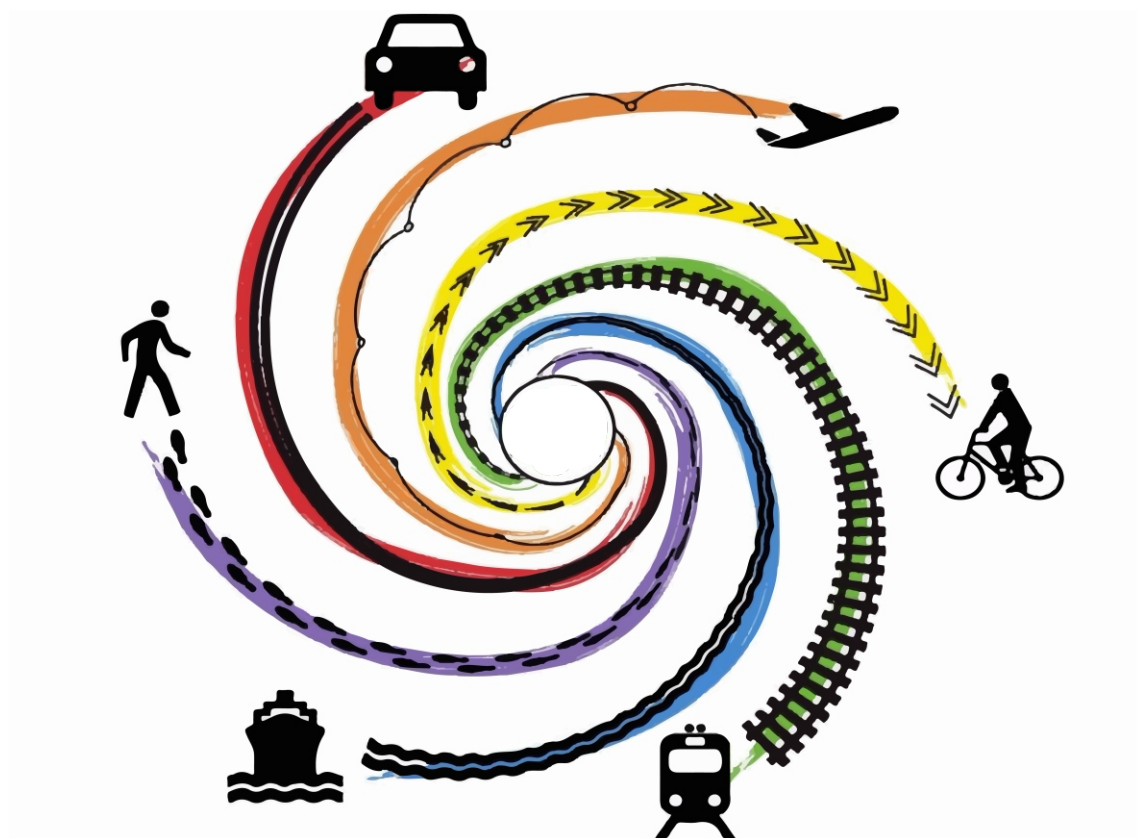


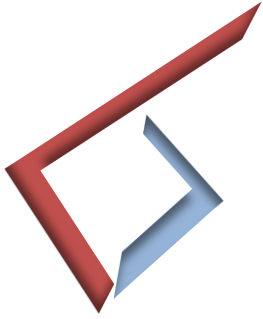
International Tourism in D-8 Countries: Prospects and Challenges 2016



ORGANISATION OF ISLAMIC COOPERATION

STATISTICAL ECONOMIC AND SOCIAL RESEARCH
AND TRAINING CENTRE FOR ISLAMIC COUNTRIES





INTERNATIONAL TOURISM IN D-8 COUNTRIES:

PROSPECTS AND CHALLENGES 2016



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

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Foreword

Over the past few decades, international tourism activity has shown substantial and sustained growth in terms of both the number of tourists and tourism receipts. While the world tourist arrivals and tourism receipts have been growing substantially over the years, world tourism markets witnessed some important changes in the direction of tourism. This has been clear in the increase observed in the relative share of the developing countries, including D-8 member countries, in the world tourist arrivals and tourism receipts. In 2013, the share of developing countries in the world tourist arrivals and tourist receipts exceeded 49.2 per cent and 38.1 per cent, respectively.

Like many other groups of developing countries, D-8 countries also benefited from such a positive change. As a group, D-8 countries attracted 88.1 million tourists in 2013, compared with 76.7 million in 2009. International tourism receipts in D-8 countries also increased by about \$11.4 billion during the period 2009-2013 and reached \$76.9 billion in 2013. Yet, it is observed that tourism activity, in terms of both tourist arrivals and tourism receipts, is still concentrated in few D-8 countries. For example, in 2013, only Turkey and Malaysia together hosted 72 per cent of the total tourist arrivals to all D-8 countries and 73.5 per cent of total D-8 tourism receipts.

Similar trends have been observed in intra-D-8 tourism, where intra-D-8 tourist arrivals increased from 6.2 million in 2009 to 6.6 million in 2013. Intra-D-8 tourism receipts also went up from \$5.3 billion in 2009 to \$5.8 billion in 2013. Yet, at the individual country level, it is observed that the intra-D-8 tourist arrivals and receipts are concentrated in few D-8 member countries. In particular, Malaysia, Turkey and Indonesia represented 86.8 per cent of all intra-D-8 tourist arrivals and 92.3 per cent of all intra-D-8 tourism receipts in 2013. One of the main driving factors behind this positive development in intra-D-8 tourism is the emergence of the Islamic (Halal) tourism in which all tourism activities, services, facilities and products are being provided in line with the principles of Islam.

Against this backdrop, this report examines the performance and economic role of international tourism sector in D-8 countries in the latest five-year period for which the data are available. The report dedicates a special section to highlight the "Islamic Tourism", as a new direction in the tourism sector in D-8 countries with a great potential for sustainable growth and significant contribution to the development of the overall tourism sector in these countries. The Report elaborates on the challenges ahead of the tourism industry in D-8 countries and proposes some recommendations to serve as broad policy guidelines to overcome these challenges.

Amb. Musa Kulaklıkaya

Director General

SESRIC

1 INTRODUCTION

Defined by the United Nations World Tourism Organisation (UNWTO), international tourism comprises the activities of individuals travelling to and staying at places outside their usual permanent places of residence for a period not exceeding 12 months for leisure, business and other purposes. Based on this broad definition, the tourism industry includes all socio-economic activities that are directly and/or indirectly related to the provision of goods and services to tourists. In this regard, the UNWTO identifies 185 supply-side activities that have significant connections to the tourism sector.¹ These activities include the services of various sectors, such as transportation and communication, hotels and lodging, food and beverages, cultural and entertainment services, banking and finance, and promotion and publicity services. Defined by this impressive network of socio-economic activities and the infrastructure needed to support it, tourism is one of the largest sectors in the world as well as an important category of international trade.

Over the past few decades, international tourism activity has shown substantial and sustained growth in terms of both tourism revenues and number of tourists, and has left broad economic, social, cultural and environmental footprints reaching almost every part of the globe. International tourism activity generates significant economic benefits to tourists' host and home countries alike. According to the UNWTO, the number of international tourist arrivals increased from 880 million in 2009 to 1,133 million in 2014, corresponding to an average annual growth rate of 5.2 per cent. The revenues generated by those tourists, i.e. international tourism receipts, in terms of current US dollar prices, increased from \$852 billion to \$1,245 billion in the same period, corresponding to an average annual growth rate of 7.9 per cent; a rate which was significantly higher than that of the world economy during the same period. The world tourism revenues amounted to \$3.4 billion per day or \$1,099 per tourist arrival.

International tourism activity is also characterized by a continued increase in geographical spread and diversification of tourist destinations and products. Although the bulk of international tourism activity is still concentrated in the developed regions of Europe and the Americas, a substantial proliferation of new tourist-receiving markets is also observed in the developing regions. According to the UNWTO data, the two traditionally high tourist-receiving regions, Europe and the Americas attracted, together, 68.2 per cent of the world's total tourist arrivals in 2009. Yet, by 2014, this share declined to 67.4 per cent in favour of the developing regions of Asia & Pacific, the Middle East and Africa. Between 2009 and 2014, the recorded decrease in the share of Europe and Americas in the world tourism receipts was more

¹ UNWTO, "Standard International Classification of Tourism Activities (SICTA)", http://www.unwto.org/statistics/basic_references/index-en.htm

substantial that went down from 67.8 per cent to 62.9 per cent in favour of the developing regions in the world. International tourism has turned into one of the main economic activities and an important source of foreign exchange earnings and employment in many developing countries. Therefore, in recent years, tourism development has been given much attention in the national development strategies of many developing countries and placed on the agenda of many recent international conferences on sustainable development.

With their rich and diverse set of natural, geographic, historical and cultural attractions, D-8 countries, as a group, possess a significant potential for the development of a sustainable international tourism sector. Yet, the share of D-8 region in the world tourism market is still modest where in 2013, D-8 countries, as a group, accounted for only 8.2 per cent of the global international tourist arrivals and 5.7 per cent of their tourism receipts. International tourism activity is also still concentrated in only a few D-8 countries, where only Turkey and Malaysia accounted for 72 per cent of total D-8 tourist arrivals and 73.5 per cent of D-8 tourism receipts. This state of affairs, apparently, indicates that a significant part of the tourism potential in these countries remains unutilised. The problems facing tourism and the development of a sustainable international tourism sector in D-8 countries are diverse as each country has its own tourism-related characteristics, level of development and national development priorities and policies. Nonetheless, it is a fact that tourism can play a significant role in the socio-economic development of many D-8 countries, if it could be properly planned and managed. This is true not only due to their existing and potential rich tourism resources, but also because their citizens travel in large numbers around the world for business, leisure and other purposes.

Another promising factor for D-8 countries in the domain of tourism is the emergence of Islamic (Halal) tourism. An increasing number of people living in D-8 countries prefer using tourism facilities and services designed in line with the Islamic principles. According to the latest estimates, the demand for Islamic (Halal) tourism will continue to grow and is expected to reach \$200 billion by 2020. The positive trend seen in Islamic tourism not only boosts the overall tourism sector in D-8 countries but also helps to increase intra-D-8 tourism activities.

