

INTERNATIONAL TOURISM IN THE OIC COUNTRIES: PROSPECTS AND CHALLENGES

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In recent decades, tourism has become a full-fledged industry contributing significantly to the economic and social development of a large number of countries. Many developing countries, including some OIC members, have focused their attention on developing their tourism sector and tourism-related industries. Some of them achieved a notable success in this regard. However, the share of total OIC international tourism activity in the world tourism market remains modest and is concentrated in a small number of countries. This paper attempts to assess the performance of the international tourism sector in the OIC member countries and its real contribution to their national income. It also highlights some issues and problems of tourism development in these countries and proposes some recommendations to serve as policy guidelines to which their attention needs to be drawn.

1. INTRODUCTION

The substantial growth of the international tourism activity is one of the most remarkable economic and social phenomena of the past century. According to the World Tourism Organisation, the number of international tourist arrivals increased from 25 million in 1950 to 760 million in 2004, corresponding to an average annual growth rate of 6.6 percent. The revenues generated by those tourists, i.e. their international tourism receipts, grew by 11 percent per annum over the same period. This rate of growth far outstrips that of the world economy as a whole and makes international tourism one of the largest categories of international trade.

International tourism activity is also characterised by a continuing geographical spread and diversification of tourist destinations. Although tourism activity is still concentrated in the developed regions of Europe and the Americas, a substantial proliferation of new tourist-receiving markets is also emerging in the developing regions. In 1950, the traditional tourist-receiving regions of Europe and the Americas

attracted 96 percent of the world's total tourist arrivals. Yet, by 2004, this figure fell to 70 percent in favour of the developing regions of Asia and the 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 those regions. It has, therefore, been given much attention in their national development strategies and placed on the agenda of many international conferences held in recent years on sustainable development. Failing to include tourism in the national development strategies is indeed to overlook the fact that it presents one of the biggest and, undoubtedly, the most diversified and creative economic activity of all.

Considering their rich and diverse natural, geographical, historical and cultural heritage assets, the OIC countries have vast potential for the development of a sustainable international tourism sector. However, the modest share of the OIC region in the world tourism market (around 11 percent), reveals that a large part of the tourism potential of many OIC countries remains unutilized and international tourism activity is still concentrated in a few of them. Turkey, Malaysia, Indonesia, Egypt, Tunisia and Morocco are typical examples in this regard.

This paper attempts to assess the performance and economic role of the international tourism sector in the OIC member countries. It analyses the traditionally used indicators in measuring international tourism, i.e. international tourist arrivals and international tourism receipts¹. The analysis is made at the individual country level as well as the OIC regional and sub-regional levels. The paper also sheds light on some issues and problems of tourism development in the OIC countries and intra-OIC cooperation in this field and proposes a set of recommendations to serve as policy guidelines to which the attention of the member countries needs to be drawn.

2. WORLDWIDE INTERNATIONAL TOURISM: OVERVIEW

International tourism comprises the activities of persons travelling to and staying at places outside their usual permanent places of residence for not more than one consecutive year for leisure, business and other

¹ For a proper understanding of these two concepts, see explanatory note (1) under Tables A.1 and A.2 in the Annex.

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. These include the services of the following sectors: transportation and communication, hotels and lodging, food and beverages, culture and entertainment, banking and finance, and promotion and publicity services.

Defined by this impressive network of services and the infrastructure needed to support it, tourism is one of the world's largest industries and categories of international trade. International tourism earnings, i.e. international tourism and fare receipts, reached US\$584 billion in 2002, corresponding to 7.4 percent of the world's total exports of goods and services and occupying the fourth position after the exports of chemicals, automotive products and fuels. This comes after its unprecedented performance in 1999 when it recorded 8 percent of the world's total exports of goods and services and occupied the top position as the largest category of international trade (Table 1).

TABLE 1: WORLD EXPORT EARNINGS (GOODS AND SERVICES)

	US \$ Billion				Market Share (%)			
	1999	2000	2001	2002	1999	2000	2001	2002
World Total	7020	7800	7536	7903	100	100	100	100
Among which:								
1. Chemicals	537	585	601	660	7.6	7.5	8.0	8.4
2. Automotives	556	577	569	621	7.9	7.4	7.6	7.9
3. Fuels	430	678	618	615	6.1	8.7	8.2	7.8
4. Tourism	559	581	564	584	8.0	7.4	7.5	7.4
- Tourism Receipts	455	475	463	480	6.5	6.1	6.1	6.1
- Fare Receipts	104	106	101	104	1.5	1.4	1.3	1.3

Source: World Tourism Organisation, <http://www.world-tourism.org>, Facts & Figures, Tourism and the World Economy.

Indeed, international tourism has recently shown 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 world. The tourism activity generates significant economic benefits to both host countries and tourists' home countries alike. Especially in the developing countries, one of the primary motivations for a country to promote itself as a tourist destination is the expected economic improvement, mainly through foreign exchange earnings, contributions to government revenues, and generation of employment and business opportunities.

Over the last decade, the number of international tourist arrivals worldwide increased from 451 million in 1990 to 686 million in 2000, corresponding to an average annual growth rate of 4.3 percent. 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, 390 and 128 million tourists, corresponding to 56.8 and 18.7 percent of the world tourism market (Table 2). However, in view of the growing tendency for tourists to visit new destinations, and the diversification of tourism products and increasing competition, new destinations are steadily growing at a faster pace and increasing their share in the world market.

TABLE 2: INTERNATIONAL TOURIST ARRIVALS BY REGION

	Europe	Americas	Asia/ Pacific	Africa	Middle East	World Total
Tourist Arrivals (million)						
1990	277	92	57	15	10	451
2000	390	128	115	29	24	686
2001	388	122	121	29	24	684
2002	397	117	131	30	28	703
2003	399	113	119	31	29	691
2004	415	124	153	33	35	760
Market Share (%)						
1990	61.3	20.4	12.8	3.3	2.2	100.0
2000	56.8	18.7	16.8	4.2	3.5	100.0
2001	56.7	17.8	17.7	4.3	3.5	100.0
2002	56.5	16.6	18.6	4.3	4.0	100.0
2003	57.7	16.4	17.2	4.5	4.2	100.0
2004	54.6	16.3	20.1	4.3	4.6	100.0
Growth Rate (%)						
1990-2000	3.5	3.4	7.3	6.8	9.1	4.3
2000-2001	-0.5	-4.7	5.2	0.0	0.0	-0.3
2001-2002	2.3	-4.1	8.3	3.4	16.7	2.8
2002-2003	0.5	-3.4	-9.2	3.3	3.6	-1.7
2003-2004	4.0	9.7	28.6	6.5	20.7	10.0

Sources: "Tourism Highlights", 2004 edition and "WTO World Tourism Barometer", Vol. 3, No. 1, January 2005.

The average growth rate of international tourist arrivals in the period 1990-2000 was above the world average in the Middle East (9.1 percent), Asia and the Pacific (7.3 percent) and Africa (6.8 percent). In contrast, it was below the world average in the more traditional tourist-receiving regions of Europe (3.5 percent) and the Americas (3.4 percent). Consequently, the combined share of these two regions in the world tourism market narrowed substantially from 81.7 percent in 1990 to 70.9

percent in 2004 with market shares increasing for the other regions (Table 2).

In 2001, the number of international tourist arrivals slightly decreased to 684 million, corresponding to a contraction of 0.3 percent over the previous year. International tourist flows declined, affected negatively by the global economic slowdown in 2001, particularly in the North American, European and Asian economies (major tourism generating markets) and the impact of the 11th of September events. Yet, not every destination was equally affected by the fall in world tourist arrivals in 2001. Most affected were the Americas (-4.7 percent) and Europe (-0.5 percent).

However, 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. Although 2002 was certainly not an easy year, international tourism held up fairly well in that year where the number of international tourist arrivals grew by 2.8 percent. Indeed, the 703 million international tourist arrivals recorded in the said year surpassed the previous record year of 2000. However, the recovery in 2002 shows a substantial change in the world tourism map: while Europe remained firmly in the first place, Asia and the Pacific claimed the second place from the Americas (Table 2).

In 2003, international tourism faced another considerably difficult year when three negative factors came together: the war in Iraq, the SARS panic in Asia/Pacific and the world's weak economic conditions. Therefore, the number of international tourist arrivals worldwide slid back by 1.7 percent to 691 million. This result was closely linked to the unexpected drop of 12 million arrivals (-9.2 percent) suffered by the Asia/Pacific region. The Americas also recorded a decrease (3.4 percent), while Europe just hardly consolidated its 2002 figures (0.5 percent). However, the Middle East and Africa were not much affected by those adverse conditions with both regions enjoying increases of more than 3 percent.

