



# INTERNATIONAL TOURISM IN OIC MEMBER COUNTRIES

## *Prospects and Challenges*

STATISTICAL, ECONOMIC AND SOCIAL RESEARCH AND TRAINING  
CENTRE FOR ISLAMIC COUNTRIES (SESRIC)

ORGANIZATION OF ISLAMIC COOPERATION (OIC)

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INTERNATIONAL TOURISM  
IN THE OIC COUNTRIES:  
PROSPECTS AND CHALLENGES

2013

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



TOURISME INTERNATIONAL  
DANS LES PAYS DE L'OIC:  
PERSPECTIVES ET DÉFIS

20

ORGANISATION DE COOPÉRATION  
CENTRE DE RECHERCHES STATISTIQUES, ÉCONOMIQUES  
SOCIALES ET DE FORMATION POUR LES PAYS ISLAMIQUE



السياحة الدولية في البلدان الإسلامية  
في منظمة التعاون والإفاق والتحديات  
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منظمة التعاون  
مركز الأبحاث الإحصائية والإفاق  
للدول



# Contents

## 1 Introduction

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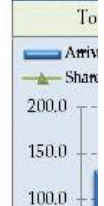
### 3 International Tourism in the OIC Countries

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As a group, the OIC member countries have a high potential for the development of a sustainable international tourism and cultural heritage sector. This is properly planned countries. This is their citizens travel.

Moreover, tourism that seven Islamic seminars on total Conference of Islamic Cooperation in 2000. In these cooperation programmes and among other things, education, training, research, and training. All in all, a wide range of activities is being undertaken by the OIC countries.

Conclusion and Policy Recommendations

## STATISTICAL APPENDIX

Table A.1 International Tourist Arrivals by Destination (Millions)

Year	Arrivals	Share
1950		
1960		
1965		
1970		
1975		
1980		
1981		
1982		
1983		
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### COUNTRY PROFILES

#### Gambia

##### GENERAL INFORMATION

Population (million)	2012	1.79
Population Growth (%)	2012	3.19
Urban Population (% of total population)	2012	57.8
Labor Force (% of total population)	2011	41.9
Unemployment Rate (% of labor force)	--	--
GDP per capita (PPP, cur. \$)	2012	1,864
Average Years of Schooling	2010	3.6
Life Expectancy at Birth (years)	2011	58.5

##### International Tourist Arrivals

	2007	2008	2009	2010	2011
Total Arrivals (thousands)	143	147	142	91	106
Share in OIC (%)	0.11	0.10	0.10	0.06	0.07
Share in World (%)	0.02	0.02	0.02	0.01	0.01

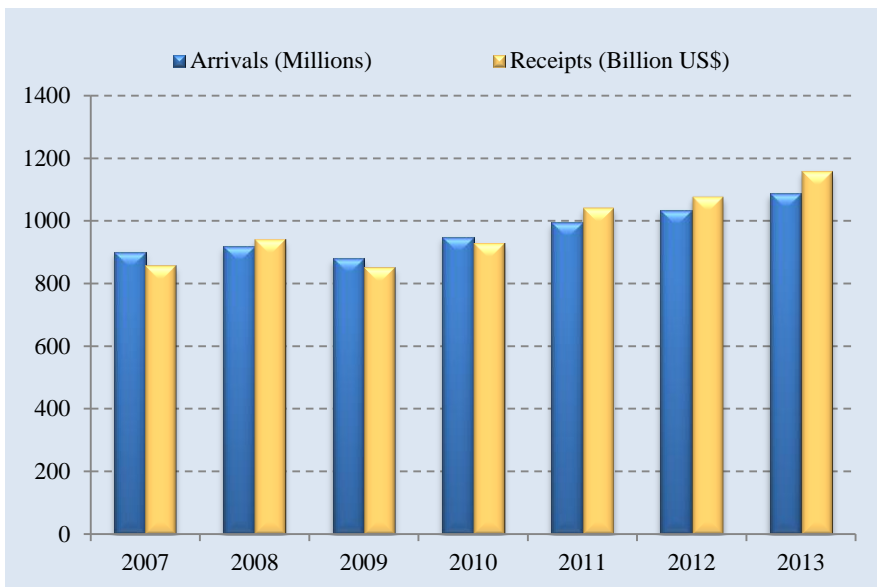
International Tourist Arrivals (thousands)



# Highlights on International Tourism Worldwide

# Importance of International Tourism

- ❑ A remarkable socio-economic phenomena of the past century.
- ❑ One of the world's largest industries and categories of international trade.
- ❑ All the activities that are directly/indirectly involved in providing goods and services to tourists (According to SICTA: 185 supply-side activities).
- ❑ Transportation and communication, hotels and lodging, food and beverages, cultural and entertainment, banking and finance, promotion and publicity services, etc.



- Over the last decade, international tourism is growing at substantial and sustainable rates.
- From 2007-2013, arrivals are up from 900 to 1087 millions. Similarly, receipts are up from \$858 billion to \$1159 billion.

During the period under consideration, tourist arrivals increased at an annual average growth of 3.2 per cent whereas annual average growth rate of tourism receipts is around 5.1 per cent.