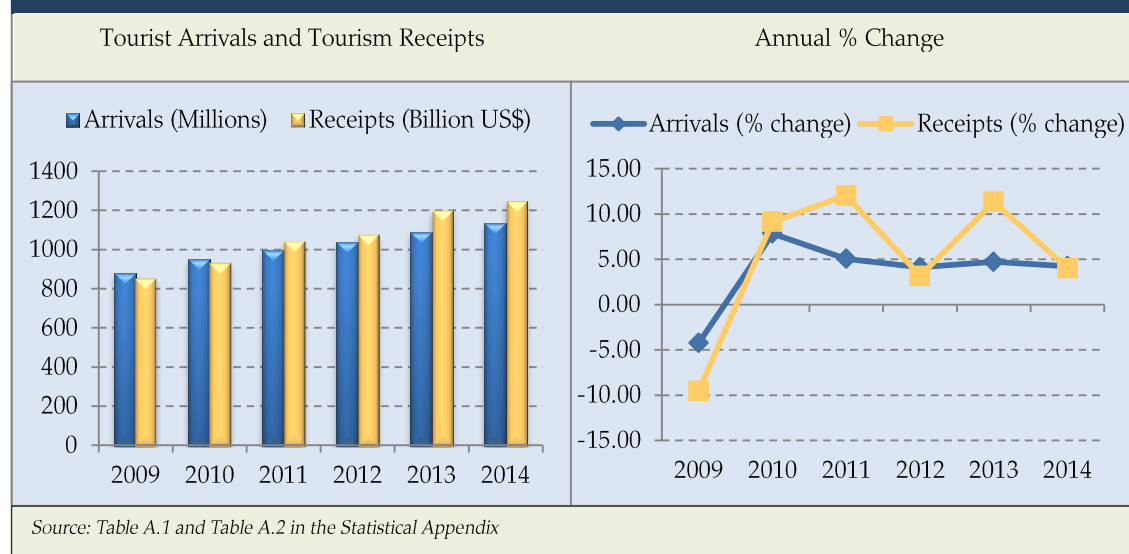
Given this state of affairs, this report attempts to assess the performance and economic role of the international tourism sector in D-8 countries in the latest five-year period for which the data are available. It analyses the two traditionally used indicators in measuring international tourism, i.e. international tourist arrivals and international tourism receipts. The analysis is made at both the individual country and D-8 regional levels. The Report dedicates a section to the Islamic tourism topic, which constitutes a great potential for the development of the tourism sector in D-8 countries. In the final chapter, the Report sheds light on the challenges of tourism development in D-8 countries and the issue of tourism cooperation among them and proposes some recommendations to serve as broad policy guidelines to which the attention of these countries needs to be drawn.

2 INTERNATIONAL TOURISM WORLDWIDE: OVERVIEW

The number of international tourist arrivals worldwide increased from 880 million in 2009 to 1,133 million in 2014, corresponding to an average annual growth rate of 5.2 per cent (Figure 2.1.). In the same period, international tourism receipts, in current US dollar prices, increased from \$852 billion to \$1,245 billion, corresponding to an average annual growth rate of 7.9 per cent (Table A.1. and Table A.2 in the Statistical Appendix). In terms of worldwide regional distribution, Europe, the Asia & Pacific and the Americas were the top three main tourist-receiving regions in 2009. They attracted, respectively, 460, 180.9 and 140 million tourists, corresponding to 52.3, 20.6 and 15.9 per cent of the world tourism market in 2009 (Figure 2.2). A detailed look at the annual changes in the world international tourist arrivals and tourism receipts indicates that tourism sector worldwide experienced significant growth rates both in terms of tourist arrivals and tourism receipts between 2009 and 2010, which was mainly due to the recovery after the global financial crisis.

Since international tourism is characterised by a growing tendency for tourists to visit new destinations, coupled with the diversification of tourism products as well as increasing competition in international tourism markets, new destinations are steadily growing at a faster pace in many developing countries, particularly located in the Asia & Pacific region. Therefore, these regions experience a remarkable increase in their share in the world tourism market. For

Figure 2.1: Worldwide International Tourism



example, the Asia & Pacific region, mostly consisting of developing countries, experienced the highest annual growth rate of tourist arrivals measured at 7.8 per cent between 2009 and 2014. It was followed by Americas with an annual average growth rate of 5.3 per cent. Africa, as a developing region, achieved a remarkable increase in international tourist arrivals with an average annual growth rate of 4 per cent during the period under consideration. In contrast, Middle East could not improve its overall performance due to the on-going conflicts and political instability in the region. The number of international tourist arrivals in the Middle East region was 52.9 million in 2009 and decreased to 51.1 million in 2014, corresponding to a 0.7 per cent average annual contraction rate. As a traditionally high tourist-receiving region, Europe recorded a 4.8 per cent annual growth rate between 2009 and 2014 that stayed below the world average of 5.2 per cent (Table A.1. and Table A.2 in the Statistical Appendix).

During 2009-2014, the Asia & Pacific and the Americas were the only two regions that achieved to increase their share in the world tourism market in terms of the number of tourist arrivals. The share of the Asia & Pacific region went up from 20.6 per cent in 2009 to 23.4 per cent in 2014 (see Figure 2.2). The share of the Asia & Pacific region in world tourism receipts also jumped from 23.8 per cent in 2009 to 30.3 per cent in 2014. Despite seeing positive growth in terms of world tourist arrivals, a substantial decrease was observed in the share of Europe in world tourism receipts that went down from 48.4 per cent to 40.9 during 2009-2014. A major reason behind this picture is the on-going economic uncertainty in several European countries that affected expenditures of European tourists negatively. Africa region received a smaller share in world tourism receipts in 2014 when compared to 2009 where its share decreased from 3.3 per cent to 2.9 per cent (see Table A.1 in the Statistical Appendix, Figure 2.3 and 2.4). Therefore, African countries not only need to focus on increasing international tourist arrivals but also try to find ways to boost receipts from tourism through diversifying tourism activities (e.g. beach vs. mountain) and developing alternative tourism types (e.g. balloon safari tours) as well as implementing market-targeting strategies (trying to attract more tourists from countries with a higher consumption tendency).

Figure 2.2 also shows that Europe and Americas were continuing as strong performer regions in the world tourism market both in 2009 and 2014. In 2014, these two regions accounted for 62.9 per cent of all international tourism receipts and 67.4 per cent of all international tourist arrivals.

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

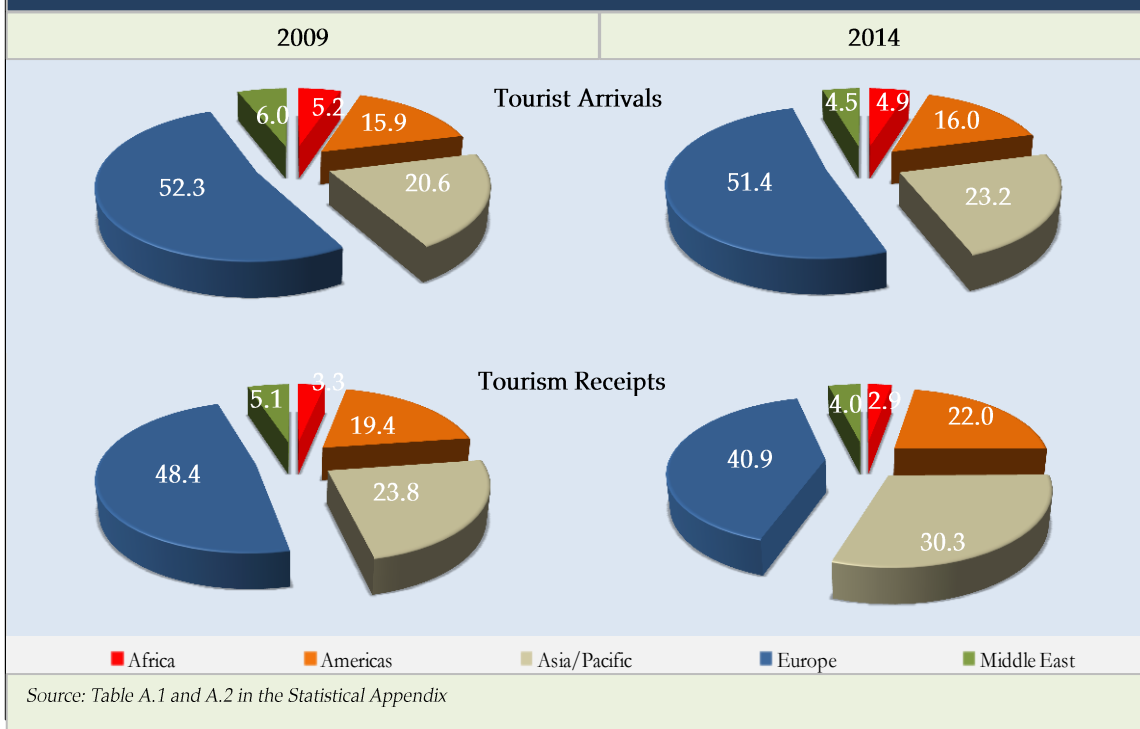
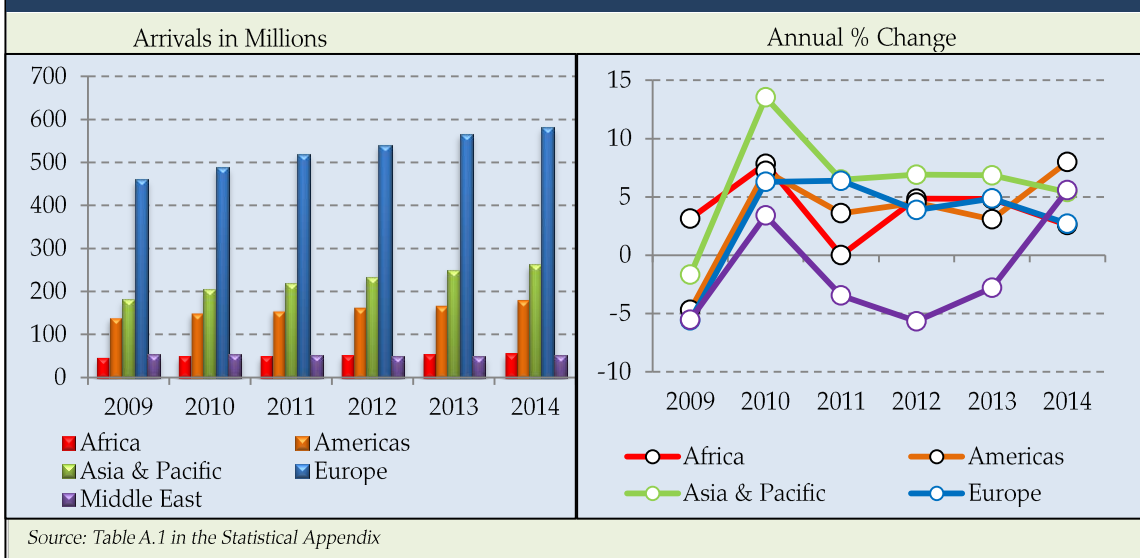
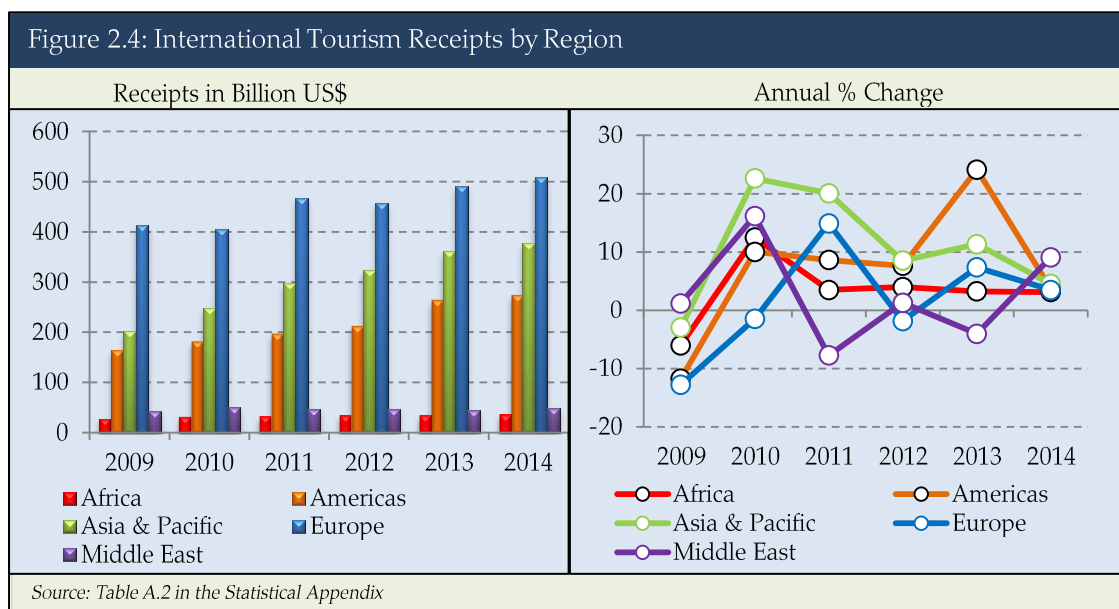