In contrast, 2004 was unquestionably better than 2003 with international tourist arrivals reaching an all-time record of 760 million, corresponding to an increase by 10 percent. The recovery of the world

economy, in particular the economies of the major tourism-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 2004. Growth was common to all regions, but was particularly strong in Asia and the Pacific (28.6 percent) and in the Middle East (20.7 percent). A significant growth was also registered in the Americas (9.7 percent), while Africa (6.5 percent) and Europe (4 percent) performed below the world average (Table 2).

However, just before the end of 2004, the world was shocked by the sad news of 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, the Andaman and Nicobar islands, the west coast of Thailand and, to a lesser extent, Malaysia, Myanmar, Bangladesh, Somalia, Tanzania, Kenya and Seychelles. Nevertheless, the latest projections of the World Tourism Organisation show a positive outlook for 2005 with a projected rate of growth of 3.9 percent for the year as a whole².

TABLE 3: INTERNATIONAL TOURISM RECEIPTS BY REGION

	Europe	Americas	Asia/ Pacific	Middle East	Africa	World Total
Tourism Receipts (\$ billion)						
1990	145	70	42	6	6	269
2000	230	134	87	13	11	475
2001	227	124	88	12	12	463
2002	242	114	99	13	12	480
2003	285	114	96	14	14	523
Market Share (%)						
1990	53.9	26.0	15.6	2.2	2.2	100.0
2000	48.4	28.2	18.3	2.7	2.3	100.0
2001	49.0	26.8	19.0	2.6	2.6	100.0
2002	50.4	23.8	20.6	2.7	2.5	100.0
2003	54.5	21.8	18.4	2.7	2.7	100.0
Growth Rate (%)						
1990-2000	4.7	6.7	7.6	8.0	6.2	5.9
2000-2001	-1.3	-7.5	1.1	-7.7	9.1	-2.5
2001-2002	6.6	-8.1	12.5	8.3	0.0	3.7
2002-2003	17.8	0.0	-3.0	7.7	16.7	9.0

Source: "Tourism Highlights", 2004 edition.

² World Tourism Organisation, "WTO World Tourism Barometer", Vol. 3, No. 1, January 2005.

On the other hand, the figures in Table 3 show that international tourism receipts, at current prices and excluding international transport costs, recorded an average annual growth rate of almost 6 percent in the period 1990-2000. In 2000, international tourism activity generated US\$ 473 billion, corresponding to US\$ 1.3 billion per day or US\$ 692 per tourist arrival. Yet, due to the sudden decline in international tourist arrivals in 2001, international tourism receipts decreased to US\$ 463 billion. However, it is observed that those receipts decreased at a rate (-2.5 percent) higher than that of tourist arrivals (-0.3 percent). This could be explained, in part, by the fact that in economically hard times, tourists typically react not 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, not every destination was equally affected by the fall in international tourism receipts in 2001. Most affected was the Middle East (-7.7 percent) followed by the Americas (-7.5 percent) and Europe (-1.3 percent). In contrast, an increase in international tourism receipts was recorded in Africa (9 percent) and Asia/Pacific (1.1 percent). Although international tourism receipts grew worldwide by 3.7 percent in 2002, the Americas suffered a decrease of 8.1 percent while Africa just hardly consolidated its 2001 figures. In contrast, a substantial increase was recorded in the Asia/Pacific (12.5 percent), the Middle East (8.3 percent) and Europe (6.6 percent).

It is observed that while tourist arrivals dropped slightly by 1.7 percent in 2003, tourism receipts, in US dollar terms, increased by 9 percent to reach US\$ 523 billion. However, it should be noted that this substantial increase is, above all, the reflection of the strong depreciation of the US dollar against many other major currencies in the said year, particularly the euro. As a result, receipts earned in euro-area destinations will seem larger in terms of dollars, even if receipts in euro terms were constant or decreased. The same is true, to a greater or lesser extent, for many destinations in Asia/Pacific as well as Canada and South Africa. Therefore, expressing worldwide tourism receipts in other currency rather than the US dollar changes the picture completely. For

example, computed in euros, tourism receipts decreased by some 45 billion, from 508 billion in 2002 to 463 billion in 2003³.

It is also observed that while the trends in regional market shares in world tourism receipts followed, in general, similar patterns of those in tourist arrivals, the average growth rates of tourism receipts were somewhat different. For example, Europe was the top tourism earner in 2000 with a 48.4 percent share in the world tourism receipts, followed by the Americas with 28.2 percent and Asia/Pacific with 18.3 percent. However, when the average growth rates of tourism receipts in the period 1990-2000 are considered, the picture becomes completely different. The Middle East comes at the top with 8 percent, followed by Asia/Pacific with 7.6 percent, the Americas with 6.7 percent, Africa with 6.2 percent and Europe at the bottom of the list with 4.7 percent. This is mainly due to the fact that receipts per arrival vary as each region has its own tourism 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 2003 amounted to US\$ 757, the highest being in the Americas (US\$ 1009) followed by Asia/Pacific (US\$ 807) and Europe (US\$ 714) (calculated using the data in Tables 2 and 3).

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 particular, 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 made at the individual country level as well as the OIC regional and sub-regional levels.

3.1. International Tourist Arrivals

The number of international tourist arrivals in the OIC countries, for which the data are available, increased from 35.4 million in 1990 to 67.7

³ World Tourism Organisation, "WTO World Tourism Barometer", Vol. 3, No. 1, January 2005.

million in 2000, corresponding to an average annual growth rate of 6.7 percent. This rate was higher than the world average and the averages of the traditional tourist-receiving regions of Europe and the Americas during the same period. However, the relative share of the OIC countries in the world tourism market accounted for only 9.9 percent in 2000, an increase by 2.1 percentage points over their share in 1990 (Table 4).

In 2001, the OIC region was the least affected amongst all other regions by the sudden slowdown of the world tourism activity. Indeed, the number of international tourist arrivals in the OIC countries increased by 7.7 percent in the said year where the 72.9 million arrivals surpassed the previous record year of 2000. Except for the OIC sub-regions of the Americas and the Middle East, which recorded the same levels of 2000, the other OIC destinations recorded increases in the number of tourist arrivals in 2001. The highest rate of growth was recorded in the OIC countries in the European and Central Asia region (14.2 percent) followed by those in the Asia/Pacific region (13.3 percent) and Africa (7.1 percent). Consequently, the relative share of the OIC region in the world tourism market accounted for 10.4 percent in 2001.

In 2002, the number of international tourist arrivals in the OIC countries, for which the data are available, amounted to 81.2 million, corresponding to an increase by 11.4 percent over the previous year and an 11.8 percent share in the world tourism market. However, according to the data available on tourist arrivals in the OIC countries in 2003, it seems that international tourism in the OIC region was significantly affected by the negative factors of the war in Iraq, the SARS panic in Asia/Pacific and the world weak economic conditions. Though the data available do not allow for a sound comparison for the year 2003, it is to be expected that the growth rate of tourist arrivals in the OIC region in 2003 was lower than that in 2002. This could be observed in Table A.1 in the Annex where many countries, for which the data are available, recorded negative or lower growth rates in 2003 compared to those of 2002.

In terms of the shares of the OIC sub-regions in the total OIC international tourism market, the OIC Middle East comes at the top in the three-year period of 2000-2002, followed by the OIC Asia/Pacific. In the said period, these two sub-regions together accounted for 61 percent

