

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



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**REPORT OF  
THE FIRST COORDINATION COMMITTEE  
MEETING ON THE IMPLEMENTATION OF THE  
“FRAMEWORK FOR DEVELOPMENT AND  
COOPERATION IN THE DOMAIN OF TOURISM  
BETWEEN THE OIC MEMBER STATES”**

DAMASCUS, SYRIAN ARAB REPUBLIC  
18-19 March 2009

REPORT OF

THE FIRST COORDINATION COMMITTEE MEETING ON THE  
IMPLEMENTATION OF THE “FRAMEWORK FOR DEVELOPMENT  
AND COOPERATION IN THE DOMAIN OF TOURISM BETWEEN  
THE OIC MEMBER STATES”

(Damascus, Syrian Arab Republic, 18-19 March 2009)

1. The First Coordination Committee Meeting on the implementation of the “Framework for Development and Cooperation in the Domain of Tourism between the OIC Member States” was held in Damascus, Syrian Arab Republic, on 18-19 March 2009.
2. The Meeting was attended by the following Members of the Coordination Committee:
  - Republic of Azerbaijan
  - Republic of Cameroon
  - Arab Republic of Egypt
  - Islamic Republic of Iran
  - Malaysia
  - Republic of Senegal
  - Syrian Arab Republic
  - Republic of Tunisia
  - Republic of Turkey
3. The following representatives of the OIC General Secretariat, Subsidiary Organs, Specialized and Affiliated Institutions took part in the meeting:
  - OIC General Secretariat.
  - Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC).
  - Research Centre for Islamic History, Art and Culture (IRCICA).
  - Islamic Centre for Development of Trade (ICDT).
  - The Islamic Educational, Scientific and Cultural Organization (ISESCO).
  - The Islamic Chamber of Commerce and Industry (ICCI).
  - The Organization of the Islamic Shipowners Association (OISA)

(The list of participants is attached in Annex-I).
4. The meeting started with a recitation of verses from the Holy Qur’an.
5. Eng. Mr. Bassam Barsik, Director of Tourism Development and Marketing Administration of the Ministry of Tourism of Syria, delivered an opening speech whereby he welcomed the participating delegations to Damascus, Syrian Arab Republic.
6. He stressed the need to develop an integrated tourism strategy based on the development of intra-OIC tourism by encouraging intra-OIC tourism

investment and developing tourism products consistent with the nature and requirements of intra-OIC tourism, and the development of tourism flows into the Islamic world by consolidating the credibility of the image of the Islamic world on the one hand and of its tourism product targeting tourists coming to the region, on the other. He also stressed the importance of achieving a realistic and implementable plan for the Framework.

7. Mr. Cheikh Oumar T. Sow, Director General of the Economic Affairs Department of the OIC read out the Message of the H.E Prof. Ekmeleddin IHSANOGLU, the Secretary General of the OIC. In his message, H.E Prof. IHSANOGLU expressed his deep gratitude to the Government and people of the Syrian Arab Republic, for the hosting and successful organization of this important Coordination Committee Meeting as well as for all the arrangements made to ensure its success.
8. He mentioned that the Sixth Session of the ICTM mandated the Coordination Committee to prepare plans and Programs to implement the “Framework for Development and Cooperation in the Domain of Tourism between OIC Member States” as well as to conduct an evaluation of its implementation. In this regard, H.E. Prof. IHSANOGLU hoped that this Meeting will adopt dynamic decisions in order to promote tourism sector in the Member States, examine the ways and means likely to promote the best practices in this field and formulate a concrete short term Plan and Program for the effective implementation of the Framework. He mentioned that adoption of the short term Plan and Program will help to increase Intra-OIC tourism flows, especially in the period of the current financial crisis and global slump.