Figure 2.3: International Tourist Arrivals by Region



It should be noted that the global financial crisis, which started in July 2007 in the United States, deepened during 2008-2009 with a global reach and affected a wide range of financial and economic activities and institutions in many developed and developing countries around the world. As a result, like many other economic activities, in 2009, international tourism activity witnessed one of the worst downturns in the last five decades. In fact, until the first half of 2008, international tourism was performing well. Yet, in the second half of 2008 and the whole year of 2009, tourism sector was hit very hard due to the impact of the global financial crisis and the sharp rise in world oil prices together with the outbreak of swine flu. In this context, it is worth mentioning that developed economies of the Americas and Europe, which are the origin of the global financial crisis, have also played an important role in further intensifying its negative impacts on tourism industry as these countries are the major tourist-generating regions in the world.

As countries tend to reach their normal economic growth rates after the global economic recovery, the number of tourist arrivals started to follow a more stable trend rather than a positive trend between 2010 and 2014. As a natural result, the worldwide tourism receipts showed some booms and boosts between 2010 and 2014, and could not keep its steep positive growth pace unlike during the 2009-2010 periods (Figure 2.1, right). This bears an important uncertainty item for many developing countries that are relatively more dependent on tourism activities, which are generating substantial amount of foreign currency income and fuelling economic growth.



In 2010, international tourism activity rebounded significantly throughout the world recording 949 million international tourist arrivals and \$930 billion international tourism receipts. It is observed that as a reflection of the economic conditions, recovery was particularly strong in emerging economies. Between 2009 and 2010, the Asia & Pacific region enjoyed the highest annual change both in terms of international tourist arrivals (13.5 per cent) and tourism receipts (22.6 per cent). The Middle East region recovered its tourism figures very quickly in the same period in which tourism receipts went up by 16.2 per cent while the arrivals increased by 3.4 per cent. The existing differences seen between the change in the international tourist arrivals and the change in the international tourism receipts can be attributed to the exchange rate differences and tourism strategies implemented (e.g. higher value added generating tourism). It is also evident that in economic hard times, international tourists typically do not react 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. As economic recovery takes place they tend to spend more during their holidays and stay longer at their destinations. In this context, tourism receipts may grow more or less than the number of tourist arrivals depending on the above-mentioned factors.

In 2011, worldwide tourist arrivals reached 997 million and tourism receipts went up to US\$1,042 billion. Asia & Pacific and Europe recorded the highest growth rates in terms of international tourist arrivals, 6.5 per cent and 6.4 per cent, respectively. In the same year, Americas recorded a positive growth rate in international tourist arrivals (3.6 per cent). The Middle East and Africa experienced difficult times due to social movements and lack of security which resulted in the diversion of travelling demand away from the Middle East and Africa, explaining why a significant portion of the international tourism activity was concentrated within the European region. In 2012, both international tourist arrivals and tourism receipts continued to recover from the low figures recorded in 2009 where international tourist arrivals reached to 1,038 million and tourism receipts hit \$1,075 billion, growing by 4.1 per cent and 3.2 per cent, respectively. However, it is also observed that the repercussions of social movements across Arab region were present and the Middle East remained to be the only region around the world where international tourism arrivals continues to display a negative trend. In 2012, unlike its weak performance in 2011, Africa region enjoyed a 4.8 per cent growth in tourist arrivals and 4 per cent in tourism receipts.

In 2013, international tourist arrivals increased by 4.7 per cent to reach 1,087 million and international tourism receipts reached US\$1,197 billion, corresponding to 11.3 per cent increase compared to the previous year. Asia & Pacific was the best performer region both in terms of growth recorded in arrivals (6.8 per cent) and receipts (11.3 per cent). In terms of annual change recorded in tourist arrivals in the same year, Asia & Pacific was followed by Europe (4.85 per

cent) and Africa (4.82 per cent). The Middle East region was the only region that experienced a negative growth rate both in arrivals (-2.8 per cent) and receipts (-4 per cent) in 2013.

As of 2014, international tourist arrivals hit 1,133 million and tourism receipts reached \$1,245 billion, corresponding to 4.2 and 4 per cent increase over the previous year, respectively. In particular, a strong growth was recorded in Americas and the Middle East regions in terms of international tourist arrivals, that increased by 8 per cent and 5.6 per cent, respectively. After four years of negative growth trend in arrivals, 2014 was the year in which the Middle East region recorded a positive growth rate in terms of tourist arrivals. As a reflection of the positive performance seen in tourist arrivals, tourism receipts also increased by 3.6 per cent in Americas and 9.1 per cent in the Middle East region (Figure 2.3 and Figure 2.4). In terms of international tourist arrivals, Africa and Europe recorded the lowest growth rate figures that stayed around 2.6 per cent. In terms of international tourism receipts, Africa region had the lowest growth rate (3.1 per cent) while the highest growth was observed in the Middle East region (9.1 per cent) followed by Asia & Pacific (4.5 per cent) and Americas (3.6 per cent) (Figure 2.4).

Overall, while the trends in tourism receipts followed, in general, similar patterns to those in tourist arrivals, the average growth rates of tourism receipts and the regional shares in world total were somewhat different. For example, Americas recorded an annual average growth rate of 5.3 per cent between 2009 and 2014 in tourist arrivals. In the same period, tourism receipts in Americas grew, on average, annually by 10.6 per cent, a rate which was two times higher than the growth rate observed in tourist arrivals. On the other hand, over the period 2009-2014 in



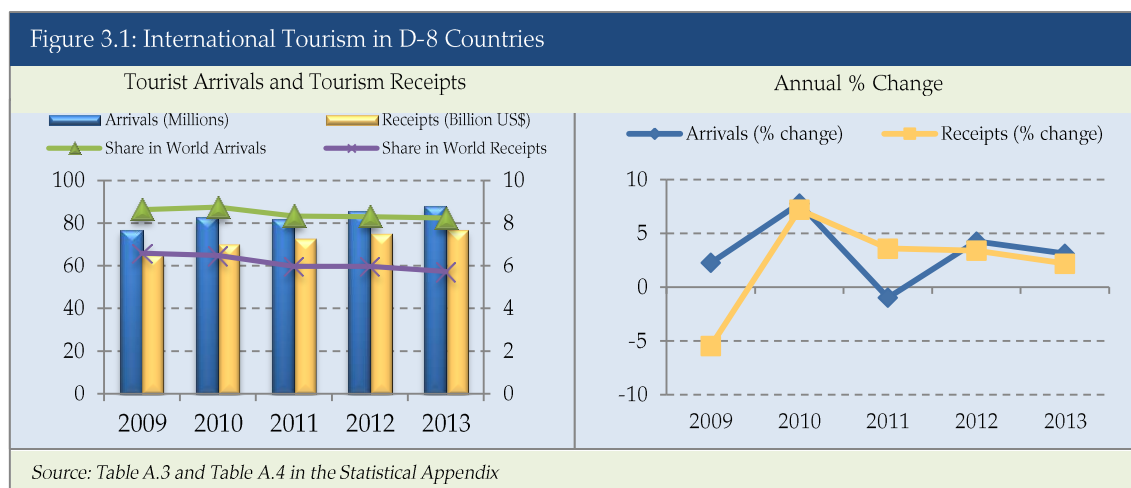
Europe the average annual growth rate calculated for tourist arrivals and tourism receipts were equal to 4.8 per cent and 4.3 per cent, respectively. The existence of these differences in growth of tourist arrivals and receipts is mainly due to the fact that the international tourism receipts per arrival vary as each region has its own touristic 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 2014 amounted to \$1,099. The highest average tourism receipts per arrival was recorded in Americas (\$1,515), followed by the Asia & Pacific (\$1,431). In 2014 international tourism receipts per arrival in the other regions remained below the world average ranging from \$963 in the Middle East and \$875 in Europe to \$649 in Africa (see Figure 2.5). Compared with 2009, the Americas increased the international tourism receipts per arrival the most in nominal terms by \$332 followed by the Asia & Pacific. The figures on Americas indicate that countries in Americas, on average, were not only successful in improving the number of tourist arrivals but also achieved to benefit to a higher extent from tourism activities by earning more income from international tourists. During the 2009-2014 periods, the world average climbed from \$968 to \$1,099 that corresponds to a nominal increase of \$131. Africa stayed the below of the world average of \$131 and could only see an increase about \$37. In the same period, the only region that saw a substantial decrease in international tourism receipts per arrival was the Europe where its average went down from \$897 to \$875. It was mainly stemming from the effect of on-going economic crisis that hit several European economies severely.

