due to COVID-19:

- **It is estimated that about 114 million** less international tourists were hosted by OIC countries in 2020 that resulted in loss of billion dollars from international tourism receipts





# **CONCLUDING REMARKS AND POLICY IMPLICATIONS**

# CONCLUDING REMARKS AND POLICY IMPLICATIONS

## Concluding Remarks I

- Tourism is an important sector that has been rapidly growing
- Recently, the pandemic hit the sector severely
- It is an opportunity for rethinking on major challenges in order to address them effectively

# CONCLUDING REMARKS AND POLICY IMPLICATIONS

## Concluding Remarks I

### **Major Challenges remain unaddressed:**

- ☐ lack of coordination among public institutions
- ☐ standards and certification issues
- ☐ underdeveloped national rules and regulations
- ☐ ineffective marketing and promotion strategies
- ☐ lack of national/regional strategies
- ☐ financial constraints
- ☐ human capital shortages
- ☐ **problems on data and monitoring**

# CONCLUDING REMARKS AND POLICY IMPLICATIONS

## Policy Implications

- Investing in **quality of infrastructure, human resources, and diversification** of tourism products and having a strong **political willingness** will all play a role for the development of tourism in OIC countries.
- Enhancing **intra-OIC tourism** activities such as by easing bilateral visa policies, providing incentives (e.g. temporary tax cuts, subsidies) for airlines and travel agencies would also help to increase tourism revenues in OIC countries.

# THANK YOU MERCİ

شكرا

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

**Organisation of Islamic Cooperation (OIC)**