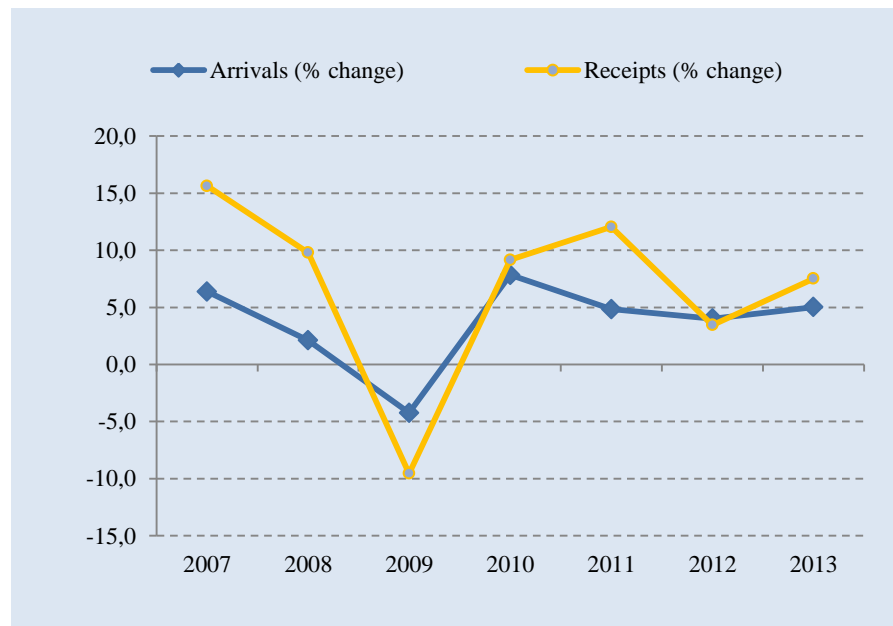
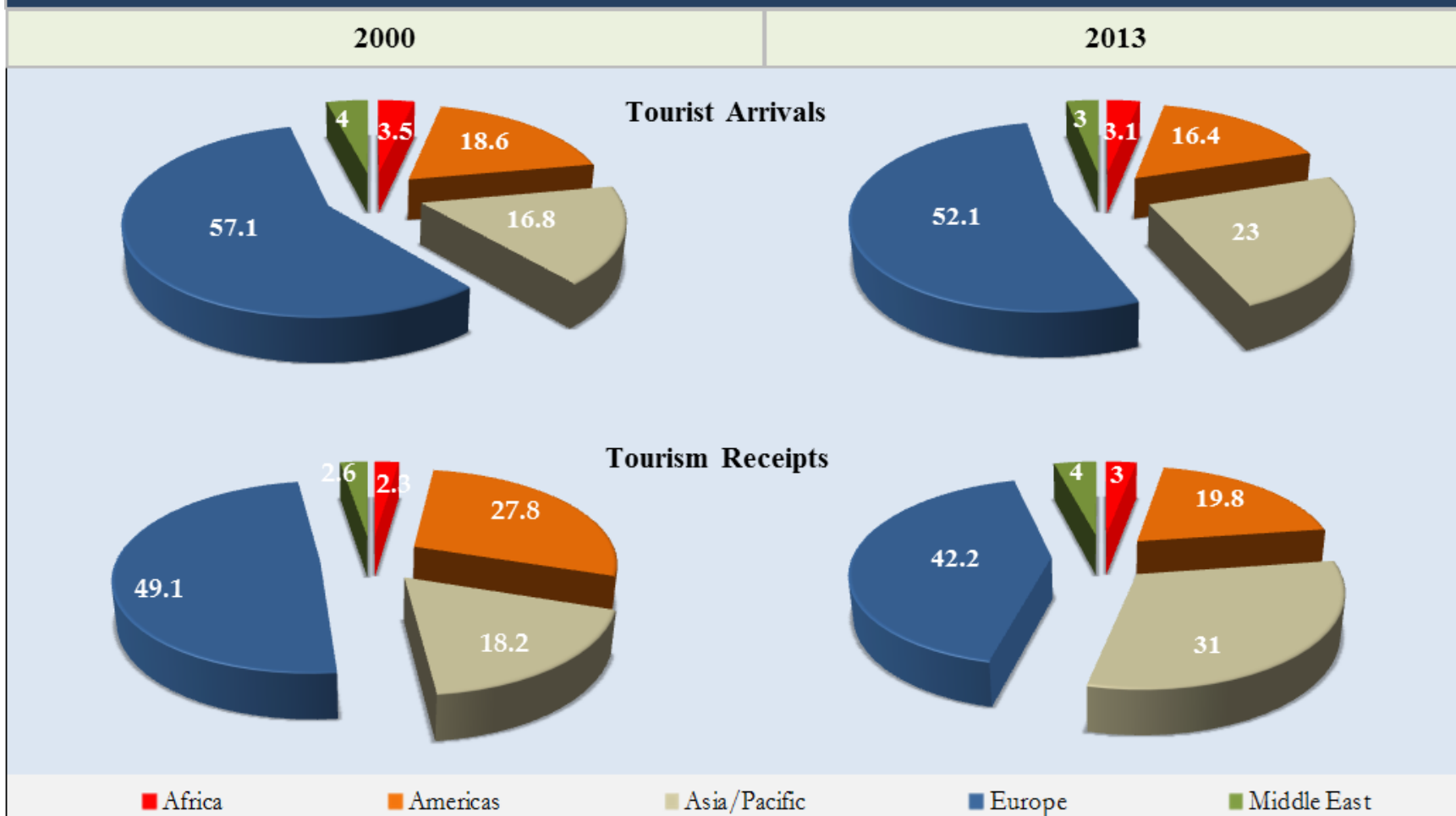


Figure 2.2: International Tourism by Region (% of World Total)