3 INTERNATIONAL TOURISM IN D-8 COUNTRIES

This section attempts to assess the performance and economic role of the international tourism sector in D-8 countries. The first sub-section examines the trends in the two traditionally used indicators in measuring international tourism, i.e. international tourist arrivals and international tourism receipts. The analysis is conducted at both the individual country and D-8 regional levels. The second sub-section assesses the economic role of the international tourism sector in D-8 countries. The third sub-section attempts, as much as the available relevant data allows, shedding light on the state of intra-D-8 tourism. Finally, the fourth sub-section provides some concluding remarks and policy recommendations.

3.1 Tourist Arrivals and Tourism Receipts

As shown in Figure 3.1, the number of international tourist arrivals in D-8 countries, for which the data are available, recorded at 76.7 million in 2009, corresponding to an 8.63 per cent share in the total international tourist arrivals worldwide. These tourists generated \$65.4 billion as international tourism receipts in D-8 countries, corresponding to a 6.58 per cent share in the world's total tourism receipts. When compared to 2008, international tourism receipts declined by 5.44 per cent in D-8 countries in 2009 due to the impact of the global financial crisis. International tourist arrivals in D-8 region reached 82.7 million in 2010, corresponding to an increase by an annual growth rate of 7.7 per cent. The share of D-8 group in the world tourist arrivals also increased in 2010 and recorded at 8.7 per cent. International tourism receipts amounted to \$70.2 billion in the same year, corresponding to an increase by 7.2 per cent when



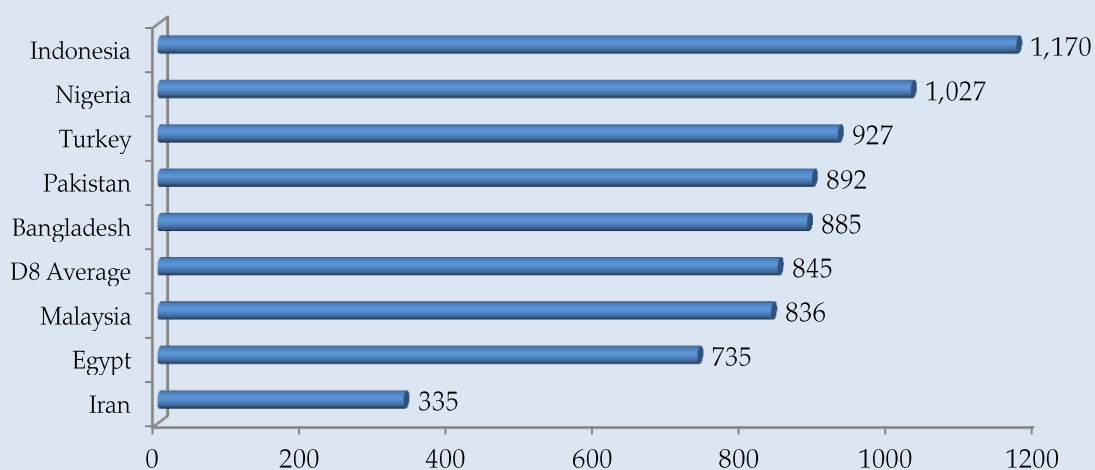
compared to 2009. With this, D-8 group represented a 6.5 per cent share in the world's total tourism receipts in 2010.

In 2011, although the number of international tourist arrivals in D-8 region witnessed a slight decrease (1 per cent), international tourism receipts increased by 3.6 per cent. However, it should be noted that the share of D-8 countries in the total international tourist arrivals decreased from 8.7 per cent in 2010 to 8.3 per cent in 2011.

In 2011, the number of tourist arrivals, tourism receipts as well as the share of D-8 countries in both worldwide total international tourist arrivals declined in 2011. Different countries were affected in different patterns and intensities. Some were hit by sudden and dramatic falls like Egypt, in which social movements adversely affected the tourism industry.

The recovery of the world economy, in particular the economies of the major tourist-generating regions of the Americas and Europe, contributed to the better results of tourism in D-8 region in 2012. Growth was common in almost all the countries in the region, but was particularly strong in countries such as Turkey, Indonesia and Malaysia. International tourist arrivals in D-8 region increased to 85.4 million, corresponding to an increase by 4.3 per cent in 2012 when compared to 2011. Similarly, international tourism receipts grew by 3.4 per cent in 2012 and amounted to \$75.2 billion that represented a share of 6.0 per cent in the world's tourism receipts in 2012.

Figure 3.2: International Tourism Receipts per Arrival in D-8 Countries (US\$ in 2013)



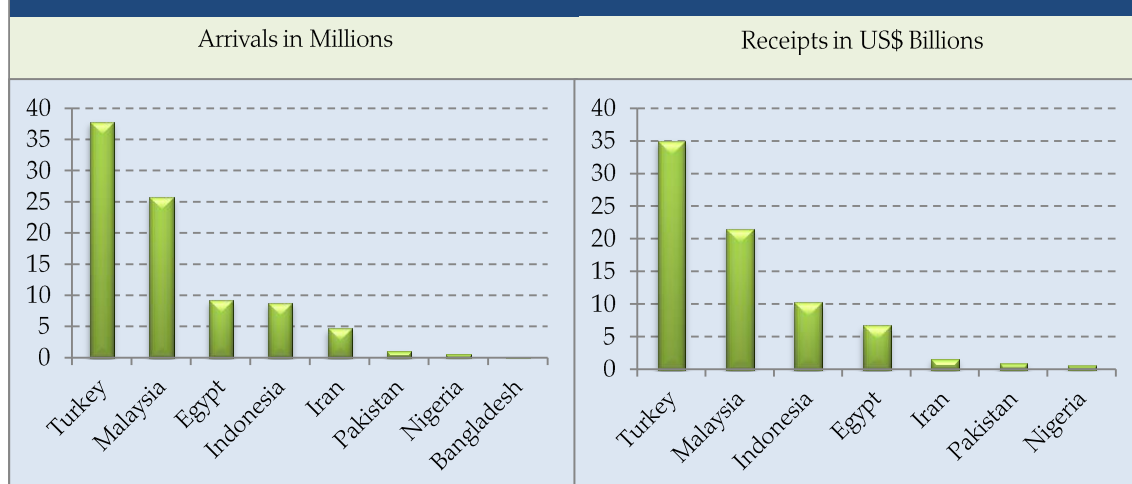
Source: Derived from Table A.3 and Table A.4 in the Statistical Appendix

The number of international tourist arrivals in D-8 countries, for which the data are available, grew by 3.1 per cent and increased to 88.1 million in 2013, corresponding to a 8.2 per cent share in the total international tourist arrivals worldwide. Similarly, international tourism receipts in D-8 region increased nearly 2.2 per cent in the same year and amounted to \$76.9 billion, corresponding to a 5.7 per cent share in world's total tourism receipts.

While, in absolute terms, the trends in international tourism receipts were generally similar to those in international tourist arrivals, the shares of the individual countries in the total D-8 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 country has its own tourism characteristics in terms of length of stay of tourists, purpose of their visit, geographical distance, types of shopping, etc. For example, as shown in Figure 3.2, D-8 average tourism receipts per arrival in 2013 amounted to \$845. In the same year, the highest receipts per tourist arrival were recorded in Indonesia (\$1,170) followed by Nigeria (\$1,027), Turkey (\$927), Pakistan (\$892), Bangladesh (\$885), Malaysia (\$836), Egypt (\$735) and Iran (\$335).

At the individual country level, it is observed that international tourism activity, in terms of both tourist arrivals and tourism receipts, is still concentrated in a few countries in the D-8 grouping. For example, in 2013, Turkey and Malaysia hosted 63.5 million international tourist arrivals, corresponding to a share of 72.1 per cent of the total D-8 tourism market in 2013 (calculated based on the data in Table A.3 in the Appendix).

Figure 3.3: D-8 Tourist Destinations and Tourism Earners in 2013



Source: Table A.3 and Table A.4 in the Statistical Appendix

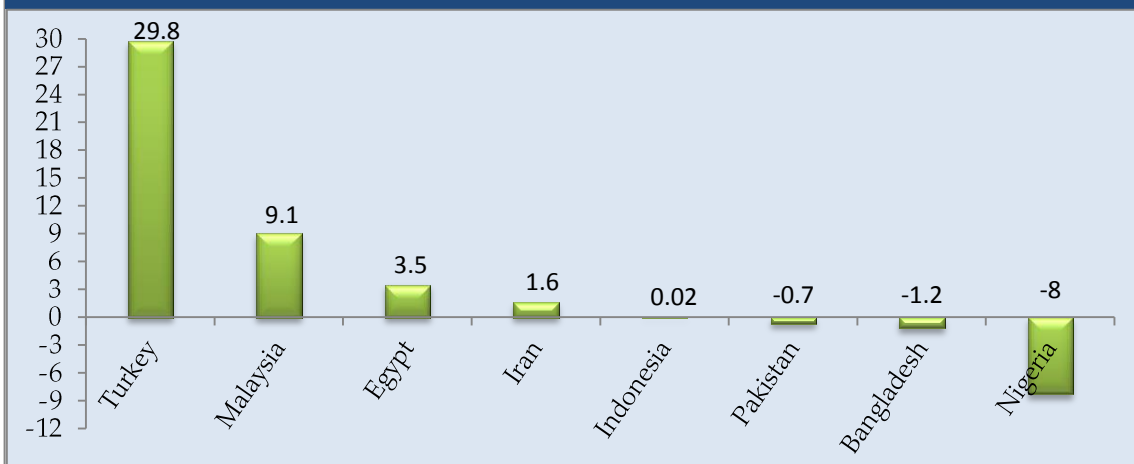
Moreover, international tourism receipts in D-8 countries were mostly collected by Turkey and Malaysia (see Figure 3.3). These two D-8 countries earned \$56.5 billion as international tourism receipts in 2013, corresponding to a share of 73.5 per cent of the total D-8 tourism receipts in that year.