TABLE 4: OIC INTERNATIONAL TOURIST ARRIVALS BY REGION AND MAIN DESTINATIONS

	Tourist Arrivals (million)					Share in World Market (%)					Growth Rate (%)			
	1990	2000	2001	2002	2003	1990	2000	2001	2002	2003	90/00	00/01	01/02	02/03
World Total	451	686	684	703	691	100.0	100.0	100.0	100.0	100.0	4.3	-0.3	2.8	-1.7
OIC Total	35.4	67.7	72.9	81.2	77.6	7.8	9.9	10.4	11.8	11.2	6.7	7.7	11.4	-4.4
OIC Regions	Tourist Arrivals (million)					Share in OIC Market (%)					Growth Rate (%)			
Africa	9.7	12.6	13.5	13.7	13.1	27.4	18.6	18.5	16.9	16.9	2.7	7.1	1.5	-4.4
Americas	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	7.2	0.0	0.0	0.0
Asia/Pacific	10.9	18.8	21.3	21.9	17	30.8	27.8	29.2	27.0	21.9	5.6	13.3	2.8	-22.4
Europe & C. Asia	5.4	12.7	14.5	17.2	17.9	15.3	18.8	19.9	21.2	23.1	8.9	14.2	18.6	4.1
Middle East	9.3	23.4	23.4	28.2	29.4	26.3	34.6	32.1	34.7	37.9	9.7	0.0	20.5	4.3
Main Destinations	Tourist Arrivals (million)					Share in OIC Market (%)					Growth Rate (%)			
Turkey	5.4	10.2	11.4	13.1	13.8	15.2	14.7	15.1	16.1	18.1	6.6	11.8	14.9	5.3
Malaysia	7.4	10.2	12.8	13.3	10.6	20.8	14.7	16.9	16.3	13.9	3.3	25.5	3.9	-20.3
Saudi Arabia	2.2	6.6	6.7	7.5	7.3	6.2	9.7	9.2	9.2	9.4	11.6	1.5	11.9	-2.7
U.A.E	1.0	3.9	4.1	5.4	5.9	2.8	5.6	5.4	6.6	7.8	14.6	5.1	31.7	9.3
Egypt	2.4	5.1	4.3	4.9	5.7	6.8	7.5	5.9	6.0	7.3	7.8	-15.7	14.0	16.3
Tunisia	3.2	5.1	5.4	5.1	5.1	9.0	7.4	7.1	6.3	6.7	4.8	5.9	-5.6	0.0
Morocco	4	4.3	4.4	4.5	4.8	11.2	6.2	6.0	5.5	6.3	0.7	2.3	2.3	6.7
Indonesia	2.2	5.1	5.2	5.0	4.5	6.2	7.4	6.9	6.1	5.9	8.8	2.0	-3.8	-10.0
Bahrain	1.4	2.4	2.8	3.2	3.0	3.9	3.5	3.7	3.9	3.9	5.5	16.7	14.3	-6.3
Syria	0.6	1.4	1.3	2.9	2.8	1.7	2.0	1.7	3.6	3.6	8.8	-7.1	123.1	-3.4
Total	29.8	54.3	58.4	64.9	63.5	83.8	78.8	78.0	79.6	83.0	6.2	7.6	11.1	-2.2

Source: Extracted from Table A.1 in the Annex.

Note: Due to rounding, the growth rates in this table slightly differ from those in Table A.1 in the Annex.

of the total tourist arrivals in the OIC region. In terms of the average growth rates of tourist arrivals during the 1990s, the OIC Middle East region recorded the highest rate of 9.7 percent, followed by the OIC Europe/Central Asia with 8.9 percent, the OIC Americas with 7.2 percent, the OIC Asia/Pacific with 5.6 percent and the OIC Africa with 2.7 percent (Table 4).

At the individual country level, international tourist arrivals are still concentrated in a few countries. In descending order, Turkey, Malaysia, Saudi Arabia, U.A.E., Egypt, Tunisia, Morocco, Indonesia, Bahrain and Syria are found to be the main OIC international tourist destinations. Together, they hosted 63.5 million international tourists in 2003, corresponding to 83 percent share of the total OIC tourism market. During the period 1990-2000, tourist arrivals in those countries as a group grew, on average, by 6.2 percent.

3.2. International Tourism Receipts

The figures in Table 5 show that, in absolute terms, the trends in international tourism receipts in the OIC individual countries and sub-regions followed, to a large extent, the trends in international tourist arrivals. In 2000, international tourism in the OIC countries, for which the data are available, generated US\$ 37.6 billion compared to US\$ 15 billion in 1990, corresponding to an average annual growth rate of 9.6 percent. This rate was higher than the world average and that of the other regions during the same period. Yet, the share of the OIC countries in the world total international tourism receipts accounted for only 7.9 percent in 2000, an increase by 2.3 percentage points over their share in 1990.

In 2001, the 72.9 million international tourists hosted by the OIC countries generated US\$ 42.5 billion as tourism receipts, corresponding to an increase by 13 percent. Except for the OIC sub-region of the Middle East, which recorded a decline of 2.4 percent, all the OIC destinations recorded increases in their international tourism receipts, the highest being by the OIC sub-region of Europe and Central Asia (30.6 percent). The share of the OIC region in the world international tourism receipts, therefore, slightly increased by 1.3 percentage points over the year 2000.

TABLE 5: OIC INTERNATIONAL TOURISM RECEIPTS BY REGION AND MAIN EARNERS

	Tourism Receipts (\$ billion)					Share in World Market (%)					Growth Rate (%)			
	1990	2000	2001	2002	2003	1990	2000	2001	2002	2003	90/00	00/01	01/02	02/03
World Total	269	475	463	480	523	100.0	100.0	100.0	100.0	100.0	5.9	-2.5	3.7	9.0
OIC Total	15	37.6	42.5	44.2	43.1	5.6	7.9	9.2	9.2	8.2	9.6	13.0	4.0	-2.5
OIC Regions	Tourism Receipts (\$ billion)					Share in OIC Market (%)					Growth Rate (%)			
Africa	2.9	4.7	5.4	5.0	5.7	19.3	12.5	12.7	11.3	13.2	4.9	14.9	-7.4	14.0
Americas	0.04	0.1	0.1	0.1	0.04	0.3	0.3	0.2	0.2	0.1	9.6	0.0	0.0	-60.0
Asia/Pacific	4.1	11.7	13.6	13.3	12.3	27.3	31.1	32.0	30.1	28.5	11.1	16.2	-2.2	-7.5
Europe & C. Asia	3.5	8.5	11.1	13.1	14.4	23.3	22.6	26.1	29.6	33.4	9.3	30.6	18.0	9.9
Middle East	4.5	12.6	12.3	12.7	10.7	30.0	33.5	28.9	28.7	24.8	10.8	-2.4	3.3	-15.7
Main Earners	Tourism Receipts (\$ billion)					Share in OIC Market (%)					Growth Rate (%)			
Turkey	3.2	7.6	10.1	11.9	13.2	21.3	20.2	23.8	26.9	30.6	9.0	32.9	17.8	10.9
Malaysia	1.7	5	6.9	7.1	6.0	11.3	13.3	16.2	16.1	13.9	11.4	38.0	2.9	-15.5
Indonesia	2.1	5.7	5.4	4.3	4.0	14.0	15.2	12.7	9.7	9.3	10.5	-5.3	-20.4	-7.0
Egypt	1.1	4.3	3.8	3.8	4.6	7.3	11.4	8.9	8.6	10.7	14.6	-11.6	0.0	21.1
Saudi Arabia	1.9	3.3	3.4	3.4		12.7	8.8	8.0	7.7		5.7	3.0	0.0	
Morocco	1.3	2	2.5	2.3	3.2	8.7	5.3	5.9	5.2	7.4	4.4	25.0	-8.0	39.1
Tunisia	0.9	1.7	1.8	1.5	1.6	6.0	4.5	4.2	3.4	3.7	6.6	5.9	-16.7	6.7
Iran	0.1	0.5	0.9	1.4	1.8	0.7	1.3	2.1	3.2	4.2	17.5	80.0	55.6	28.6
U.A.E	0.3	1.0	1.1	1.3	1.4	2.0	2.7	2.6	2.9	3.2	12.8	10.0	18.2	7.7
Syria	0.3	1.1	1.2	1.0	1.1	2.0	2.9	2.8	2.3	2.6	13.9	9.1	-16.7	10.0
Total	12.9	32.2	37.1	38.0	36.9	86.0	85.6	87.3	86.0	85.6	9.6	15.2	2.4	-2.9

Source: Extracted from Table A.2 in the Annex.

Note: Due to rounding, the growth rates in this table slightly differ from those in Table A.2 in the Annex.

In 2002, international tourism receipts in the OIC countries, for which the data are available, amounted to US\$ 44.2 billion, corresponding to an increase by 4 percent over 2001 and a 9.2 percent share in the world total international tourism receipts. Though the data available for 2003 do not allow for a sound comparison, it is to be expected that the growth rate of those receipts was lower than that recorded in 2002. This could be observed in Table A.2 in the Annex where many of the countries for which the data are available recorded negative or lower growth rates in 2003 compared to those of 2002.

While, in absolute terms, the trends in international tourism receipts were generally similar to those in international tourist arrivals, the shares of OIC sub-regions and 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 region or country has its own tourism characteristics in terms of length of stay, purpose of visit, geographical distance, types of shopping, etc. The OIC average tourism receipts per arrival in 2002 amounted to US\$ 544. In the same year, the highest receipts per tourist arrival were recorded in the OIC sub-region of Europe/Central Asia (US\$ 762) followed by the OIC Asia/Pacific (US\$ 607), OIC Americas (US\$ 500), OIC Middle East (US\$ 450) and OIC Africa (US\$ 365) (calculated using the data in Tables 4 and 5).