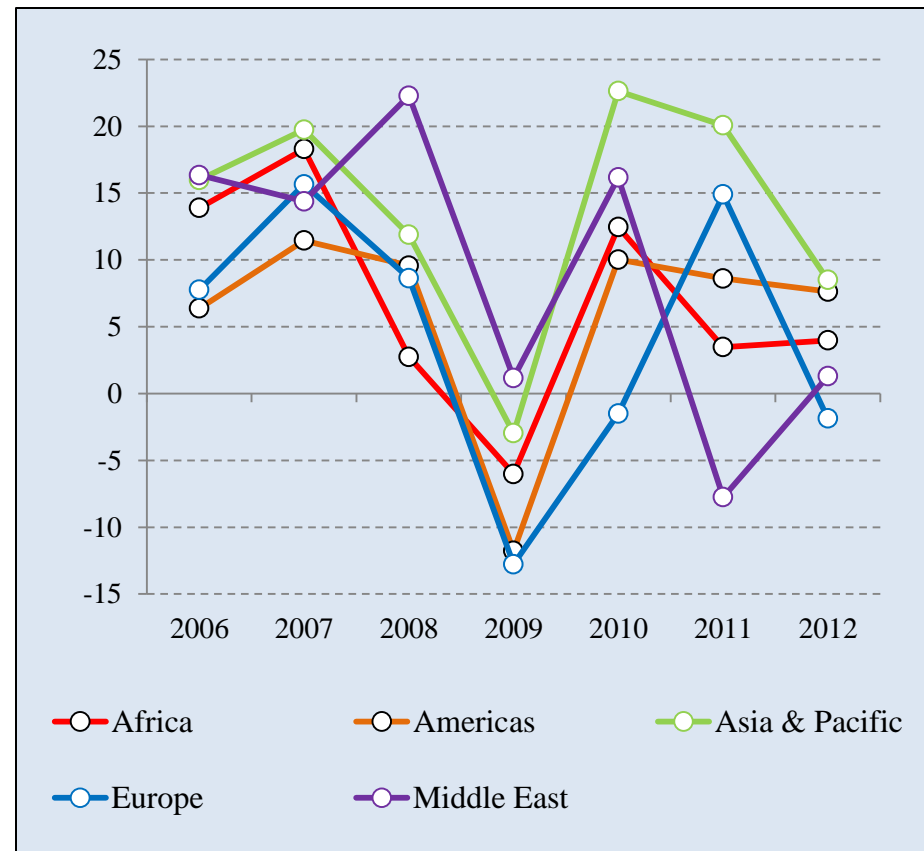
Source: Table A.1 and A.2 in the Statistical Appendix

❑ After 2009, tourism receipts has been continuously on the rise in Africa, Americas and Asia & Pacific.

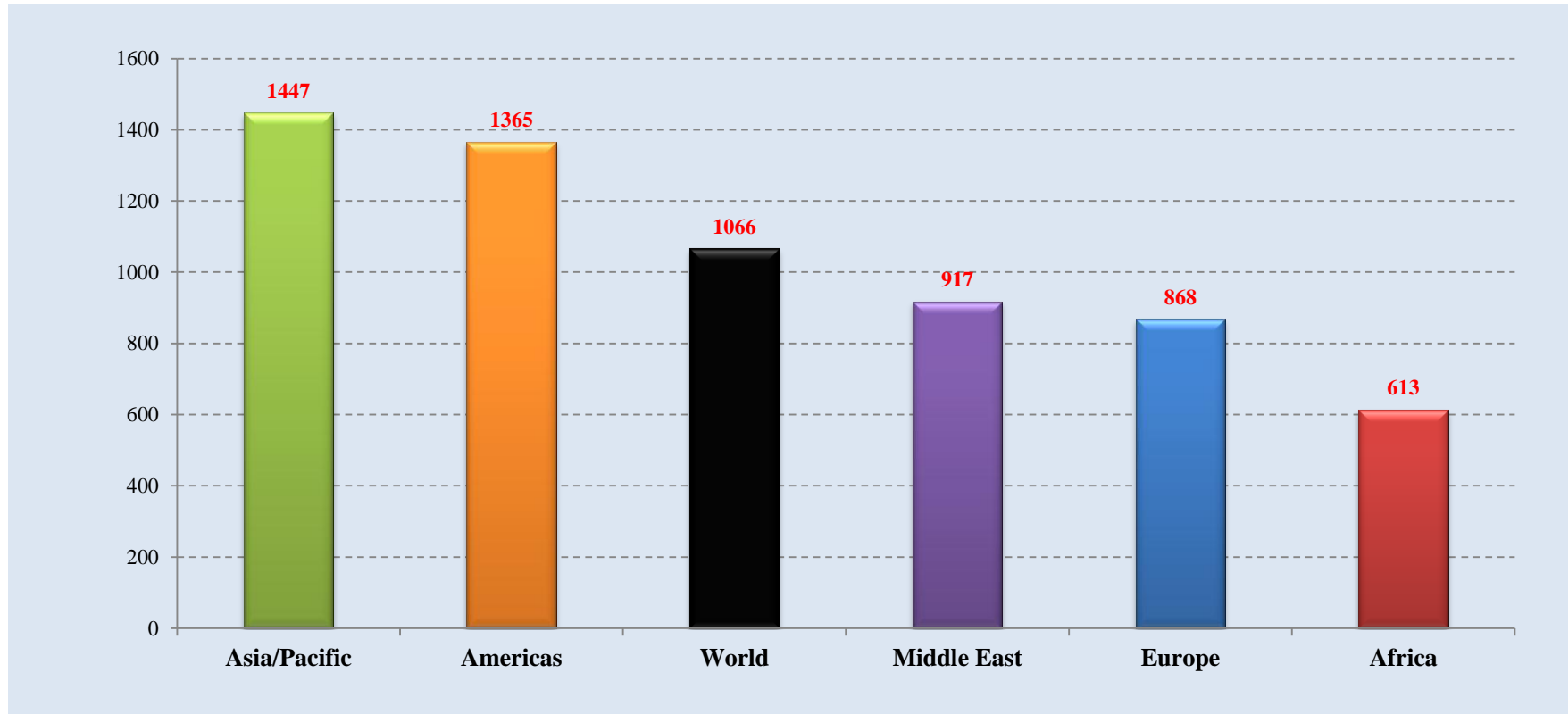
❑ The average rate of growth of tourism receipts between 2006 and 2012 is as follows:

- ❑ Africa: 7.0%
- ❑ Americas: 6.0%
- ❑ Asia & Pacific: 13.7%
- ❑ Europe: 4.4%
- ❑ Middle East: 9.1%

Annual % Change



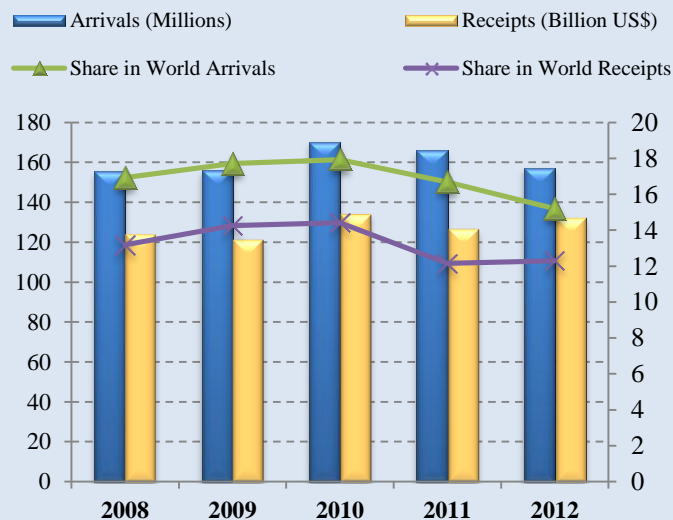




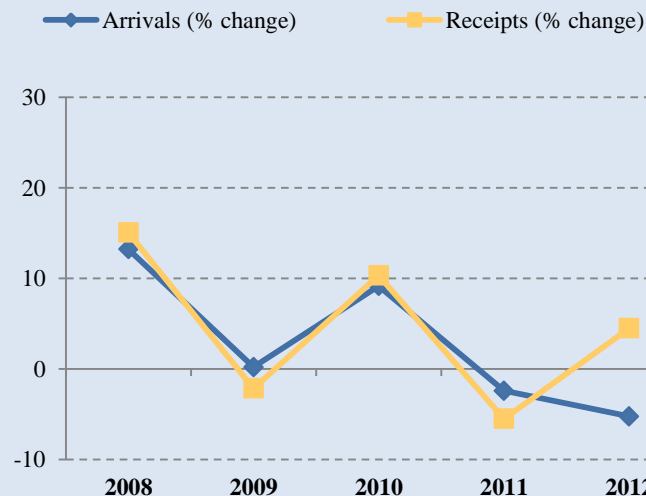
- ❑ The average tourism receipts per arrival is above the world average of **\$1066** in Asia&Pacific and Americas, whereas, in Middle East, Europe and Africa, it is below the world average.

# Highlights on International Tourism in OIC Countries

## Tourist Arrivals and Tourism Receipts

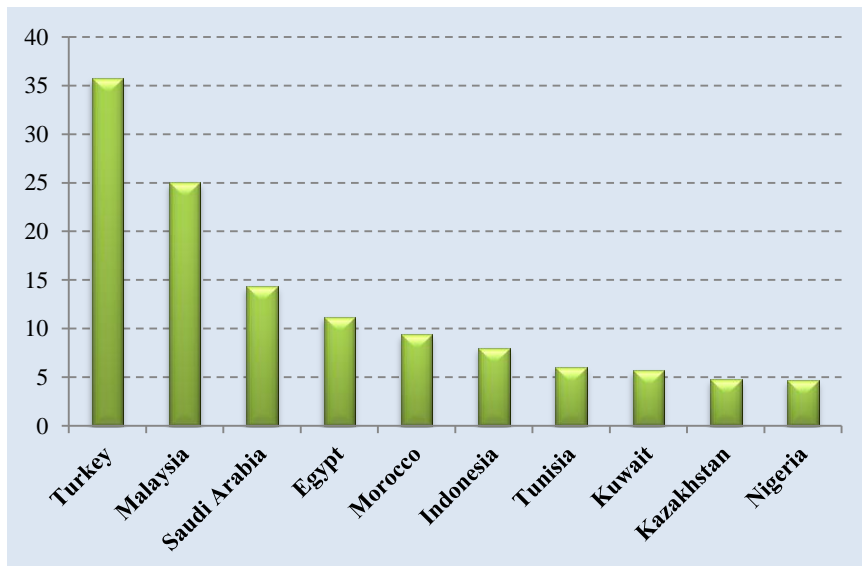


## Annual % Change



- ❑ The number of international tourist arrivals in the OIC countries increased from 155.5 million in 2008 to 157.3 million in 2012 corresponding to a 15.2% share in the world. The annual average growth rate is 0.23% between 2008-2012 (impact of recession). **However, for the 2000 -2011 period it is 7.2%.**
- ❑ In 2008, these tourists generated \$124.1 billion as international tourism receipts in the OIC countries, corresponding to a 14.2% share in the world's total tourism receipts. In 2012, international tourism receipts amounted to \$132.3 billion corresponding to a 12.9% share in world's total tourism receipts. The annual average growth rate is 1.29%. **However, for the 2000 -2011 period it is 10.6%.**