3.2 Balance of International Tourism: The Economic Role of International Tourism

In this sub-section, an attempt is made to assess the economic role of the international tourism sector in the economies of D-8 countries. This is made by calculating the balance of international tourism, i.e., by deducting the international tourism expenditure from the international tourism receipts, for each individual country for which the relevant data are available in the five-year period of 2009-2013. The net contribution of the international tourism sector to the economies of D-8 countries is then examined by relating the balance of international tourism as a percentage of the GDP of each country. The sector is also evaluated as a source of foreign exchange earnings by relating the international tourism receipts in each country, as a percentage, to its total merchandise exports in the same period.

Figure 3.4 displays D-8 countries in terms of their balance of international tourism in billions of US dollars in 2013. It is observed that the balance of international tourism of some D-8 countries accounts for a high percentage of their international tourism receipts. This is true for some countries like Turkey (85 per cent) and Egypt (51.6 per cent), while some D-8 countries such as

Figure 3.4: D-8 Countries in terms of Balance of International Tourism (Billion US\$ in 2013)

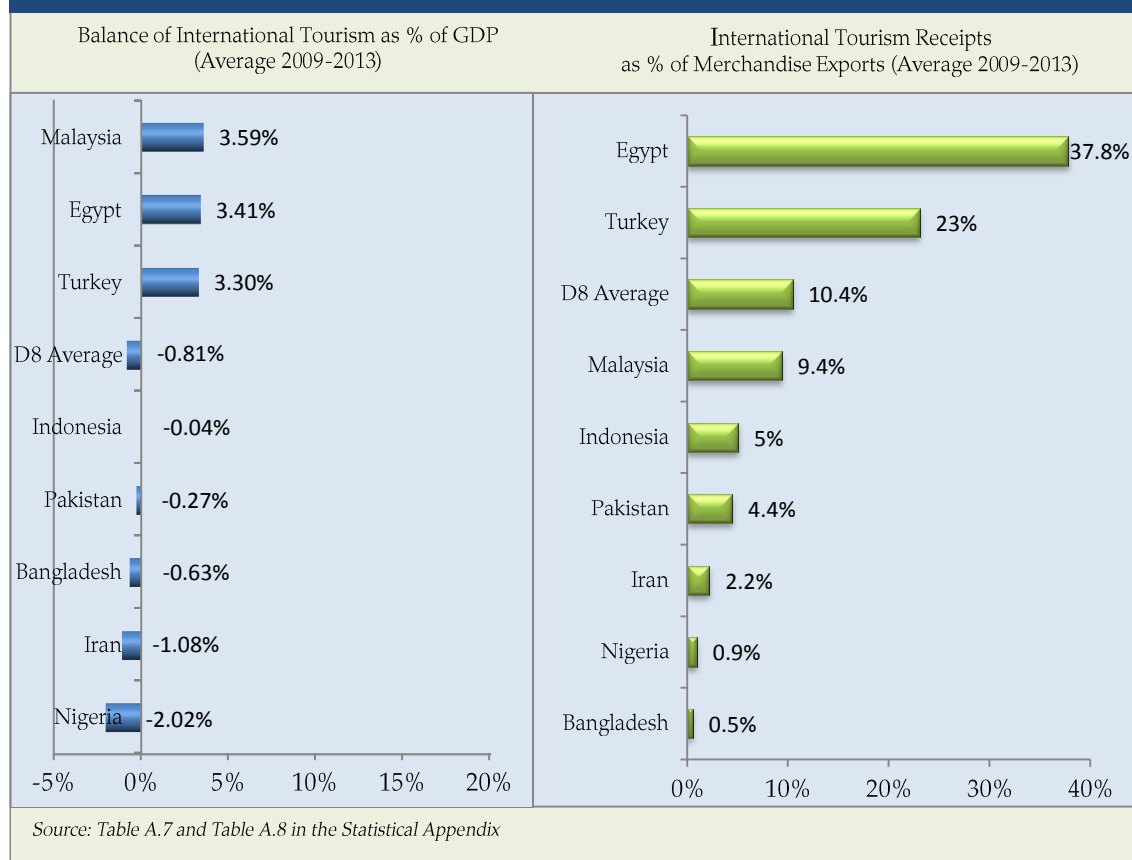


Source: Table A.4 and Table A.5 in the Statistical Appendix

Indonesia, Pakistan, Bangladesh and Nigeria had a deficit in their balance of foreign travel in 2013. The total D-8 international tourism balance amounted to \$33.8 billion in 2013, corresponding to almost 43.9 per cent of total D-8 international tourism receipts (calculated based on the data in Table A.4 and Table A.6 in the Statistical).

When the economic role of the international tourism sector in the economies of D-8 countries is examined in terms of its net contribution to the GDP of each country, the picture, as shown in Figure 3.5 (left), reflects that the economic role of the international tourism sector in the economies of D-8 countries is neither a function of the size nor the level of affluence of the economy. In that regard, international tourism activity is found to have a negligible role in the economies of Malaysia (3.59 per cent), Egypt (3.41 per cent), Turkey (3.30 per cent), while it has negative role in the economies of Indonesia (-0.04 per cent), Pakistan (-0.27 per cent), Bangladesh (-0.63 per cent), Iran (-1.08 per cent) and Nigeria (-2.02 per cent) over the period 2009 to 2013.

Figure 3.5: Role of International Tourism in the Economy

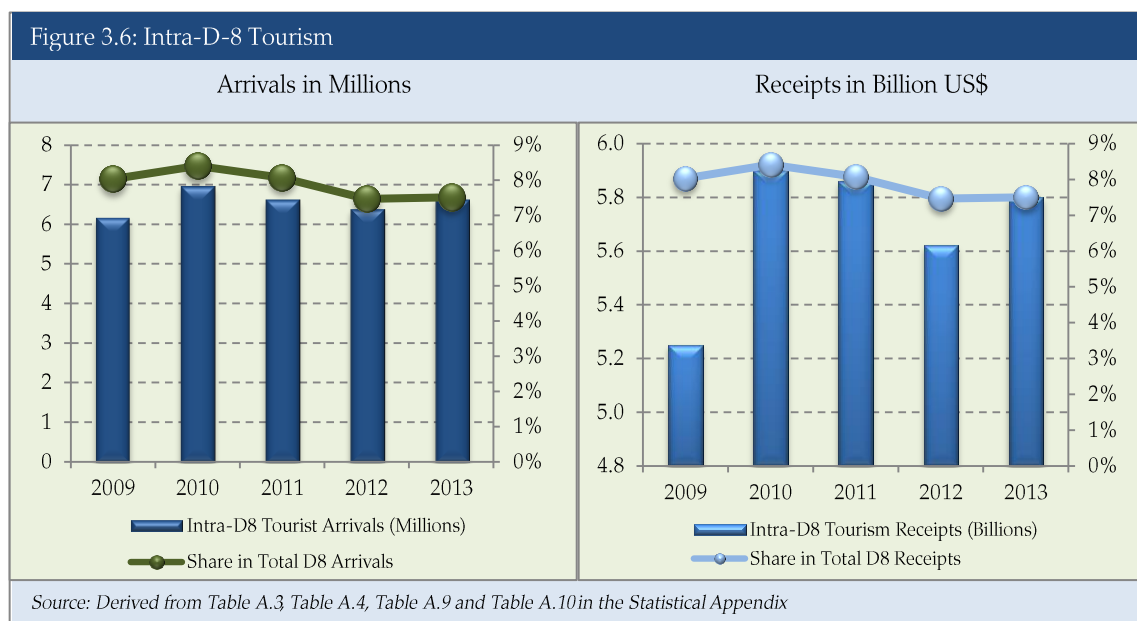


However, when the international tourism sector is evaluated as a source of foreign exchange earnings by relating the international tourism receipts in each country, as a percentage, to its total merchandise exports, Figure 3.5 (right) indicates that international tourism activity plays a more significant role in the economies of D-8 countries as a source of foreign exchange earnings. During the period 2009-2013, international tourism receipts accounted, on average, for more than 37.7 per cent of the total merchandise exports of Egypt, more than 23 per cent in Turkey (Figure 3.5). Yet, in six D-8 countries (Malaysia, Indonesia, Pakistan, Iran, Nigeria and Bangladesh), international tourism receipts were still accounted for less than the average of D-8 of 10.4 per cent of their total merchandise exports (Table A.8 in the Appendix).

3.3 Intra-D-8 Tourism

As in other dimensions of the economic integration (e.g. trade and investment), intra-D-8 tourism trends can be a good indicator to assess the level of economic integration among D-8 countries. Higher levels of intra-D-8 tourism in terms of both intra-D-8 tourist arrivals and intra-D-8 tourism receipts indicate an improvement in intra-D-8 economic cooperation.