(Copy of the Message is attached in Annex-II)

9. Mr. Mesut Ozbek, Head of the International Relations and EU Coordination Department, Ministry of Culture and Tourism of the Republic of Turkey, as Chairman of the Coordination Committee, also made a statement. In his statement he expressed the importance of Framework for Development and Cooperation in the Domain of Tourism between the OIC Member States. In this respect he emphasized that the aim of this Framework is to draw attention to the value, diversity and shared characteristics of OIC Member States tourist destinations and to promote new destinations where the economic growth objective is pursued in such a way as to ensure the social, cultural and environmental sustainability of tourism. Also he mentioned that the proposals and decisions to be taken during the meeting should be realistic and should be implemented prior to the Seventh Islamic Conference of Tourism Ministers, which will be held in Islamic Republic of Iran in 2010.

(Copy of the Speech is attached in Annex-III)

10. The Meeting elected the following members of the Bureau:
  - Chairman : Republic of Turkey.
  - Vice Chairman : Arab Republic of Egypt

- Rapporteur : Republic of Senegal

11. The Meeting adopted its Agenda and Work Program (Annex - IV).
12. The Meeting reviewed the Short Term Plan and Program which were presented by the OIC General Secretariat and the SESRIC. The Representatives of the Member States as well as IRCICA, SESRIC, ICDT, ISESCO and ICCI submitted their proposals for the implementation of the Framework to be included into the Short Term Plan and Program. The ICCI also made a presentation on agenda item 1 particularly on the OIC Tourism Portal from the private sector perspective. The Meeting finally adopted the Short Term Plan and Program for the effective implementation of the Framework.

(Copy of the Short Term Plan and Program is attached as annex V)

13. Under the agenda item 5 (Any other business), Malaysia made a presentation on the preparatory work that has been made in the area of tourism marketing activities for the OIC Member States. Since the coordination committee has already deliberated on several projects which are also included in the presentation, the delegates from Malaysia requested members of Committee to consider the presentation as a source of ideas for consideration in the formulation of the OIC's Tourism Marketing Program. This includes mechanism for the development of the tourism portal and creatives for prints and electronics advertising. The representative of Malaysia informed the meeting on the initiatives and commitments to organise 2 projects namely:-  
i) The production of the coffee table book entitled Travel the World of Islam; and  
ii) OIC Tourism Marketing Technical Seminar which will be held from 28 May until 3 June 2009 in Kuala Lumpur. The invitation will be extended to member countries by Mid April 2009.
14. The Committee also discussed the performance mechanism and evaluation for the implementation of the Framework document. It was agreed that The General Secretariat of the OIC is entrusted with the task of implementing the Framework. The IDB is expected to contribute to financing the above mentioned project in the Short Term Plan and Program. The Coordination Committee will assess the implementation of the Short Term Plan and Program and submit an interim Progress Report to the next ICTM.
15. The Meeting agreed to hold the Second Coordination Committee Meeting in the beginning of the 2010 (before the 7<sup>th</sup> Session of the ICTM). After the consultation with the members of the Committee, the Chairman of the Committee and the OIC General Secretariat will determine the date and venue of the Second Coordination Committee Meeting.
16. The Meeting expressed its profound gratitude to the President of the Syrian Arab Republic for hosting the First Coordination Committee Meeting for the

implementation of the Framework and for all the facilities accorded to all delegations since they arrived in the historic and cultural city of Damascus.

17. The Meeting also expressed its gratitude to the Government and people of Syrian Arab Republic for the warm welcome and generous hospitality extended to the participants and for the excellent arrangements made to ensure the success of the Meeting.
18. The meeting expressed its thanks to the General Secretariat of the OIC under the able leadership of its Secretary General H.E. Prof. Ekmeleddin Ihsanoglu, for their dedicated and tireless efforts in steering the Coordination Committee Meeting and laudable initiative for the implementation of the decisions of the Sixth Session of the ICTM. The meeting also expressed its thanks to all concerned institutions of the OIC, which participated in the meeting, for their effective contribution to the Coordination Committee Meeting.
19. At the end of the proceedings, the participants addressed their thanks to the Chairman and the Bureau of the Coordination Committee Meeting and congratulated them for their excellent steering of the debates.

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