



Making Cooperation Work

COMCEC STRATEGY

For Building an Interdependent Islamic World

Common Issues and Challenges in Implementing Tourism PPPs in the OIC Member Countries



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OUTLINE

- ▶ The Importance of TPPP for OIC Member Countries
- ▶ Common Issues in Implementing Tourism PPPs
- ▶ Challenges in Implementing Tourism PPPs for OIC Member Countries

The Importance of PPP in the OIC Member Countries

Tourism Challenges for the OIC Member Countries

Insufficient Tourism Investments and Infrastructures

Poor Tourism Planning & Product
Development

Travel Facilitation Problems

Safety and Security Related Problems

Low Tourism Service Quality

Insufficient Marketing and Promotion

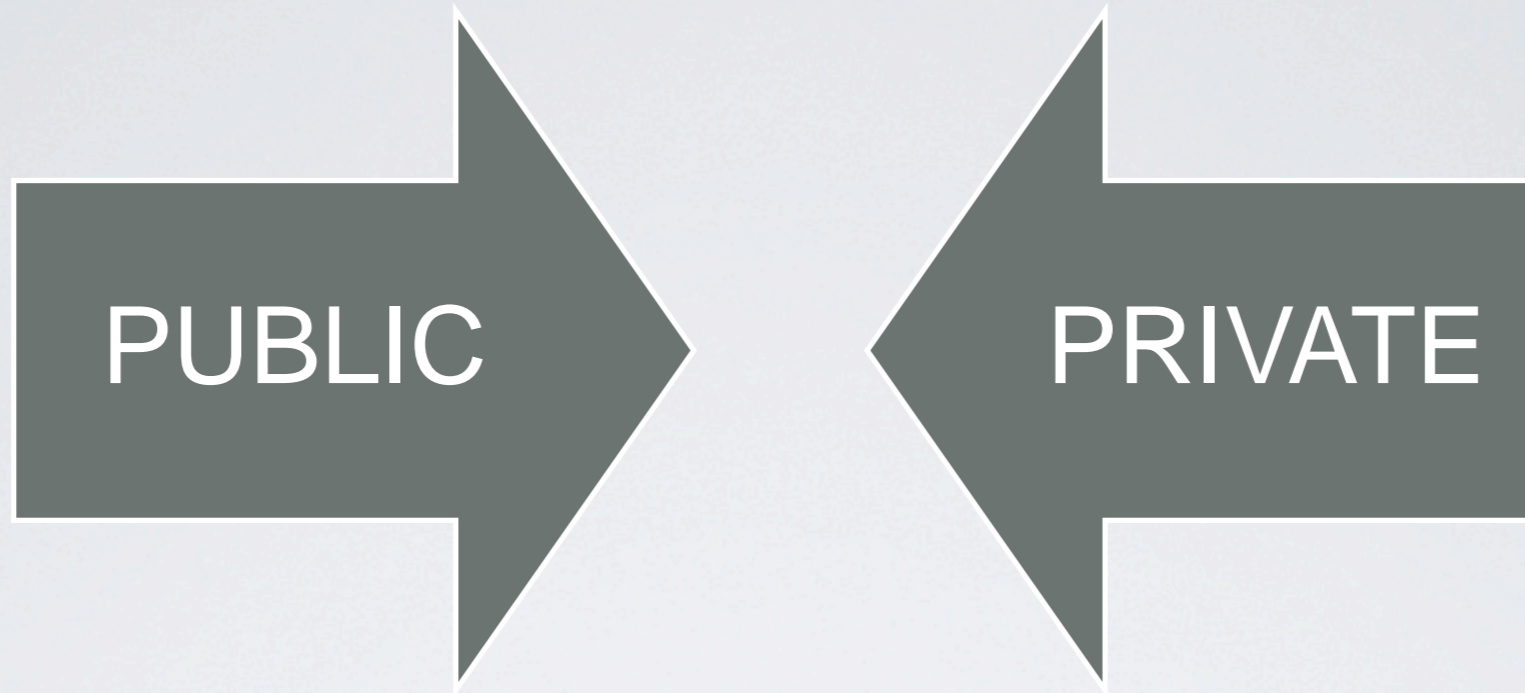
Insufficient Image Building and Branding

The Importance of PPP in the OIC Member Countries

Both established and new destinations need to shape the adequate conditions and policies with regard to:

- ✓ Business environment
 - ✓ **Infrastructure**
- ✓ Travel Facilitation
 - ✓ **Marketing**
- ✓ Human resources

The Importance of PPP in the OIC Member Countries



- ✓ An **agreement** between private and public sector agents to undertake a particular project in line with at least **one of the two principles** :
 - **Joint decision-making.**
 - **Joint risk/financing.**

The Importance of PPP in the OIC Member Countries

TPPP SEGMENTS

- ✓ Infrastructure improvement;
- ✓ provision of support services and equipment;
- ✓ Information dissemination and marketing;
 - ✓ Training/capacity building of personnel
- ✓ Civil Societies management and organizational development

The Importance of PPP in the OIC Member Countries

Benefits of PPP in Tourism Sector

- ✓ Acceleration of Infrastructure provision
 - ✓ Faster Implementation
 - ✓ Value for money
 - ✓ Partnership Building
- ✓ Enhanced Public Management
 - ✓ Genuine Risk Transfer

The Importance of PPP in the OIC Member Countries

Benefits of PPP in Tourism Sector

- ✓ Output specification
- ✓ Asset Performance & Reduced costs
 - ✓ Effectiveness
 - ✓ Business Opportunities
 - ✓ Improved quality service

Common Issues in Implementing Tourism PPPs

Role of Governments in the OIC Member States

- ✓ Enabling policy formulation;
- ✓ Legislative and institutional reforms;
- ✓ Administrative capacity building;
- ✓ Identification of thrust areas / projects;

Common Issues in Implementing Tourism PPPs

Role of Governments in the OIC Member States

- ✓ Risk assessment and mitigation;
 - ✓ Project clearance;
- ✓ Ensure transparency and welfare
 - ✓ Sustainable development;

Challenges in Implementing Tourism PPPs for OIC Member Countries

- ✓ Lack of Highest Level Policy Direction
 - ✓ Lack of Consistent Political Resolve
- ✓ Mistrust of Private Sector Involvement in Infrastructure
- ✓ Lack of Capacity to Originate or Implement Public Private Partnerships

Challenges in Implementing Tourism PPPs for OIC Member Countries

- ✓ Lack of Resources Dedicated to Fostering Public
Private Partnerships
- ✓ Lack of a Culture of Cooperation and Experience
 - ✓ Insufficient Institutional Support
 - ✓ Changes in Needs

Recommendations for OIC Member States

- ✓ Understand **why a TPPP**
- ✓ Share **vision and objectives**
- ✓ **Adapt national/regional laws**
 - ✓ **Share risks**
- ✓ **Professional management**
 - ✓ **Team work/ Partnership**
- ✓ **Develop a TPPP database of case studies**



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THANK YOU

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