The OIC Middle East sub-region recorded the largest share of 33.5 percent in the total OIC international tourism receipts in 2000. In 2001 and 2002, however, the OIC Asia/Pacific was at the top with 32 and 30.1 percent, respectively. In 2003, the OIC Europe/Central Asia claimed the first place with 33.4 percent. However, in terms of the average growth rate of international tourism receipts in the period 1990-2000, the order of the performance of the OIC sub-regions was as follows: the OIC Asia/Pacific (11.1 percent), the OIC Middle East (10.8 percent), the OIC Americas (9.6 percent), the OIC Europe/Central Asia (9.3 percent) and the OIC Africa (4.9 percent) (Table 5).

As is the case with international tourist arrivals, the figures in Table 5 indicate that international tourism receipts of the OIC countries are also concentrated in a few of them, which are more or less the same countries that are the main OIC tourist destinations. In descending order, the main OIC international tourism earners are Turkey, Malaysia, Indonesia, Egypt,

Saudi Arabia, Morocco, Tunisia, Iran, U.A.E. and Syria. This group of countries earned US\$ 38 billion in 2002, corresponding to an 86 percent share in the OIC total. Their receipts during the period 1990-2000 grew, on average, by 9.6 percent per annum.

3.3. Balance of International Tourism

In this section, an attempt is made to assess the economic role of the international tourism sector in the OIC countries. This is made by calculating the balance of international tourism for each individual country for which the relevant data are available, i.e. by deducting the *International Tourism Expenditure*⁴ from the *International Tourism Receipts*. The net contribution of the international tourism sector to the economies of those countries is then measured by the balance of international tourism as a percentage of their GNP. The weight of the sector as a source of foreign exchange earnings is also measured by the percentage of its receipts to the total exports of each country.

TABLE 6: TOP 10 OIC COUNTRIES WITH RESPECT TO THEIR BALANCE OF INTERNATIONAL TOURISM (US\$ million)

	1999	2000	2001	2002	2003
Turkey	3732	5925	8329	10021	11090
Egypt	2825	3272	2668	2486	3257
Malaysia	1567	2487	3760	4167	2757
Morocco	1491	1610	2140	1806	2692
Tunisia	1588	1419	1478	1263	1283
Indonesia	2357	1600	3048	1360	841
Jordan	440	335	280	370	438
Bahrain	306	349	380	363	413
Maldives	312	318.5	324	315	385
Syria	401	413	480	210	

Source: Table A.3 in the Annex.

Table 6 displays the top 10 OIC countries in terms of their balance of international tourism in millions of US dollars. When compared with the countries in Tables 4 and 5 above, it becomes obvious that most of those countries constitute the main OIC international tourism destinations and earners. However, when the economic role of the international tourism sector in terms of its net contribution to the GNP is

⁴ For a clear definition of this term, see explanatory note (2) under Table A.2 in the Annex.

considered, the picture, as shown in Table 7, reflects a widely different situation.

Table 7 lists the OIC countries, for which the relevant data are available, in descending order according to their balance of international tourism as an average percentage of their GNP in the 1999-2003 period. This average percentage is classified into 4 ranges, the highest of which includes records of 5 percent and above, and the lowest includes sub-zero records. The information in the table indicates that, in general, the economic role of the international tourism sector in the OIC countries is neither a function of the size nor of the level of affluence of the economy. International tourism is found to be the main economic activity in the Maldives, the only country with more than a 50 percent contribution of international tourism to the GNP. With 22.8 percent of the GNP, it also plays a significant role in the economy of Turkey as well.

TABLE 7: BALANCE OF INTERNATIONAL TOURISM AS A PERCENTAGE OF GNP (Average 1999-2003)

(%)	Countries
5 +	Maldives (55.7%), Turkey (22.8%), Tunisia (7%), Morocco (5%)
1 - 4.9	Bahrain (4.9%), Jordan (4.3%), Malaysia, Albania, Egypt, Benin, Senegal, Syria, Guyana, Indonesia, Mali (1.4%)
0.1 - 0.9	Kyrgyz Rep. (0.9%), Niger, Togo, Uganda (0.3%)
(-) - 0.0	Guinea, Algeria, Sudan, Yemen, Suriname, Pakistan, Kazakhstan, Sierra Leone, Iran, Bangladesh, Libya, Azerbaijan, Côte d'Ivoire, Nigeria, Oman, Mozambique, Gabon, Palestine, Kuwait (-6.57)

Source: Table A.4 in the Annex.

The information in Table 7 also indicates that the international tourism activity plays a relatively important role compared to the size of the economy in some OIC countries for which the balance of international tourism accounts, on average, for 1 to almost 7 percent of the GNP. This group includes most of the main tourism destination and earner countries (e.g. Tunisia, Morocco, Bahrain, Jordan, Malaysia, Syria, Egypt and Indonesia). 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 18 countries recorded, on average, a deficit in their balance of international tourism during the period 1999-2003 (Table A.4 in the Annex).

However, the information in Table 8, which lists the OIC countries in descending order according to their international tourism receipts as a percentage of their exports, indicates that international tourism activity in those countries plays a more significant role as a source of foreign exchange earnings. During the period 1999-2003, the said activity generated, on average, foreign exchange earnings 4 times more than those generated by exports in the Maldives and almost 1.3 times the value of exports in Albania. In the same period, international tourism receipts accounted, on average, for 76.1 percent of the total exports of Egypt, 63.1 percent of those of Lebanon and 50.3 percent of those of Sierra Leone. Moreover, those receipts accounted for between 25 and 49.9 percent of the value of the exports of 6 countries, between 10 and 24.9 percent of that of 9 countries, and between 5 and 9.9 percent of that of 6 others. Yet, international tourism still plays a limited role in generating foreign exchange earnings in 20 OIC countries, i.e. those in which its receipts accounted for less than 5 percent of their exports.

TABLE 8: INTERNATIONAL TOURISM RECEIPTS AS A PERCENTAGE OF EXPORTS (Average 1999-2003)

(%)	Countries
50 +	Maldives (406.1%), Albania (128%), Egypt (76.1%), Lebanon (63.1%), Sierra Leone (50.3%)
25 – 49.9	Mali (41.8%), Jordan (41.4%), Comoros, Benin, Uganda, Morocco (31%)
10 – 24.9	Mozambique (21.1%), Syria (20.9%), Chad, Senegal, Turkey, Tunisia, Niger, Burkina Faso, Guyana (11.3%)
5 – 9.9	Indonesia (8.5%), Bahrain, Palestine, Malaysia, Kyrgyz Rep., Kazakhstan (5.2%)
0.1 - 4.9	Saudi Arabia (4.9%), Uzbekistan, Iran, Azerbaijan, Sudan, Guinea, Togo, U.A.E., Oman, Yemen, Suriname, Côte d'Ivoire, Nigeria, Bangladesh, Pakistan, Libya, Kuwait, Algeria, Gabon, Tajikistan (0.2%)

Source: Table A.5 in the Annex.

4. TOURISM DEVELOPMENT AND INTRA-OIC COOPERATION

4.1. Impediments of Tourism Development in the OIC Countries

In recent years, international tourism activity started to make a substantial contribution to the economies of many developing countries, including some OIC members. In many of those countries, tourism has

appeared as a labour-intensive activity that opens up opportunities for different businesses. It also constitutes a substantial ground for private initiative and self-employment. In particular, international tourism activity has become the main source of foreign exchange revenues for many of the 50 least developed countries (LDCs) around the world, besides the oil industry in only three of them (Angola, Yemen and Equatorial Guinea).

Over the past decade, some OIC countries recorded strong growth in their international tourism receipts, which demonstrates the existence of a competitive advantage in their favour. In particular, the international tourism receipts of the OIC-LDCs almost doubled between 1990 and 2000. In many of those countries, international tourism serves as a foothold from which the local market can expand and flourish. It creates jobs for the poor, for unskilled as well as highly skilled workers, and for women and indigenous communities in isolated rural areas, particularly in handicrafts and ecotourism. International tourism receipts have, therefore, become one of the main components of those countries' GDP or, in some cases (e.g. Maldives), the largest one.

For some least-developed countries, tourism development represents one of the few options to diversify the economy and substitute a declining traditional agriculture. In this context, a crucial contribution of tourism-generated foreign exchange revenues to the balance of payments has been observed in many OIC countries. Such revenues, particularly in the OIC-LDCs, reduce the country's foreign debt and alleviate its dependence on a single export sector (in most cases, primary commodities with low and fluctuating international prices). It is, therefore, possible to argue that tourism can play a major role in improving the standards of living of people in those countries and help them lift themselves above the poverty threshold. This, indeed, was the conclusion of the 3rd UN Conference on the LDCs, held in Brussels in May 2001, which considered tourism as an instrument for poverty alleviation.