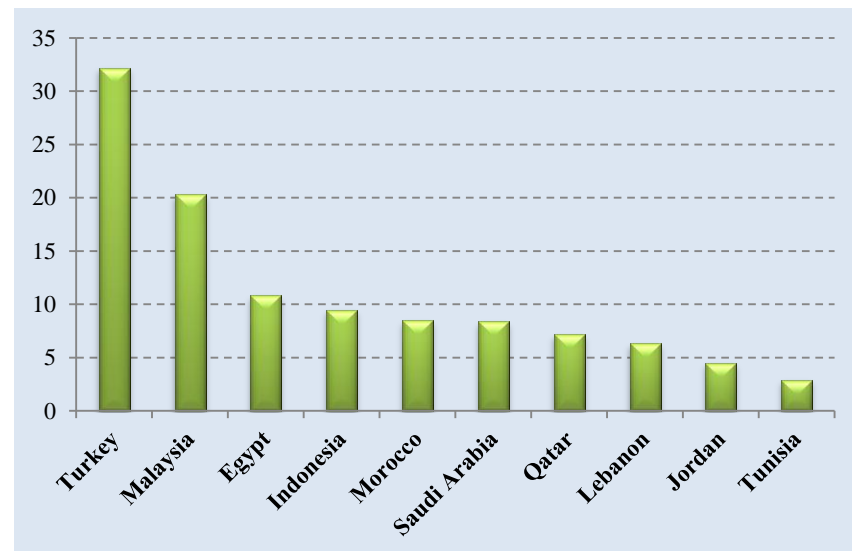
## Top 10 OIC Tourism Destinations

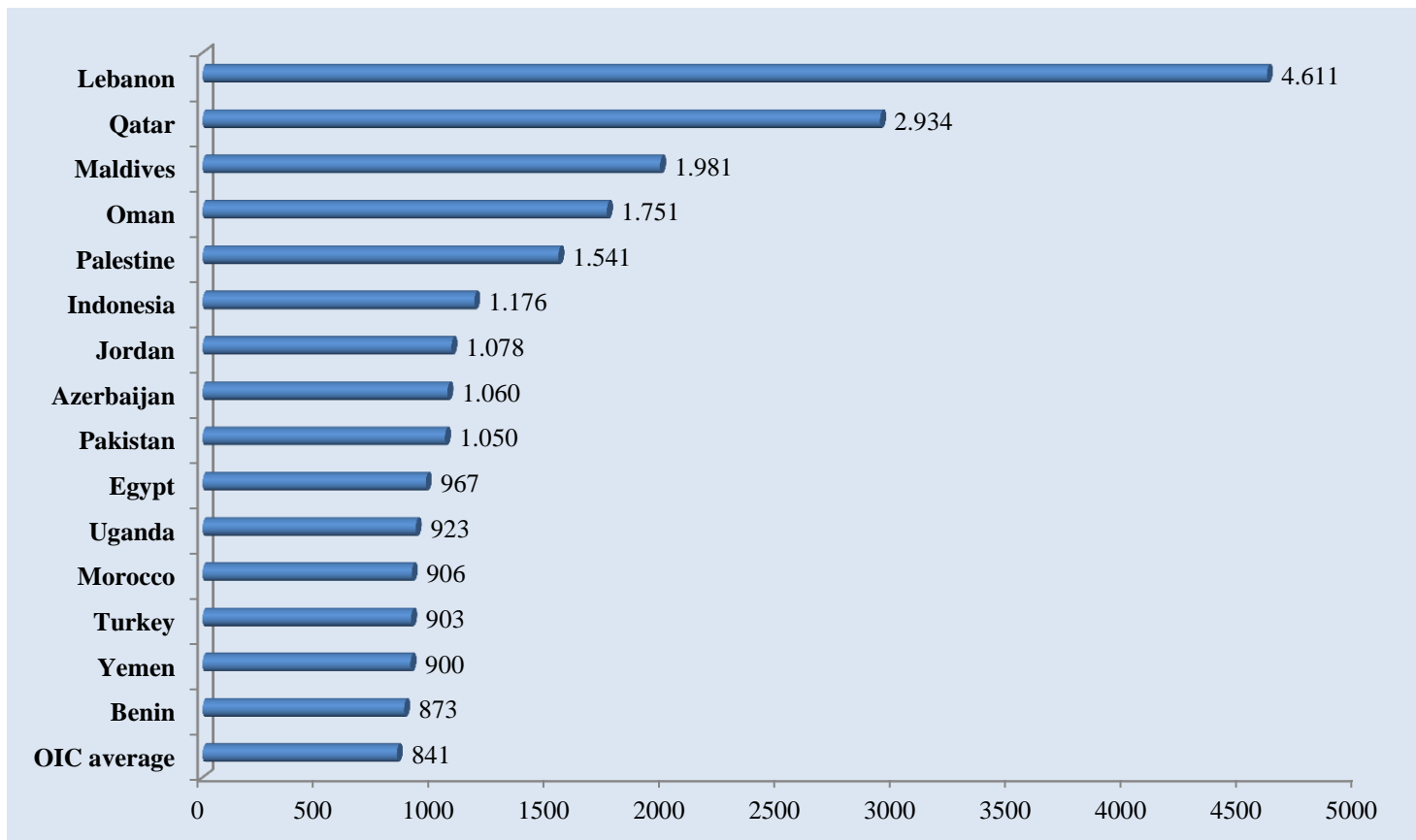


□ Top-10 countries hosted 124.7 million international tourist, corresponding to a share of 79.2% of the OIC total in 2012.

□ Top-10 countries earned \$110.6 billion as international tourism receipts in 2012, corresponding to a share of 83.5% of the OIC total.