Figure 3.6 presents the trends on the intra-D-8 tourist arrivals and tourism receipts between 2009 and 2013. According to Figure 3.6, in 2009 intra-D-8 tourism, in terms of the number of tourist arrivals, measured as 6.2 million arrivals, corresponding to 8.0 per cent of the total international tourist arrivals in D-8 countries for which the relevant data are available. In 2010, with the modest recovery in the global markets after the crisis, intra-D-8 tourist arrivals increased to 7 million arrivals, the share of intra-D-8 tourist arrivals in total D-8 international



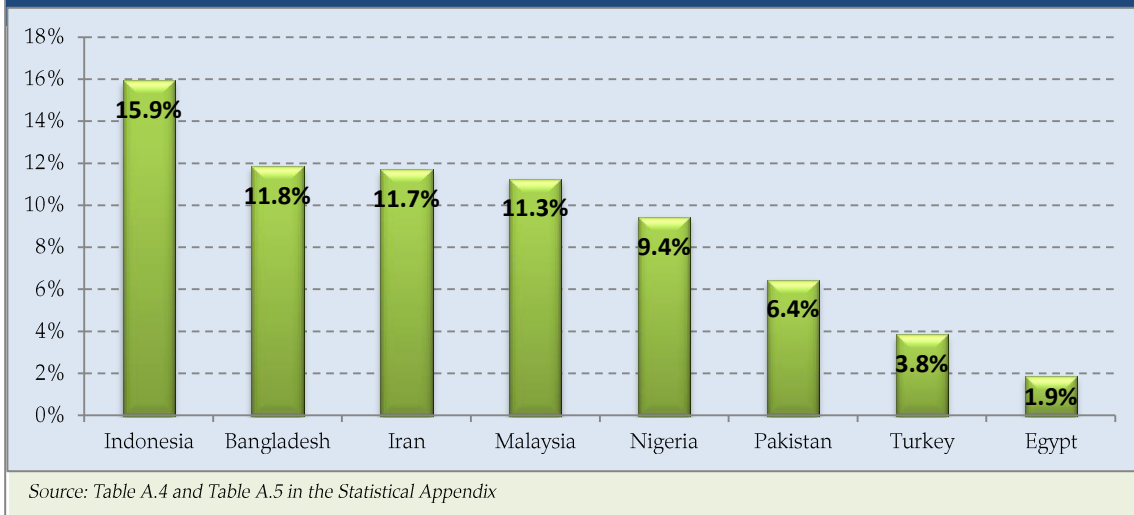
tourist arrivals reached 8.4 per cent that was the highest figure measured during the 2009-2013 period. In 2011, intra-D-8 arrivals saw a decline and measured as 6.6 million arrivals that represented 8.1 per cent share in total D-8 international tourist arrivals. In 2012, intra-D-8 tourist arrivals continued to decrease and recorded 6.4 million arrivals, corresponding to a 7.5 per cent share in total D-8 international tourist arrivals. Finally, in 2013 intra-D-8 tourist arrivals bounced back and climbed to 6.6 million arrivals. In 2013, intra-D-8 tourist arrivals represented a share of 7.5 per cent in total D-8 international tourist arrivals.

A similar trend was also observed in the case of the intra-D-8 tourism receipts as a share of total D-8 international tourism receipts during the period under consideration (Figure 3.6). A growth took place between 2009 and 2010 in intra-D-8 tourism receipts that climbed from \$5.3 billion in 2009 to \$5.9 billion in 2010. The share of intra-D-8 recipients also increased from 8.0 per cent to 8.4 per cent. As seen in intra-D-8 tourist arrivals, in 2011 the intra-D-8 tourism receipts started to decrease, and measured 5.86 billion in 2011 and 5.6 billion in 2012, with a share of 8.1 per cent and 7.5 per cent respectively. A recovery took place in intra-D-8 tourism receipts in 2013 and reached 5.8 billion, the share of intra-D-8 tourism receipts in total D-8 international tourism receipts remained the same.

At the individual country level, it is observed that the intra-D-8 tourist arrivals are concentrated in a few countries. Figure 3.7 presents D-8 countries in terms of intra-D-8 tourist arrivals and tourism receipts in 2013. In descending order, Malaysia, Turkey and Indonesia were the top 3 intra-D-8 tourism destinations in 2013 (Figure 3.7). Together, they hosted 57.4 million tourists from D-8 countries, corresponding to 86.8 per cent of the total intra-D-8 tourist arrivals in that year. Malaysia, Indonesia and Turkey were also the top 3 intra-D-8 tourism earners in 2013. Altogether these three D-8 countries earned \$54 billion, corresponding to 92.3 per cent of the total intra-D-8 tourism receipts.



Figure 3.8: D-8 Countries in terms of the Share of Intra-D-8 Tourist Arrivals as a Percentage of Total Tourist Arrivals in 2013



Moreover, Figure 3.8 presents D-8 countries in terms of the share of Intra-D-8 Tourist arrivals as a percentage of total tourist arrivals on 2013. It is observed that tourist arrivals from other D-8 countries accounted below the level of 20 per cent. The highest percentage was recorded in Indonesia (15.9%) followed by Bangladesh (11.8%), Iran (11.7%), Malaysia (11.3%), Nigeria (9.4), Pakistan (6.4%), Turkey (3.8%) and Egypt (1.9%). It becomes evident that in D-8 countries, intra-D-8 tourist arrivals do not represent a higher share in total tourist arrivals. In this context, it is important to consider for D-8 countries that to follow new strategies in order to enhance intra-D-8 tourism.

4 NEW DIRECTIONS IN THE TOURISM SECTOR: ISLAMIC TOURISM IN D-8 COUNTRIES

Over the last two decades, Islamic life style market has been growing as sharia'h compliant products and services (e.g. halal food, Islamic tourism and Islamic finance) have become an important component of the global economy. With an increasing awareness and expanding numbers of Muslim tourists, many tourism industry players have started to offer special products and services, developed and designed in accordance with the Islamic principles, to cater the needs and demands of these tourists. Nevertheless, despite attracting significant interest across the globe, Islamic tourism is relatively a new concept in both tourism theory and practice. Not surprisingly, Islamic tourism activity remained highly concentrated in Muslim majority countries of D-8, which are currently both the major source markets for the Islamic tourism expenditures and popular destinations. Islamic tourism is a natural-fit for these countries as the majority of them already have basic infrastructure and environment in place to cater for the specific needs of Muslim tourists, and thus, have a comparative advantage over the others. Therefore, it is true to believe that, if planned and managed properly, Islamic tourism could play a vital role in revitalising the economic development and growth and hence, spread the prosperity across D-8 countries.

Against this backdrop, this section aims to provide a candid theoretical discussion on the definitions and dimensions of Islamic tourism by sifting through the tourism literature and reviews the emergence and status of Islamic tourism industry in the world in general and in D-8 countries in particular by analysing the latest available information and statistics. A sub-section also provides a brief discussion on major challenges and opportunities for the development of Islamic tourism in D-8 countries. At the end, some specific policy recommendations have been listed for the consideration of D-8 countries both at national and D-8 cooperation level and the major stakeholders of tourism industry.

4.1 Islamic Tourism and its Components

Islam and Tourism

It is a well-established fact that religion has influence on the day-to-day activities of Muslims, whether at home or travelling. Islam recognizes people's right to move from one place to other and encourages travelling for beneficial purposes including Hajj and Umrah (literally the higher and lesser pilgrimages, respectively), health and medication, education, business, trade, entertainment, and fun. However, words like "fun" and "entertainment" should be interpreted with caution as Muslims are allowed to seek fun and entertainment only in a way that does not go beyond the rules and obligations of Islamic Sharia'h (Saad et al, 2010). Therefore, in this

context, tourism policy, development objectives and the management and operation of the industry will be greatly influenced by the Islamic principles (Scott and Jafari, 2010).

Islamic Tourism: Definitions and Dimensions

As it is evident from the name, Islamic tourism is mainly targeting people with Islamic beliefs in particular, though it could also have a universal appeal even for the non-Muslims due to a multitude of reasons like fair pricing, peace and security, family-friendly environment and hygiene etc. Islamic tourism as a concept has been used with different names and connotations in the tourism theory and practice. Halal tourism, Sharia'h Tourism and Muslim-friendly tourism are the most common terms, which are used alternatively. However, none of these terminologies has a universally understood definition (Crescent Rating, 2015). Moreover, there are some related terms such as 'Halal hospitality', 'Sharia'h compliant hotels', and 'Halal friendly travel' concerning the services in this sector.

Box 1: Major Components of Islamic Tourism

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

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

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

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

Halal Finance: The financial resources of the hotel, restaurant, travel agency and the airlines have to be fit with Islamic principles. In general, Islamic finance requires participation in sharing the profit and loss among of all parties who involved in this finance enterprise. Islamic finance also prohibits interest.

Source: Adapted from Akyol and Kilinc, 2014.

The major components of Islamic tourism are similar to those of conventional tourism like hotels, restaurants, logistics, finance, and travel packages. Evaluation of the value of tourism products in case of Islamic tourism, however, entails a completely different process due to the requirements of the Islam. These requirements are called Sharia'h-principles and at the simplest

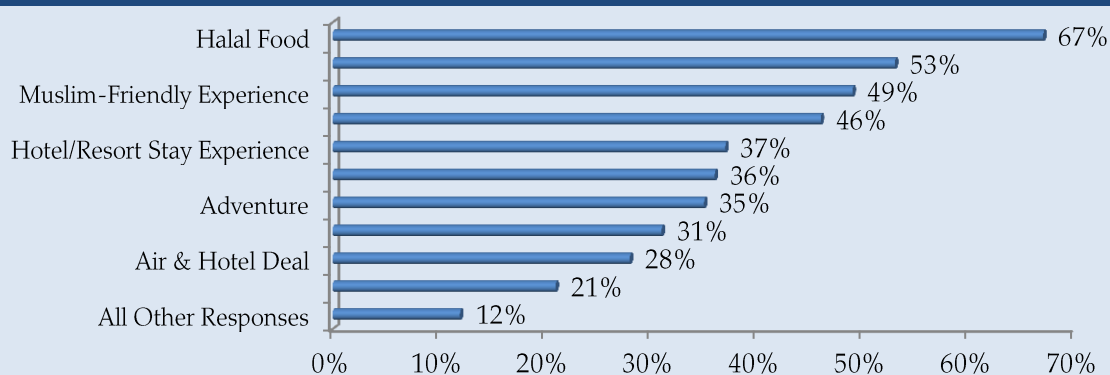
level, these principles “prohibit adultery, gambling, consumption of pork and other Haram (forbidden) foods, selling or drinking liquor and dressing inappropriately.” In addition, a typical Muslim is expected to do regular prayers in clean environments and fast in Ramadan. In Islamic teachings, Muslims are also expected to abstain from unnecessary consumption and indulgence. In principles, Islamic tourism is about satisfying tourists looking for a destination that can fulfil their needs without being offensive in any way. It covers all tourism related goods and services that are designed, produced and presented to the market according to the Islamic rules (Hamza et al., 2012). Muslim tourists usually travel with family members and therefore, this concept is tailored around the travel needs of Muslim tourists who predominately seek a family friendly environment (Dinar Standard, 2015). All destinations that provide services and facilities that cater to at least some of the faith-based needs of Muslim visitors are categorised as 'Muslim Friendly Destinations' (Crescent Rating, 2015). At these destinations, tourists can count on feeling safe and secure, and can enjoy family-centred halal activities and have good time without worry. It may sound too good to be true, but there are many such places at both Muslim and non-Muslim locations.