Given their significant and diverse natural, geographical, historical and cultural heritage assets, the OIC countries have, in fact, vast potential for the development of a sustainable international tourism sector. However, considering their modest share in the world tourism

market and the concentration of tourism activity in a small number of them, it seems that a large part of this inherent tourism potential remains unutilised. The desirable levels of tourism development in many OIC countries have indeed not been achieved yet. The potential of inherent natural tourism resources, albeit a crucial factor, cannot, unless properly planned and managed, lay by itself the basis of a successful tourism industry.

The impediments to the development of a sustainable international tourism sector in the OIC countries are diverse. They relate to the particular tourism features of each country, its level of development and its national development policies and priorities. Yet, for the majority of countries, as the data in Table A.6 in the Annex indicate, these problems can be summarised, *inter alia*, as follows:

- *Lack of technical know-how and weak promotional activity.* Despite the fundamental awareness and basic cognizance 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.
- *Lack of tourism-related infrastructures.* Many OIC countries 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 the international standards of facilities and services which tourists require.
- *Lack of tourism investments.* While investment in services is a well-established economic activity in the developed countries, it is still lagging behind in developing ones. 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 very difficult for many 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.

- *Lack of consistent tourism strategies and policies.* In many OIC countries, there are still difficulties in reaching integrated tourism policies due in general to policy conflicts between the government departments and the tourism private agencies. This is coupled in many cases with the lack of effective administration, regulation and institutional frameworks of the tourism activity.
- *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.
- *Lack of tourism safety.* The safety of tourists is a highly determinant 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. Even such factors as rumours may cause great damage to complete tourist seasons.

In spite of these problems and the modest share of the OIC countries in the world tourism market, there still exists 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 plans and programmes at the national level that would be accompanied by a process of creating a supportive OIC co-operation environment at the regional level. In this context, a set of recommendations is proposed, in the next section, to serve as policy guidelines to which the attention of the member countries needs to be drawn.

4.2. OIC Cooperation in the Field of Tourism

The issue of tourism cooperation was first referred to during the 7th Islamic Summit, held in Casablanca in 1994, which stressed the importance of intra-Islamic cooperation in the field of tourism. The 23rd Islamic Conference of Foreign Ministers (ICFM), held in Conakry in 1995, invited the Member States to cooperate in different areas in the field of tourism such as exchanging publicity and advertising materials and group travel, tourism investments and projects, the establishment of a data network and the electronic exchange of information on tourism, etc. While those areas of cooperation have been reiterated in all the resolutions adopted on tourism by the succeeding ICFMs, tourism has recently gained a greater importance on the agenda of the OIC which convened four ministerial conferences on this sector within the period 2000-2005.

Tourism has also been identified as one of the ten priority areas of cooperation in the OIC Plan of Action to Strengthen Economic and Commercial Cooperation among its Member Countries⁵. As major objectives of cooperation in this area, 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 the services and the diversity of the 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.

In order to achieve those broad objectives, the Plan identifies, in a general manner, some indicative activities under the heading "Programmes of Action". Together with the above-mentioned objectives, the 'Programmes of Action' serve as a source of a wide range of means and modalities to strengthen cooperation among the

⁵ This Plan was adopted at the 10th Session of the Standing Committee for Economic and Commercial Cooperation (COMCEC) in October 1994 and subsequently endorsed by the 7th Islamic Summit, held in Casablanca in December 1994. The Summit also endorsed a Mechanism of Follow-up and Implementation as an integral part of the Plan.

member countries in this important field. They include the following broad actions:

- 1- Increasing public awareness in the OIC countries of the existing tourism resources and facilities.
- 2- Establishing direct contacts among the relevant parties concerned with tourism.
- 3- Creating the appropriate legal, institutional and administrative conditions in support of an expanded tourism activity among the member countries.
- 4- Encouraging and facilitating joint tourism ventures and other investments in the member countries by the private sector.
- 5- Encouraging and supporting the development of the necessary human capital in the area of tourism to ensure the availability of international standards.

5. CONCLUSION AND POLICY RECOMMENDATIONS

The strong and sustainable expansion of the international tourism activity is one of the most remarkable socio-economic phenomena of our time. Tourism is now one of the world's largest industries comprising all the socio-economic activities that are directly or indirectly involved in providing services to tourists. The revenues generated by the international tourism activity have grown by an average annual rate of 11 percent over the past five decades. This rate of growth far outstrips that of the world economy as a whole and makes tourism one of the largest categories of international trade.

Although recent trends in international tourism indicate that the tourism activity is still concentrated in the developed regions of Europe and the Americas, a substantial proliferation of new tourism destinations is also observed in the developing regions. Particularly, the market share in world international tourism has been increasing for Asia and the Pacific, the Middle East and Africa. For many countries in those regions, international tourism is now considered an important source of foreign exchange earnings and employment. Therefore, tourism has been given much attention in the national development strategies of many developing countries and recently placed on the agenda of many international conferences on sustainable development.

Considering their rich and diverse natural, geographical, historical and cultural heritage assets, the OIC countries have, in fact, high potential for the development of a sustainable international tourism sector. Yet, considering their modest share in the world tourism market and the concentration of their international tourism activity in a small number of them, it seems that a large part of their inherent tourism potential remains unutilised. The desirable levels of tourism development in many OIC countries have indeed not been achieved yet. The potential of inherent natural tourism resources, albeit a crucial factor, cannot, unless properly planned and managed, lay by itself the basis of a successful tourism industry.

The impediments to the development of a sustainable international tourism sector in the OIC countries are diverse. They relate to the particular tourism features of each country, its level of development and its national development policies and priorities. Yet, for the majority of them, those impediments range from the lack of technical know-how and weak promotional and public awareness to insufficient tourism-related infrastructures and investments and the lack of tourism diversification and safety. However, in spite of those problems, it is believed that there still exists a wide scope for the development of a sustainable international tourism industry in the OIC countries. Overall, this requires the adoption of long-term strategies as well as medium to short-term plans and programmes at both the national and regional levels along with a process of creating a supportive OIC cooperation and coordination environment.

In this context, a set of recommendations can be proposed to serve as policy guidelines to which the attention of the member countries needs to be drawn. These recommendations can be suggested at both the national and the OIC-regional cooperation levels as follows:

(1) At the National Level

- Objectives and programmes of action for sustainable tourism development are to be outlined specifically in the national development plans and strategies and formulated in consultation with the relevant private sector stakeholders. Those objectives and programmes should be focused on the promotion of the economic, social, cultural and environmental incentives of tourism.

- The focus of the sustainable development and management of tourism should be on strengthening the national capacity building, particularly national tourism administrations, through developing new resources and facilities as well as raising public awareness of the country's inherent natural and cultural tourism resources.
- Based on international standards, efforts should be made towards sustainable physical planning and the strengthening of tourism destinations, in general, and ecotourism products, in particular, in order to preserve the environmental and cultural quality of those destinations.
- Improving 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 to provide world-class services to visitors and tourists. In this context, efforts should be made to promote synergies between transport and tourism policies, with particular reference to air transport.
- 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 secure greater facilitation of border movements for visitors and 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. In this context, endeavours should be made to strengthen public-private sector cooperation with a view to establishing policies, strategies and regulations relative to sustainable tourism development. In particular, efforts should be made to encourage private sector investment in tourism projects and establishing joint ventures particularly in the areas of capacity building and improving the quality of tourism services.
- Diversifying tourism products by the inclusion of socio-cultural programmes and traditional activities involving local communities. In this context, efforts should be made to improve the planning, management and marketing of ecotourism, not only as a sector with

a 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.

- Developing and raising tourism-oriented education. This will help change people's perceptions regarding tourism and raise their awareness of the opportunities and challenges involved therein. This should be accompanied by making efficient use of the mass media and other promotional facilities to publicise and promote existing attractions and available resources.
- Providing training and education programmes on different aspects of tourism, particularly to the people and personnel directly engaged in tourism activities. These should cover a broad range of subjects such as foreign languages, business and tourism techniques, the environmental and socio-cultural impacts of tourism, history, culture and the local and national flora and fauna, etc.
- To facilitate those programmes, actions must be taken to provide local communities with financial and technical backing and develop entrepreneurial capacities and managerial skills, especially in small and medium-sized enterprises, in order to improve the competitiveness of the tourism products and services.
- Efforts should be made to find and gain access to funding for tourism projects through improving and optimising a broad range of funding resources, including the public and private sectors. Efforts should also be made to seek external resources from the relevant international institutions such as the special programme of the International Finance Corporation (IFC) which was developed by the World Bank for tourism development. Those and other sources would help countries identify, plan and fund their national tourism activities.