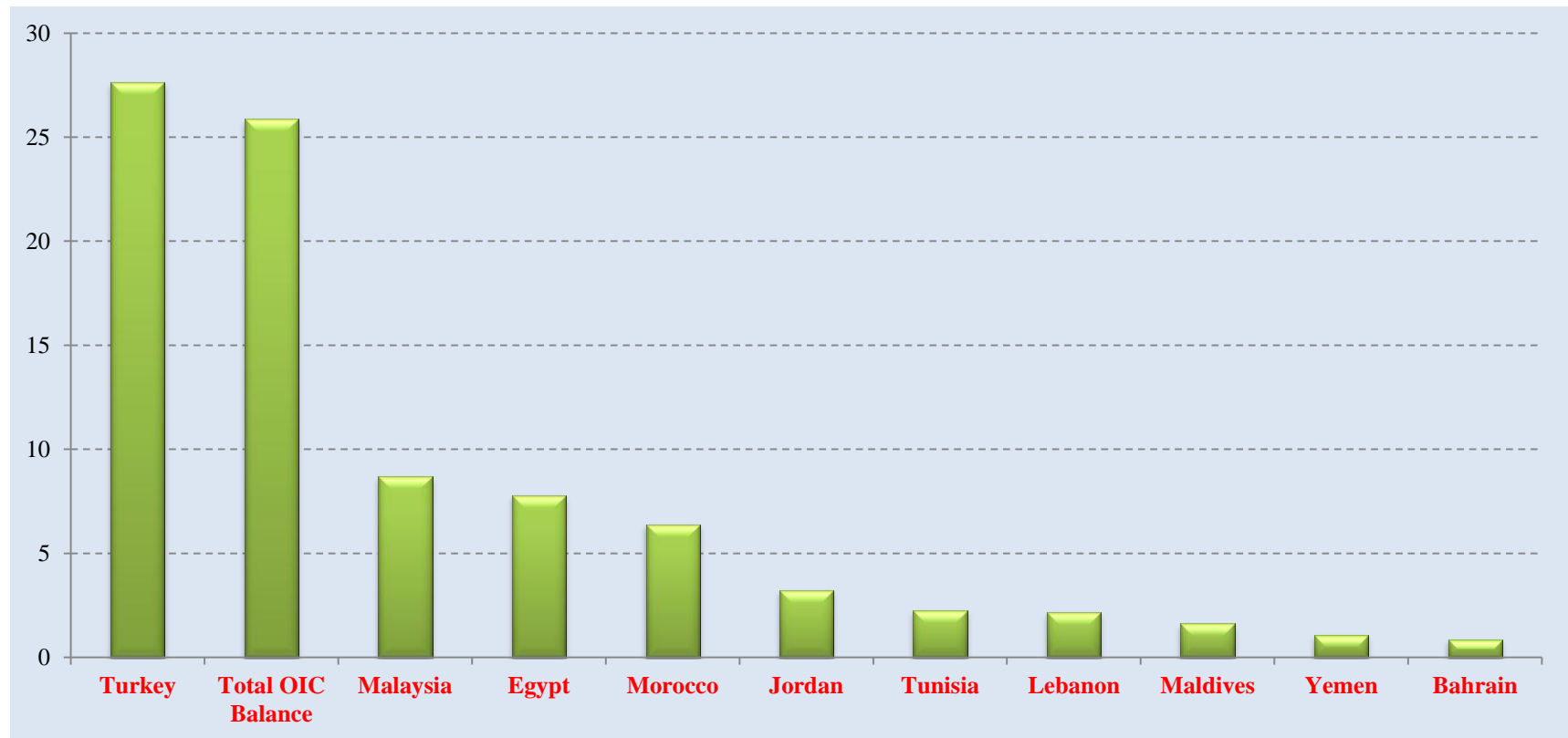
## Top 10 OIC Tourism Earners





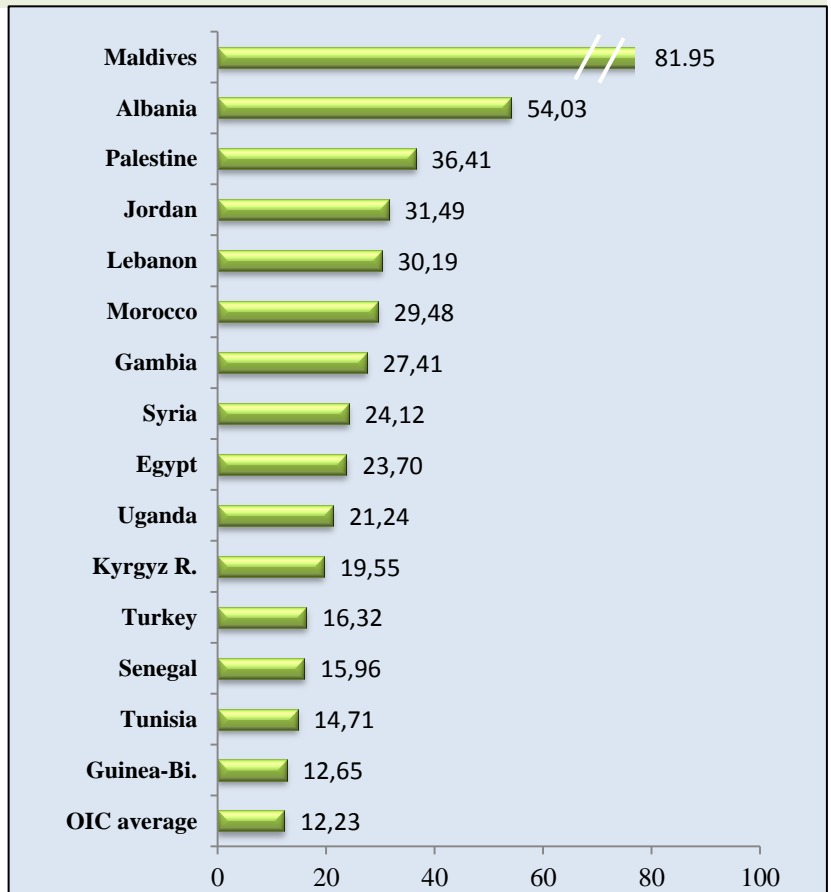
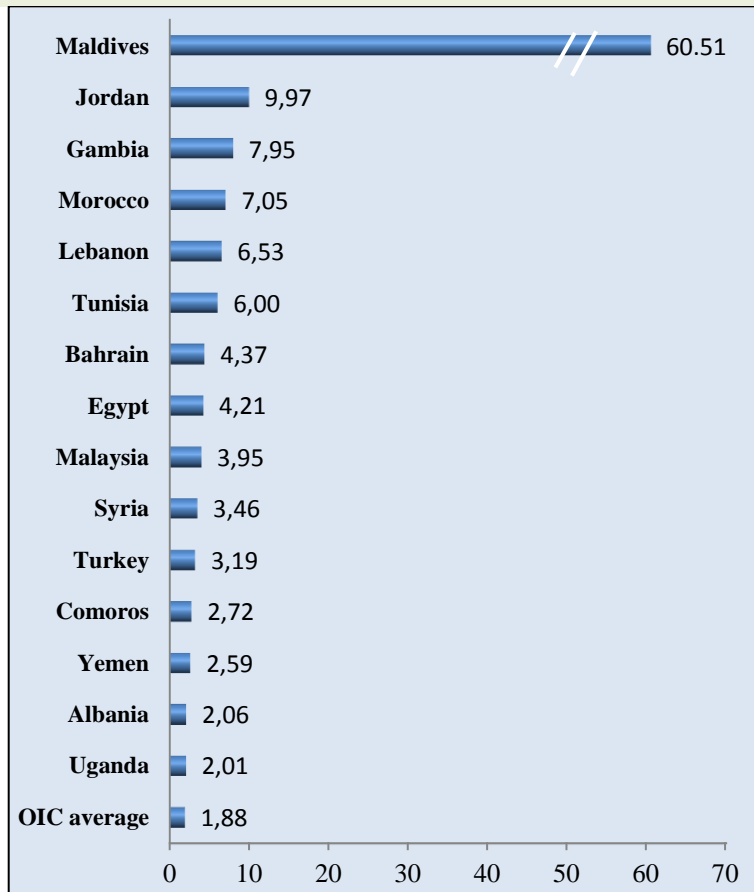
- ❑ The OIC average tourism receipts per arrival in 2012 amounted to \$841.
- ❑ The highest receipts per tourist arrival were recorded in Lebanon (\$4611) followed by Qatar (\$2934) and Maldives (\$1981).