The motivation for the Muslims to participate in tourism activity can be general (e.g., conducting business, visiting friends or relatives), pursuing other personal goals and activities (e.g., education, shopping) and pleasure, and/or specific Islamic motivations (e.g., spreading the message of Islam, Islamic values and culture, worshiping Allah (through Hajj and Umrah), strengthening the bond of silat al-rahim (fraternity) etc. Most of the general motivations are common for Muslims and non-Muslims. However, certain motivations for tourism which provoke pure hedonism and lavishness are not acceptable according to Islamic doctrine and these motivations can be considered non-Islamic or haram (Duman, 2011).

There is also a wide diversity in awareness and adoption of various Islamic practices by Muslim travellers. A significant number of Muslim tourists travel to global non-Muslim destinations such as Europe and adjust to any limitations by seeking alternatives to Halal Food, as well as other religious considerations such as prayer spaces, etc. Meanwhile, a big segment travelling globally is also seeking options that address their religious considerations (Thomson Reuters and Dinar Standard, 2015). In a global survey jointly conducted by Dinar Standard and Crescent Rating, halal food, overall price and Muslim-friendly experience were ranked among the top-3 Muslim tourist market needs (Figure 4.1). While a large segment of Muslim tourists looking for these services, very few hotels, airlines and tourism destinations in fact tried to meet their demands.

Of course, while developing a strategy to address the Islamic tourism market, all major stakeholders like destinations, hotels and resorts, airlines and travel agencies need to consider the size of the flow of Muslim visitors to their destination. They also need to consider which faith related needs they will cater to. Basic needs such as Halal food, absence of alcohol, prayer spaces and Ramadan accommodation are a must for Muslim majority countries. Additional options include providing “women only” facilities, and incorporating Islamic heritage tours, among other options (Dinar Standard, 2015).

Figure 4.1: Main Factors that Affect the Decision of Muslim Tourists When Travelling for Leisure



Source: DinarStandard, 2015

4.2 State of Islamic Tourism in D-8 Countries

Traditionally Islamic tourism was often associated with Hajj and Umrah only. However, recently there has been an influx of products and services designed specifically to cater the business and leisure related segments of Muslim tourists across the globe. The Muslim tourism market has witnessed rapid growth over the years and emerged as one of the fastest growing segments of the global tourism market. According to the latest estimates, Muslim tourism market (excluding the Hajj and Umrah expenditures of \$20 to \$25 billion) has increased from around \$80 billion in 2006 to \$145 billion in 2014, corresponding to an impressive increase of 81 per cent (Crescent Rating, 2015). Despite recording impressive growth over the years, Islamic tourism remained as an emerging niche market with 108 million Muslim travellers, accounting for 10 to 12 per cent of the global tourism sector. Currently, with an annual growth rate of 4.8 per cent, Muslim tourism market is growing faster than the global tourism market, which recorded a growth rate of 3.8 per cent in 2013. Provided the estimated exponential growth in Muslim population and positive economic prospects for many Muslim majority countries, Islamic tourism market is forecasted to grow to \$200 billion with 150 million tourists by the end of 2020 (Crescent Rating, 2015).

The regional breakdown of the global Islamic tourism market reveals that it is highly concentrated in the Middle East and North Africa (MENA) region (Figure 4.2). In 2013, MENA region accounted for half of the total out bound tourism expenditures made by the Muslim tourists. Among other regions, Europe and Central Asia (ECA) accounted for the second largest share of 25 per cent followed by East Asia and Pacific (EAP, 12 per cent) and Sub-Saharan Africa (SSA, 6 per cent).

Box 2: Broad Concepts of Islamic Tourism

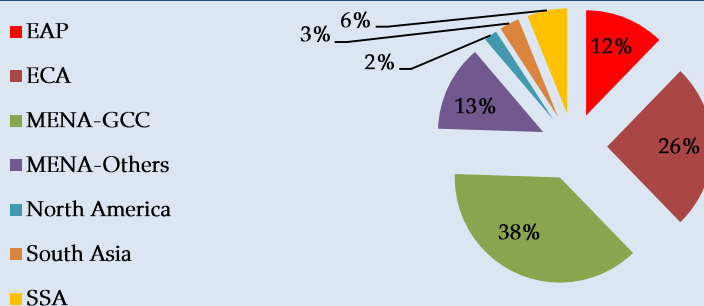
Economic concept: The economic concept for the Islamic tourism focuses on inclusion of new tourist markets and tourist destinations. This concept is the most widely discussed and understood in both Islamic and non-Islamic countries. Major tourism players, consider Muslim countries as one of the emerging tourist markets with huge economic, demographic and destination potentials. There are many regional and international forums like Islamic Conference for Ministers of Tourism (ICMT) and the Arab Counsel of Ministers of Tourism (ACMT) to discuss and elaborate on economic dimensions of the Islamic tourism market.

Cultural concept: The cultural concept for Islamic tourism includes visions and ideas that outline the inclusion of Islamic religious cultural sites in tourism programs with “pedagogical” and self-confidence building elements. It tries to encourage a reorientation inside the tourist destinations towards less consumption and “western culture” loaded sites towards more Islamic historical, religious and cultural sites.

Religious conservative concept: The religious conservative concept for Islamic tourism is based on the conservative interpretation and understanding of Islam. Merging elements of the extremely conservative Islamic lifestyle with the modern tourism industry could indeed present new tourism options, spaces, and spheres. For a growing intra Muslim tourism market, the implementation of a religious conservative concept in tourism planning as an extra option and as an insertion into the existing mainstream tourism could indeed have a positive economic and social effect.

Source: Adapted from Al-Hamarneh and Steiner, 2004.

Figure 4.2: Regional Breakdown of Muslim Tourism Market, 2013



Source: Thomson Reuters and Dinar Standard, 2013 and 2015 versions

Major Source Markets for Islamic Tourism

Some Member Countries of D-8 (i.e. Malaysia, Turkey and Indonesia) are the major source market for the global Islamic tourism industry. Nevertheless, Muslim tourists and tourism expenditures remained distributed unevenly across D-8 countries. Currently, the top-20 global Muslim tourism source markets spread across the four continents, accounting for over three quarters (76 per cent) of the global Islamic tourism market in 2013-2014. As shown in Table 4.1, 6 out of 20 top source markets for Islamic tourism are D-8 countries. In this regard, Iran was ranked second globally and first among D-8 countries, effectively making the highest Muslim tourism expenditures of \$14.3. In the D-8 grouping, Iran was followed by Indonesia (\$7.5 billion), Malaysia (\$5.7 billion), Turkey (\$4.5 billion), Nigeria (\$4.4 billion) and Egypt (\$ 2.8 billion).

Table 4.1: Top-20 Source Markets for Islamic Tourism, 2013-2014

Rank	Country	Size (US \$ Billion)	Rank	Country	Size (US \$ Billion)
1	Saudi Arabia	17.8	11	Germany	3.6
2	Iran	14.3	12	Egypt	2.8
3	United Arab Emirates	11.2	13	Azerbaijan	2.4
4	Qatar	7.8	14	United Kingdom	2.4
5	Kuwait	7.7	15	Singapore	2.3
6	Indonesia	7.5	16	France	2.3
7	Malaysia	5.7	17	Iraq	2.2
8	Russia	5.4	18	United States	2
9	Turkey	4.5	19	Morocco	2
10	Nigeria	4.4	20	Lebanon	1.9

Source: Thomson Reuters and Dinar Standard

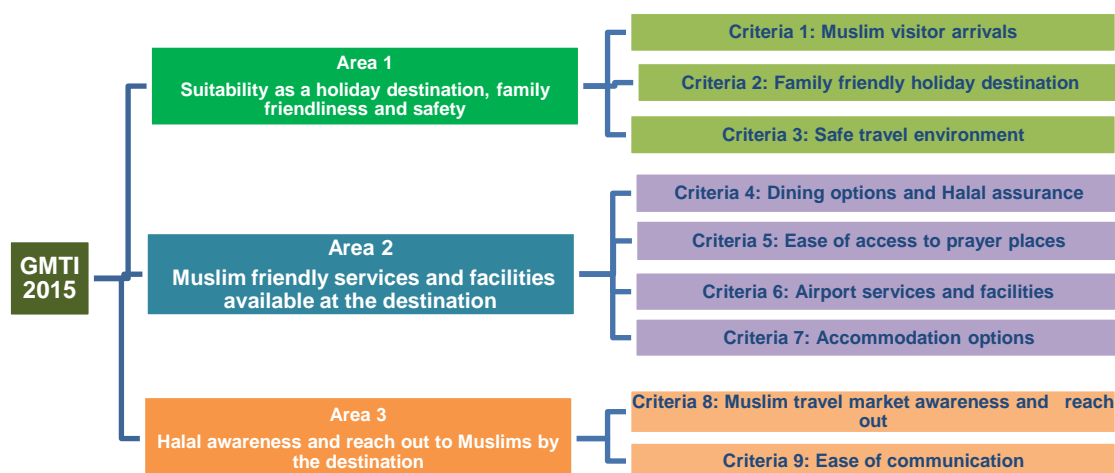
Major Islamic Tourism Destinations

Over the years, several institutions have embarked on initiatives to develop special criteria to evaluate the performance of tourism destinations with respect to the compliance with the requirements of the Islamic tourism and rank them accordingly. One of the most famous and premier initiatives is the *Master Card-Crescent Rating Global Muslim Travel Index (GMTI)*.

GMTI is made of several factors that constitute the Muslim tourists experience at a destination. As shown in Figure 4.3, this index looks at nine criteria in three areas for a destination. Each area is given specific weight according to its relevant importance. In GMTI 2015, each of the Area 1 and Area 2 was assigned 40 per cent weight whereas Area 3 accounted for 20 per cent of the index score for a destination. Overall, 110 countries were studied and ranked top 100 for the GMTI 2015, which include all D-8 countries.

According to the results of the GMTI 2015, three D-8 Countries are ranked among the top 10 Islamic tourist destination in the world. In fact, six out of the global top-20 Islamic tourist destinations are D-8 members. Given the fact that D-8 countries have a comparative advantage mainly due to by-default existing Muslim friendly facilities and services, it is not surprising. Malaysia topped the index ranking with a cumulative score of 83.3. It was followed by Turkey with a score of 73.8 (Table 4.2, left). At D-8 level, Malaysia is the most popular Islamic tourism market followed by Turkey, Indonesia, Iran, Egypt, Bangladesh, Pakistan and Nigeria.