(2) At the OIC Cooperation Level

In the light of the resolutions and declarations adopted so far by the official OIC meetings on tourism, and to elaborate on the broad objectives and programmes of action defined under the chapter of 'Tourism' in the OIC Plan of Action, some means/modalities for

strengthening cooperation among the member countries in this important field can be proposed as follows:

- Producing joint programmes and promotional materials on tourism such as TV programmes, brochures, posters and guidebooks and making them available to the member countries as well as 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.
- Developing and applying scientific methods of joint tourism marketing and advertisement supported by tools that have a major impact on consumers such as the Internet. In this context, efforts should be made to facilitate the establishment of a data network on tourism and related services in the OIC countries.
- Encouraging the establishment of alliances between tourism stakeholders in the OIC countries, particularly the official tourism promotion bodies, with a view to strengthening tourism marketing and promoting cooperation efforts at the sub-regional level as well as at the level of the OIC region as a whole.
- Establishing and facilitating linkages in air, land/rail and sea transportation with a view to easing access from one destination to another within the OIC region. In this context, efforts should be made to establish alliances among the airlines of the OIC countries with the possibility of having an open-sky policy and direct flights between their capitals and major cities.
- Easing entry and movement of tourists among the OIC countries and enhancing intra-OIC tourism through, inter alia, simplifying visa and other legal and administrative travel procedures. In this context, 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.
- Encouraging public and private joint venture investments in tourism projects through providing special facilities and preferential treatments for investors from the OIC countries. This could also include the joint dissemination and exchange of information on tourism investment

opportunities through, for example, the joint production of handbooks and/or guidelines on investment in the OIC countries.

- Holding joint training/vocational courses, workshops, seminars and conferences on the tourism industry by the relevant training institutes and establishing linkages or networks among tourism training institutions in the OIC countries and facilitating the exchange of experts and research on tourism development.

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ANNEX

TABLE A.1: INTERNATIONAL TOURIST ARRIVALS IN OIC REGIONS AND COUNTRIES

	Tourist Arrivals (Thousand)					Growth Rate (Annual % Change)			
	1990	2000	2001	2002	2003	1990/00	2000/01	2001/02	2002/03
Africa	9668	12611	13508	13688	13075	2.7	7.1	1.3	-4.5
Algeria	1137	866	901	988	1166	-2.7	4.0	9.7	18.0
Benin	110	96	88	72		-1.4	-8.3	-18.2	
Burkina Faso	74	126	128	150	163	5.5	1.6	17.2	8.7
Cameroon	89	196	220	227	188	8.2	12.2	3.2	-17.2
Chad	9	43	57	32	21	16.9	32.6	-43.9	-34.4
Comoros	8	24	19	19		11.6	-20.8	0.0	
Gabon	109	155	169	208	222	3.6	9.0	23.1	6.7
Gambia	100	79	57	81	73	-2.3	-27.8	42.1	-9.9
Guinea		33	38	43	44		15.2	13.2	2.3
Mali	44	86	89	96	70	6.9	3.5	7.9	-27.1
Morocco	4024	4278	4380	4453	4761	0.6	2.4	1.7	6.9
Mozambique			323	541	441			67.5	-18.5
Niger	21	50	53	57	55	9.1	6.0	7.5	-3.5
Nigeria	190	813	850	887		15.6	4.6	4.4	
Senegal	246	389	396	427	354	4.7	1.8	7.8	-17.1
Sierra Leone	98	16	24	28	37	-16.6	50.0	16.7	32.1
Sudan	103	72	74	58	61	-3.5	2.8	-21.6	5.2
Togo	33	38	50	52	51	1.4	31.6	4.0	-1.9
Tunisia	3204	5058	5387	5064	5114	4.7	6.5	-6.0	1.0
Uganda	69	193	205	205	254	10.8	6.2	0.0	23.9
Americas	110	162	153	164	183	3.9	-5.6	7.2	11.6
Guyana	64	105	99	104	101	5.1	-5.7	5.1	-2.9
Suriname	46	57	54	60	82	2.2	-5.3	11.1	36.7

TABLE A.1: INTERNATIONAL TOURIST ARRIVALS IN OIC REGIONS AND COUNTRIES (cont'd)

	Tourist Arrivals (Thousand)					Growth Rate (Annual % Change)			
	1990	2000	2001	2002	2003	1990/00	2000/01	2001/02	2002/03
Asia/Pacific	10889	18799	21339	21890	17037	5.6	13.5	2.6	-22.2
Bangladesh	115	199	207	207	244	5.6	4.0	0.0	17.9
Brunei	377	948	840	790	685	9.7	-11.4	-6.0	-13.3
Indonesia	2178	5064	5154	5033	4467	8.8	1.8	-2.3	-11.2
Iran	154	1342	1402	1585		24.2	4.5	13.1	
Malaysia	7446	10222	12775	13292	10577	3.2	25.0	4.0	-20.4
Maldives	195	467	461	485	563	9.1	-1.3	5.2	16.1
Pakistan	424	557	500	498	501	2.8	-10.2	-0.4	0.6
Europe/C. Asia	5419	12725	14542	17229	17854	8.9	14.3	18.5	3.6
Albania	30	32	35	47	56	0.6	9.4	34.3	19.1
Azerbaijan		681	767	793	1066		12.6	3.4	34.4
Kazakhstan		1471	1845	2832	2410		25.4	53.5	-14.9
Kyrgyz Rep.		59	99	140	248		67.8	41.4	77.1
Tajikistan		8	5	6			-37.5	20.0	
Turkey	5389	10172	11446	13079	13843	6.6	12.5	14.3	5.8
Uzbekistan	30	32	35	47	56	0.6	9.4	34.3	19.1
Middle East	9299	23428	23370	28261	29403	9.7	-0.2	20.9	4.0
Bahrain	1376	2420	2788	3167	2955	5.8	15.2	13.6	-6.7
Egypt	2411	5116	4357	4906	5746	7.8	-14.8	12.6	17.1
Iraq	748	196	127			-12.5	-35.2		
Jordan	572	1427	1478	1622	1573	9.6	3.6	9.7	-3.0
Kuwait	15	87	85	96	110	19.2	-2.3	12.9	14.6
Lebanon		742	837	956	1016		12.8	14.2	6.3
Libya	96	174	169	135	142	6.1	-2.9	-20.1	5.2
Oman	149	571	829	817	1095	14.4	45.2	-1.4	34.0
Palestine		336	60	51	63		-82.1	-15.0	23.5

TABLE A.1: INTERNATIONAL TOURIST ARRIVALS IN OIC REGIONS AND COUNTRIES (cont'd)

	Tourist Arrivals (Thousand)					Growth Rate (Annual % Change)			
	1990	2000	2001	2002	2003	1990/00	2000/01	2001/02	2002/03
Qatar	136	378	376	587	557	10.8	-0.5	56.1	-5.1
Saudi Arabia	2209	6585	6736	7511	7332	11.5	2.3	11.5	-2.4
Syria	562	1416	1318	2870	2788	9.7	-6.9	117.8	-2.9
U.A.E	973	3907	4134	5445	5871	14.9	5.8	31.7	7.8
Yemen	52	73	76	98	155	3.5	4.1	28.9	58.2
OIC Total	35385	67725	72912	81232	77552	6.7	7.7	11.4	-4.5
World Total	451000	686000	684000	703000	691000	4.3	-0.3	2.8	-1.7
% of World	7.8	9.9	10.7	11.6	11.2				

Sources: (1) SESRTCIC, BASEIND Database. (2) World Tourism Organisation, Compendium of Tourism Statistics, 2005 edition, and Tourism Highlights, 2004 edition.

Notes:

- *International Tourist Arrivals*: For a proper understanding of this term, two considerations should be taken into account: first, a *tourist* means a visitor who stays 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.