# The Economic Role of International Tourism in OIC Countries



- ❑ Balance of international tourism is calculated by deducting the international tourism expenditure from the international tourism receipts.
- ❑ Notably, majority of the countries with highest tourism balance are the main OIC international tourism destinations and earners. Turkey has a surplus of \$27.6 billion followed by Malaysia with a surplus of \$8.7 billion.

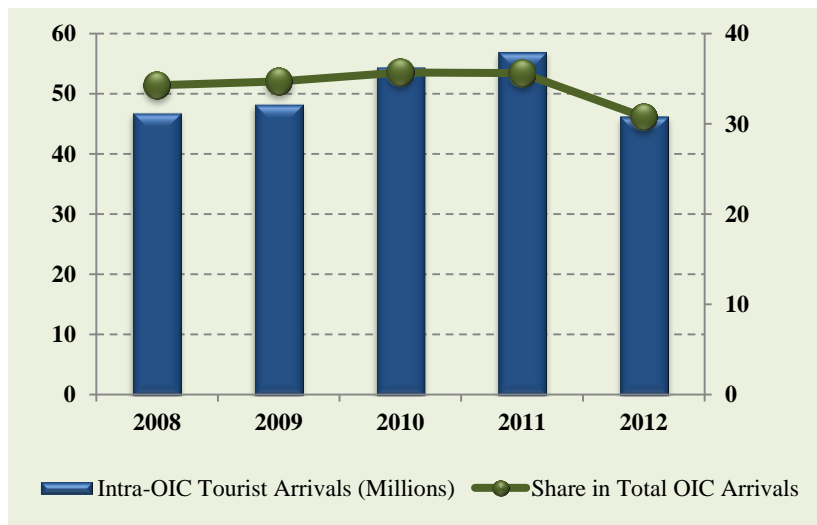
**Balance of International Tourism as % of GDP (Average 2008-2012)**    **International Tourism Receipts as % of Exports (Average 2008-2012)**



Source: WDI.