TABLE A.2: INTERNATIONAL TOURISM RECEIPTS IN OIC REGIONS AND COUNTRIES

	Tourism Receipts (US \$ Million)					Growth Rate (Annual % Change)			
	1990	2000	2001	2002	2003	1990/00	2000/01	2001/02	2002/03
Africa	2862	4718	5430	5009	5692	5.4	12.6	-13.5	10.6
Algeria	64	102	100	111	112	4.8	-2.0	11.0	0.9
Benin	28	77	73	60		10.6	-5.2	-17.8	
Burkina Faso	11	29	35	39		10.2	20.7	11.4	
Cameroon	53	39				-3.0			
Chad	8	14	23	25		5.8	64.3	8.7	
Comoros	2	15	9	11		22.3	-40.0	22.2	
Côte d'Ivoire	51	49	48			-0.4	-2.0		
Gabon	3	17	17			18.9	0.0		
Guinea	30	12	14	43		-8.8	16.7	207.1	
Mali	47	40	88	104		-1.6	120.0	18.2	
Morocco	1259	2036	2526	2251	3238	4.9	24.1	-10.9	43.8
Mozambique		74	64	63	98		-13.5	-1.6	55.6
Niger	17	28	32	28	34	5.1	14.3	-12.5	21.4
Nigeria	25	200	232	263		23.1	16.0	13.4	
Senegal	167	144	174	190	184	-1.5	20.8	9.2	-3.2
Sierra Leone	19	10	14	38	60	-6.2	40.0	171.4	57.9
Sudan	21	30	56	62	118	3.6	86.7	10.7	90.3
Togo	58	7	11	13		-19.1	57.1	18.2	
Tunisia	948	1682	1751	1523	1583	5.9	4.1	-13.0	3.9
Uganda	10	113	163	185	265	27.4	44.2	13.5	43.2
Americas	38	91	75	52	43	9.1	-17.6	-30.7	-17.3
Guyana	27	75	61	49	39	10.8	-18.7	-19.7	-20.4
Suriname	11	16	14	3	4	3.8	-12.5	-78.6	33.3

TABLE A.2: INTERNATIONAL TOURISM RECEIPTS IN OIC REGIONS AND COUNTRIES (cont'd)

	Tourism Receipts (US \$ Million)					Growth Rate (Annual % Change)			
	1990	2000	2001	2002	2003	1990/00	2000/01	2001/02	2002/03
Asia/Pacific	4124	11682	13617	13261	12296	11.0	16.6	-2.6	-7.3
Bangladesh	11	50	48	57	57	16.3	-4.0	18.8	0.0
Indonesia	2105	5749	5396	4306	4037	10.6	-6.1	-20.2	-6.2
Iran	61	467	891	1357	1777	22.6	90.8	52.3	31.0
Malaysia	1667	5011	6863	7118	5901	10.6	37.0	3.7	-17.1
Maldives	89	321	327	318	388	13.7	1.9	-2.8	22.0
Pakistan	156	84	92	105	136	-6.0	9.5	14.1	29.5
Europe/C. Asia	3457	8523.2	11104.8	13167	14445	9.4	30.3	18.6	9.7
Albania	4	389	446	487	522	58.0	14.7	9.2	7.2
Azerbaijan	228	63	43	51	58	-12.1	-31.7	18.6	13.7
Kazakhstan		356	452	622	564		27.0	37.6	-9.3
Kyrgyz Rep.		15	24	36	48		60.0	50.0	33.3
Tajikistan		1.2	0.8	2	2		-33.3	150.0	0.0
Turkey	3225	7636	10067	11901	13203	9.0	31.8	18.2	10.9
Uzbekistan		63	72	68	48		14.3	-5.6	-29.4
Middle East	4548	12608	12259	12696	10664	10.7	-2.8	3.6	-16.0
Bahrain	135	573	630	741	740	15.6	9.9	17.6	-0.1
Egypt	1100	4345	3800	3764	4584	14.7	-12.5	-0.9	21.8
Iraq	55	102				6.4			
Jordan	512	722	700	786	815	3.5	-3.0	12.3	3.7
Kuwait	132	98	104	119	117	-2.9	6.1	14.4	-1.7
Lebanon		742	837	956	1016		12.8	14.2	6.3
Libya	6	97	94	75	79	32.1	-3.1	-20.2	5.3
Oman	69	221	144	206	219	12.3	-34.8	43.1	6.3
Palestine		101	11	8			-89.1	-27.3	
Qatar		128	272	285	369		112.5	4.8	29.5

TABLE A.2: INTERNATIONAL TOURISM RECEIPTS IN OIC REGIONS AND COUNTRIES (cont'd)

	Tourism Receipts (US \$ Million)					Growth Rate (Annual % Change)			
	1990	2000	2001	2002	2003	1990/00	2000/01	2001/02	2002/03
Saudi Arabia	1884	3312	3415	3420		5.8	3.1	0.1	
Syria	320	1082	1150	970	1147	13.0	6.3	-15.7	18.2
U.A.E	315	1012	1064	1328	1439	12.4	5.1	24.8	8.4
Yemen	20	73	38	38	139	13.8	-47.9	0.0	265.8
OIC Total	15029	37622.2	42485.8	44185	3140	9.6	12.9	4.0	-2.4
World Total	269000	475000	463000	480000	523000	5.9	-2.5	3.7	9.0
as % of World	5.6	7.9	9.2	9.2	8.2				

Sources: (1) SESRTCIC, BASEIND Database. (2) World Tourism Organisation, Compendium of Tourism Statistics, 2005 edition, and Tourism Highlights, 2004 edition.

Notes:

(1) *International Tourism Receipts*: This covers 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, the 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*.

(2) *International Tourism Expenditure*: This 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.3: BALANCE OF INTERNATIONAL TOURISM
(US\$ Million)**

	1999	2000	2001	2002	2003
Albania	199	117	188	121	33
Algeria	-170	-91	-94	-137	-143
Azerbaijan	-58	-69	-66	-55	-53
Bahrain	306	349	380	363	413
Bangladesh	-162	-251	-118	-145	-108
Benin	68	65	63	53	
Burkina Faso		9	13		
Chad		-42	-33	-55	
Côte d'Ivoire	-122	-140	-144		
Egypt	2825	3272	2668	2486	3257
Gabon	-76	-57	-100		
Guinea	-17	3	-1	12	
Guyana	31	6	6	11	8
Indonesia	2357	1600	3048	1360	841
Iran	-228	-201	183	-2393	-2413
Jordan	440	335	280	370	438
Kazakhstan	-31	-52	-221	-134	-105
Kuwait	-2178	-2396	-2739	-2902	-3232
Kyrgyz Rep.	3	-1	12	26	31
Libya	-122	-98	-203	-473	
Malaysia	1567	2487	3760	4167	2757
Maldives	312	318.5	324	315	385
Mali	33	0	52	68	
Morocco	1491	1610	2140	1806	2692
Mozambique	-187	-34	-50	-50	-42
Niger	9	12	15	12	13
Nigeria	-449	-530	-608	-687	
Oman	-222	-249	-372	-323	-358
Pakistan	-104	-168	-163	-74	-744
Palestine	-94	-190	-431	-412	
Qatar		-179	-94	-138	-102
Senegal	112	97	131	147	
Sierra Leone	4	-22	-28	-1	23
Sudan	-13	-25	-18	-29	-1
Suriname	-4	-7	-9	7	-2
Syria	401	413	480	210	
Togo	6	5	6	8	
Tunisia	1588	1419	1478	1263	1283
Turkey	3732	5925	8329	10021	11090
Uganda	7	-1	50		
U.A.E		-2007	-2257	-2326	-2520
Yemen	-75	3	-41	-40	62

Sources: Calculated based on the data available in the sources mentioned under Table A.2 above.

TABLE A.4: BALANCE OF INTERNATIONAL TOURISM AS % OF GNP

	1999	2000	2001	2002	2003	1999-2003
Albania	5.8	3.2	4.6	2.7	0.5	3.4
Algeria	-0.4	-0.2	-0.2	-0.3	-0.2	-0.2
Azerbaijan	-1.3	-1.4	-1.2	-0.9	-0.8	-1.1
Bahrain	4.9	5.0	5.2	4.6	4.9	4.9
Bangladesh	-0.3	-0.5	-0.2	-0.3	-3.1	-0.9
Benin	2.9	2.7	2.6	2.1		2.6
Burkina Faso		0.3	0.5			0.4
Chad		-3.0	-2.0	-2.7		-2.6
Côte d'Ivoire	-1.2	-1.3	-1.3			-1.3
Egypt	3.3	3.4	2.7	2.5	3.8	3.1
Gabon	-1.9	-1.5	-2.5			-2.0
Guinea	-0.5	0.1	0.0	0.4		0.0
Guyana	4.7	0.9	0.9	1.7	1.1	1.9
Indonesia	1.6	1.3	2.2	0.8	0.4	1.3
Iran	-0.2	-0.2	0.2	-2.1	-2.1	-0.9
Jordan	5.7	4.0	3.2	4.1	4.4	4.3
Kazakhstan	-0.2	-0.3	-1.1	-0.6	-0.4	-0.5
Kuwait	-6.2	-5.5	-7.0	-7.5	-7.1	-6.7
Kyrgyz Rep.	0.2	-0.1	0.9	1.8	1.8	0.9
Libya	-0.4	-0.3	-0.7	-2.4		-0.9
Malaysia	2.0	3.2	4.6	4.8	2.7	3.5
Maldives	56.8	54.4	54.5	52.7	60.3	55.7
Mali	1.2	0.0	2.1	2.5		1.4
Morocco	4.1	4.6	6.0	4.6	5.7	5.0
Mozambique	-4.9	-0.9	-1.3	-1.3	-1.0	-1.9
Niger	0.5	0.7	0.9	0.7	0.7	0.7
Nigeria	-1.4	-1.5	-1.6	-1.8		-1.6
Oman	-1.5	-1.5	-1.9	-1.6	-1.7	-1.7
Pakistan	-0.2	-0.3	-0.3	-0.1	-1.2	-0.4
Palestine	-1.6	-3.5	-8.9	-9.0		-5.8
Qatar		-1.0	-0.5	-0.8	-0.5	-0.6
Senegal	2.4	2.1	2.8	3.1		2.6
Sierra Leone	0.6	-3.5	-4.0	-0.1	2.9	-0.8
Sudan	-0.1	-0.3	-0.2	-0.3	0.0	-0.2
Suriname	-0.5	-0.8	-1.2	0.8	-0.2	-0.4
Syria	2.8	2.7	2.8	1.1		2.3
Togo	0.4	0.4	0.5	0.6		0.4
Tunisia	8.0	7.7	7.7	6.3	5.4	7.0
Turkey	14.0	21.3	26.6	28.6	23.7	22.8
Uganda	0.1	0.0	0.8			0.3
U.A.E		-2.9	-3.2	-3.2	-3.1	-3.1
Yemen	-1.1	0.0	-0.5	-0.4	0.5	-0.3