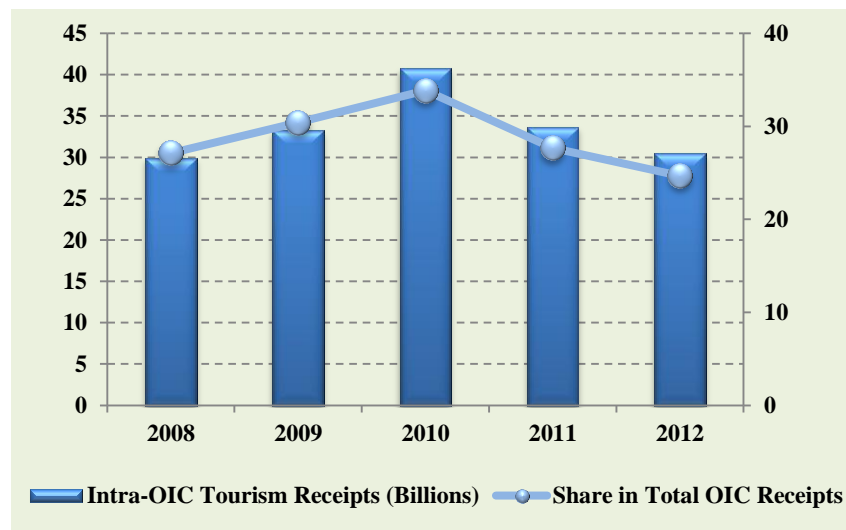


# Intra-OIC Tourism

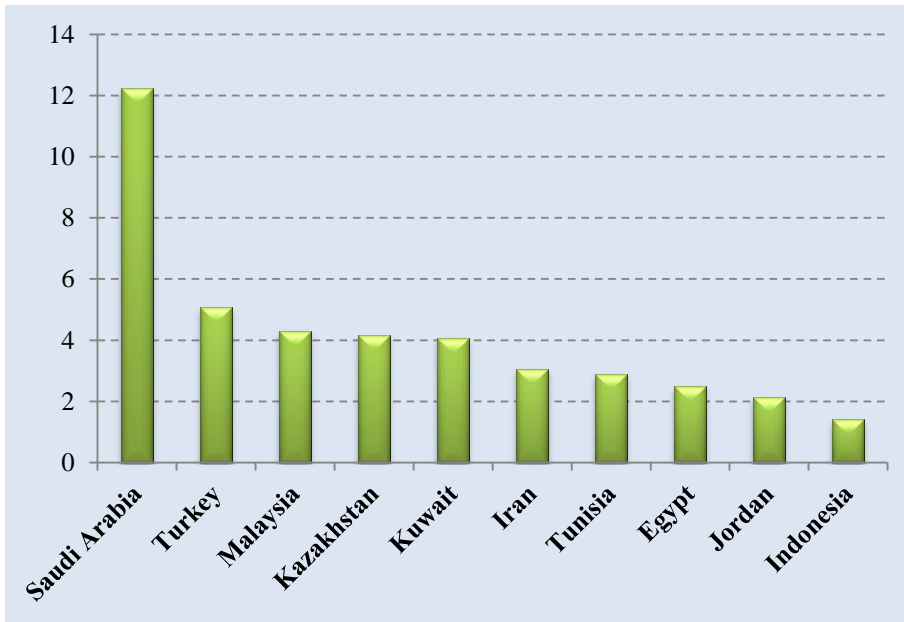


- ❑ Intra-OIC tourist arrivals decreased from 46.9 million in 2008 to 46.3 million in 2012.
- ❑ In 2012, intra-OIC tourist arrivals accounted for **30.7** % of the total tourists arrivals in OIC.

- ❑ Intra-OIC tourism receipts are up from US\$ 29.9 billion in 2008 to US\$ 30.5 billion in 2012.
- ❑ As of 2012, Intra-OIC tourism receipts accounted for almost **24.6**% of the total international tourism receipts in the OIC.



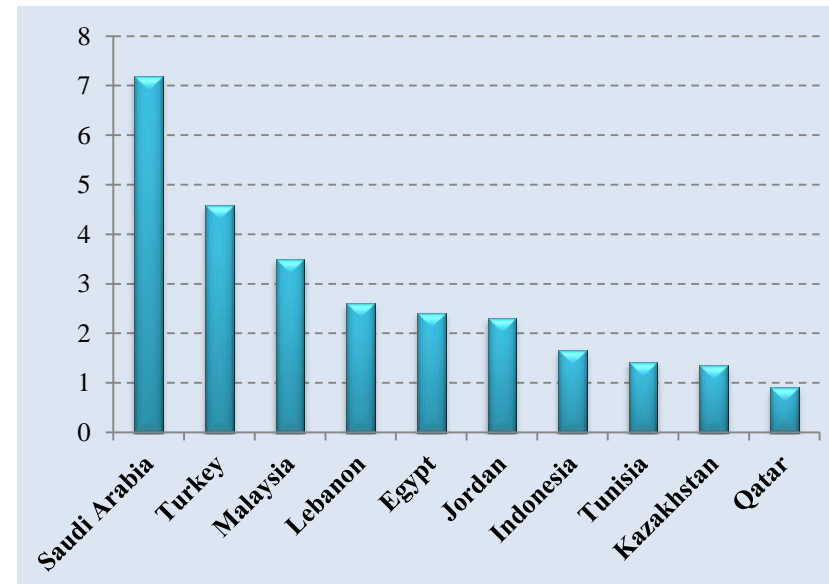
Arrivals (Millions)



□ Top-10 countries hosted 41.3 million tourists from the OIC member countries, corresponding to 90.2% of the total intra-OIC tourist arrivals in 2012.

□ Top-10 countries earned US\$ 27.9 billion from intra-OIC tourists corresponding to 91.4% of the total intra-OIC receipts.

Receipts (Billion US\$)



The challenges are diverse as each country has its own tourism features, level of development and national development priorities and policies.

**Technical know-how and weak promotional activity**

**Tourism-related infrastructures**

**Tourism investments**

**Consistent tourism strategies and policies**

**Tourism diversification**

**Tourism safety**

# Conclusions

**High potential for the development of a sustainable international tourism sector**



**Rich and diverse natural, geographical, historical, and cultural heritage assets**

**A large number of citizens travel around the world for business, leisure, and other purposes**



**International tourism is a very important sector that, if properly planned and managed, could play a significant role in the economic development of the OIC countries.**



**Adoption of articulate long-term strategies and medium to short-term coherent plans and programmes at the national level**



**Creating a supportive OIC cooperation environment at the regional level**

## At the National Level

Sustainable tourism development strategies and plans

Physical planning of tourism destinations

The quality and efficiency of the basic tourism-related infrastructures and services

Synergies between transport and tourism policies

Private sector involvement in tourism development plans and projects

Diversification of tourism products and services

Tourism-oriented education and training programmes

## At the OIC Cooperation Level

OIC Internet Guide for Tourism

OIC Tourism Alliances, Airline Companies

Agreement on Tourism Visa Arrangements

**Promote and Encourage public-private joint investment in  
Tourism**

# THANK YOU



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