Sources: Calculated based on the data available in the sources mentioned under Table A.2 above.

TABLE A.5: INTERNATIONAL TOURISM RECEIPTS AS % OF EXPORTS

	1999	2000	2001	2002	2003	1999-2003
Albania	76.7	152.5	146.2	147.6	116.8	128.0
Algeria	0.6	0.4	0.5	0.6	0.4	0.5
Azerbaijan	8.7	3.6	1.9	2.4	2.2	3.8
Bahrain	7.9	7.5	7.7	8.8	7.1	7.8
Bangladesh	1.1	0.9	0.8	1.0	0.9	1.0
Benin	45.4	36.7	38.8	30.2		37.8
Burkina Faso	0.0	17.5	20.2	22.8		15.1
Chad	0.0	16.1	29.1	37.9		20.8
Comoros	0.0	93.8	24.3	39.3		39.3
Côte d'Ivoire	2.4	1.3	1.3			1.7
Egypt	110.4	69.0	91.8	54.0	55.2	76.1
Gabon	0.4	0.4	0.5			0.5
Guinea	1.4	1.9	2.6	4.9		2.7
Guyana	17.3	12.6	10.6	8.9	6.8	11.3
Indonesia	9.7	9.3	9.6	7.5	6.6	8.5
Iran	1.9	1.8	3.9	6.0	5.7	3.9
Jordan	64.3	56.2	30.5	29.4	26.5	41.4
Kazakhstan	6.5	3.6	5.0	6.4	4.4	5.2
Kuwait	0.8	0.5	0.6	0.8	0.6	0.6
Kyrgyz Rep.	3.1	3.0	5.0	7.4	8.2	5.4
Lebanon	0.0	103.9	85.4			63.1
Libya	0.4	0.8	0.8	0.8		0.7
Malaysia	3.8	4.6	7.2	7.3	5.3	5.7
Maldives	490.6	422.4	424.7	349.5	343.4	406.1
Mali	30.6	17.0	57.1	62.7		41.8
Morocco	26.0	27.5	36.2	28.6	36.7	31.0
Mozambique	57.6	20.3	9.1	9.2	9.3	21.1
Niger	12.1	14.3	20.9	13.7	20.5	16.3
Nigeria	1.3	0.9	1.2	1.6		1.2
Oman	1.5	2.3	1.6	2.4	2.1	2.0
Pakistan	0.9	0.9	1.0	1.1	1.3	1.0
Palestine	15.6	11.4	1.8	1.4		7.6
Qatar		1.1	2.5	2.5	2.8	1.8
Saudi Arabia	5.0	4.5	5.0	5.1		4.9
Senegal	20.3	20.8	22.2	20.0	16.3	19.9
Sierra Leone	133.3	8.1	26.9	38.4	44.8	50.3
Sudan	3.1	1.8	3.0	3.3	4.5	3.1
Suriname	1.5	3.2	2.7	0.6	0.7	1.7
Syria	29.8	22.8	18.8	15.0	18.3	20.9
Tajikistan	0.1	0.2	0.1	0.3		0.2
Togo	2.3	1.9	3.1	3.1		2.6
Tunisia	20.7	19.4	19.0	17.3	14.5	18.2
Turkey	12.8	14.0	24.0	23.4	19.2	18.7
Uganda	18.6	25.7	40.0	38.8	48.4	34.3
U.A.E.	2.4	2.0	2.2	2.5	2.1	2.3
Uzbekistan	5.2	3.0	3.6	4.0		3.9
Yemen	2.5	1.0	1.1	1.2	3.1	1.8

Source: Calculated based on the data available in the sources mentioned under Table A.2 above.

TABLE A.6: ACCOMMODATION AND TOURISM RELATED SERVICES AND FACILITIES IN 2003

	Number of Hotels	Occupancy Rate (1)	Tourism Information Centres	Tourism Agencies (2)	Car Rental Agencies	Sporting/ Recreation Centres (3)	Museums	Fairs/ Exhibitions/ Festivals (4)	Restaurants
Albania	199	45	6	51		2		2	853
Algeria	1042			591		67	11		164
Azerbaijan	96			74		8	17	7	
Bahrain									
Bangladesh	16	42.3	2	500		10	13	4	
Benin	23		2	53	11	11	2	2	147
Brunet									
Burkina Faso	185	59		27	11		5	8	
Cameroon									
Chad									
Comoros									
Côte d'Ivoire									
Djibouti									
Egypt	1152	59	28	856	177	13	62	11	
Gabon									
Gambia	33		5	37	2	2	4	6	59
Guinea	318	69.8	1	40	4	2	5	3	
Guinea-Bissau									
Guyana									
Indonesia	10435	43.2	30	2269	392	94	262	5	
Iran									
Iraq	894			74					
Jordan	458	33.7	12	426	232		6	7	

TABLE A.6: ACCOMMODATION AND TOURISM RELATED SERVICES AND FACILITIES IN 2003 (cont'd)

	Number of Hotels	Occupancy Rate (1)	Tourism Information Centres	Tourism Agencies (2)	Car Rental Agencies	Sporting/ Recreation Centres (3)	Museums	Fairs/ Exhibitions/ Festivals (4)	Restaurants
Kazakhstan	206			713			143	3	
Kuwait	38						4	1	
Kyrgyz Rep.									
Lebanon	338		10	59	90	1	9	7	
Libya									
Malaysia									
Maldives	95	77.2	1				1	-	
Mali	244	40	9	90	4		10	3	
Mauritania									
Morocco	632	39		720				12	
Mozambique									
Niger	61	44	2	74	3	3	3	5	
Nigeria									
Oman	134	39	5	73				2	
Pakistan	1551	55	18	1682			14	2	188
Palestine	75	11.7	4	125	37		17		2472
Qatar									
Saudi Arabia	850			1097	349		63	2	
Senegal	289	37.7							
Sierra Leone									
Sudan									
Suriname									
Syria	518			801			26	2	

TABLE A.6: ACCOMMODATION AND TOURISM RELATED SERVICES AND FACILITIES IN 2003 (cont'd)

	Number of Hotels	Occupancy Rate (1)	Tourism Information Centres	Tourism Agencies (2)	Car Rental Agencies	Sporting/ Recreation Centres (3)	Museums	Fairs/ Exhibitions/ Festivals (4)	Restaurants
Tajikistan	12	60		18			50		
Togo	260	10.7	2	22	5	3	5	5	60
Tunisia	790	42	25	407		60	45	33	331
Turkey	1801	45.7	146	3389	61	363	187	129	572
Turkmenistan									
Uganda	143		13	42		10	1	1	
U.A.E	366	68		49	382		22	7	
Uzbekistan									
Yemen	424		1	310					

Source: Responses to the "Questionnaire for the Collection of Data on the Tourism Sector in the OIC Member Countries" circulated by the Ankara Centre (SESRTCIC) to all member countries on 13 December 2004.

Notes:

- (1) This corresponds to the relationship between available capacity and the extent to which it is used. This rate may refer either to use of rooms or beds and is based on the number of nights of both domestic and international tourists.
- (2) Including travel and tour operators.
- (3) Number of units such as golf courses, diving sites, surfing, ski, kayak, canoes, river/lake fishing, thermal locations, etc.
- (4) International and/or regional.