Figure 4.3: Composition of the Global Muslim Travel Index (GMTI)



Source: MasterCard and Crescent Rating, 2015

Table 4.2: Top 10 D-8 and Non-D-8 Islamic Tourism Destinations

GMTI 2015 Rank	Destination	Score	GMTI 2015 Rank	Destination	Score
1	Malaysia	83.8	9	Singapore	65.1
2	Turkey	73.8	10	Morocco	64.4
3	United Arab Emirates	72.1	14	Iran	63.9
4	Saudi Arabia	71.3	16	Egypt	62.3
5	Qatar	68.2	20	Thailand	59.2
6	Indonesia	67.5	19	Bangladesh	60.2
7	Oman	66.7	23	Pakistan	57.9
8	Jordan	66.4	54	Nigeria	39.2

Source: MasterCard and Crescent Rating, 2015

In contrast, some Muslim minority countries have made significant progress in catering for the needs and demands of Muslim tourists. Among these countries Singapore and Thailand are top-20 Islamic tourism destinations (Table 4.2, right). With a cumulative score of 65.1, Singapore is ranked even higher than five D-8 destinations like Iran, Egypt, Bangladesh, Pakistan and Nigeria. In fact, these non-D-8 top Islamic tourism destinations are characterised by excellent tourism infrastructure and products and hence, sometimes they need very minimal changes in their strategies to cater for the needs of the Muslim tourists (Master Card and Crescent Rating, 2015).

4.3 Challenges and Opportunities for Islamic Tourism

Islamic tourism is a very recent phenomenon. Despite all the positive developments, the Islamic tourism market is still fragmented by the diversity of the meaning of halal, income level, awareness level, location and religion and ethnicity. These are some of the main stumbling blocks to enhancing Islamic tourism activity in D-8 countries. Some of the specific challenges that limit the development of Islamic tourism in D-8 countries and available opportunities ahead of D-8 countries for the development of Islamic tourism market are listed below.

Challenges

Lack of unified and global standards and certification: There are no unified international halal standards and certification arrangement for the tourism industry. In fact, in the majority of D-8 countries, there is no official body available at the national level to certify hotels and destinations according to the Islamic requirements. Meanwhile, a Singapore based private

company named Crescentrating pioneered the halal friendly travel certification by rating hotels/resorts against a five-level Crescentrating Standards.

Financial Constraints: As a new emerging segment of global tourism industry, Islamic tourism has not received enough financial resources, perhaps, with growing number of success stories investors will give due attention to this niche segment by considering its potential and growing market size.

Gender: In many Muslim majority countries, female employment in the tourism sector is a problem due to various social and cultural reasons. Furthermore, women are also not allowed to travel alone in certain Muslim countries. Thus, a significant proportion of the global Muslim population is by-default eliminated from the Islamic tourism market.

Differences in the influence of Islamic values and beliefs: There is significant variation across D-8 countries regarding the understanding and influence of the Islamic values and beliefs. These existing differences are also reflected in their tourism development policies. While some D-8 countries are more relaxed and welcoming towards the tourists, some others are more conservative and less interested.

Opportunities

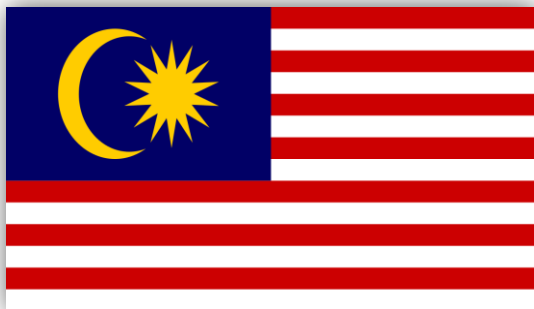
Islamic tourism potential for economic growth: Provided the fact that many D-8 countries already have basic infrastructure and environment for catering to the requirements of the Muslim tourists, they can benefit more from the Islamic tourism market. Therefore, development of Islamic tourism could play a vital role in the economic growth and prosperity in these countries.

Innovative tourism products: There are opportunities for D-8 countries to bundle traditional pilgrimage and religious travel experiences with the activities related to culture and heritage to make unique and innovative tourism packages. For the destinations with Islamic and heritage sites, there is a growing opportunity to develop and market their potential by designing Muslim-friendly cultural tour packages.

Social Media: Internet and social media provide a significant communication platform for introducing, positioning and marketing of the Islamic tourism brands, products and services to a wider audience.

4.4 Highlights from D-8 Islamic Tourism Markets

Malaysia



Malaysia leads the 2015 GMTI ranking by a big margin from the rest of the countries. Large inbound Muslim traveller base relative to its size, strong Halal-friendly ecosystem and high level of awareness and promotion of Islamic tourism drives the top ranking of Malaysia. Islamic tourism is a major segment of the Malaysian economy and the Ministry of Tourism has established the Department of Islamic Development in Malaysia to promote Islamic tourism. Most of the tourists in

Malaysia come from China and other Asia Pacific countries. However, the Government is aggressively expanding its reach by easing the visa restrictions for many OIC countries and targeting MENA market based on its credentials as an exotic yet 'Muslim-friendly' destination, with credible Halal food supply as well as family friendly entertainment and environment. Some of the major Islamic tourism players in Malaysia include:

- LSG Sky Chefs -Brahim's Sdn Bhd is a co-owned subsidiary of Brahim Holding Bhd, a global halal food catering company, and Malaysia Airlines, which certifies in-flight kitchen facilities. They also plan to provide technical support to foreign in-flight caterers in China and the Middle East to certify their in-flight kitchens as halal.
- Star Cruise refurbishes and operates cruise ships to house halal restaurant to attract more Muslim tourists from Malaysia, Indonesia and the Middle East. The restaurant is halal-certified by JAKIM, Malaysia's official Halal Certification Body.

Malaysia as a top destination for Muslim travellers has worked hard to become a medical tourism hub. Currently, most of the medical tourists come from Indonesia, and the Middle East and North Africa. At the hospitals, female doctors usually treat female patients and there are facilities for prayer.



Source: Thomson Reuters and Dinar Standard, 2013, 2015, 2015a.

Turkey



Turkey is quite rich in tourism potential. Its geographic location, climate, the multicultural nature of its demographics and diverse history make it one of the most attractive destinations in the world. Currently, it is ranked as the second most popular destinations for the Muslim tourists. Family-friendly Islamic tourism market is growing fast in Turkey with strong domestic and inbound travel demand.

Turkish Airlines is growing rapidly in a bid to become a transport hub serving Europe, Africa, the Middle East and Asia. In terms of halal food, the airline states on its website that all meals served on their flights are in accordance with Islamic religious beliefs. The hub airport for Turkish Airlines, Ataturk International Airport in Istanbul is one of the fastest growing airports in the world. In general, basic Muslim needs are largely catered at the airport.

Many hotels in Turkey offer conservative holidays, targeting the affluent and pious Muslim population. Among these hotels and Bera Hotel are the most famous one. Sultan Beach Hotel offers quite a number of Muslim-friendly services like halal food, separate pool for women, prayer facilities and ban on alcohol. Bera Hotel in Alanya has an open-air, ladies-only pool on the top floor to which access is strictly guarded; the elevators leading up to the pool is female only and no camera phones. On the beach, women are required to dress modestly. All rooms include a Quran, a prayer rug and prayer beads and a Qibla pointer. Digital displays in the lifts and lobby indicate accurate prayer times and there is a mosque in the hotel.



Source: Duman, 2011; SG, 2016, Halal Travel, n.d.

Indonesia



Indonesia is the sixth most popular tourist destination for Muslims in the world and the third one in D-8 grouping according to the GMTI index in 2015. Indonesia has the world's largest Muslim population. Comprising of 17,000 islands that span from the Pacific Ocean to the Indian Ocean, Indonesia is a tropical archipelago. Located between Asia and Australia, its population and culture are incredibly diverse, with over two

hundred tribes and languages. Indonesia's capital city is Jakarta.

Indonesia is now intensively promoting the development of halal tourism in an effort to attract tourists from Muslim nations, particularly countries in the Middle East. The Tourism Ministry has designated at least 10 provinces as halal tourist destination regions, which comprise six provinces or special regions in Java (Banten, Jakarta, West Java, and Central Java, in addition to Yogyakarta and East Java), two in Sumatra (West Sumatra and Aceh), one in Kalimantan (South Kalimantan) and one in Nusa Tenggara (West Nusa Tenggara/NTB). The tourism authorities have also produced tourist guides promoting Indonesia as a "Muslim friendly destination". It highlights the country's best "sharia" tourism destinations and notes there are more than 600,000 mosques in the archipelago.



Source: The Guardian, 2015; Saudi Gazette, 2016.

Iran



In GMTI index 2015, Iran is ranked as the 14th (in the world) and 4th (in D-8 grouping) the most popular Islamic tourism destination. As cited from Iranian tourism authorities, Iran plans to turn into the world's hub for Halal tourism, which could draw as many as 15 million Muslims a year from around the world.

There is a high potential for expansion of Islamic tourism in Iran. Existence of Imam Reza shrine in Mashhad, shrine of

Masoome in Qom, shrine of Imam Khomeini in Tehran and others indicates the high capacities of Iran for developing Islamic tourism. Currently, Iran is seeing a steady rise in the numbers of tourists visiting the country thanks to government's priorities for development, including Qom where there is insufficient tourism infrastructure. Many visitors from neighbouring countries and around the world travel to the city to visit a holy shrine.

As cited from tourism authorities of Iran, many principles of Halal tourism, including serving halal meat in airplanes, hotels and restaurants, and prohibition of serving alcoholic beverages in such places, are already observed in Iran. If Iran provides more facilities for Muslims, then Iran would be an ideal touristic destination for Muslims from all over the world.



Source: IRNA, 2016; Halal Travel,n.d.; Halal Expo Europe, 2015, Zolfaghari.

Egypt



Egypt is the sixteenth most popular Islamic tourism destination globally and fifth one at D-8 level, according to The GMTI index in 2015. Most of Egypt's tourists describe their trip to Egypt as an overwhelming experience: the culture, the nature, the sights, the history, the people, the lifestyle, the cuisine...

The new initiative comes in accord with an expected influx of Muslim holidaymakers over the next decade. In

that regard, Egypt promotes family tourism that is accommodated through the practice of 'halal' tourism, which includes a large number of hotels that provide Halal meat ... and do not present alcoholic beverages on board, or pork, and alternatives for female Muslim holidaymakers, who wear full Islamic clothing, such as "covered swimming pools or other places reserved only for women.

For the Muslim Tourist, Egypt offers not only Muslim-friendly facilities but also the colourful history of Islam in Egypt shaped the culture, art and architecture of modern Egypt. Islamic Egypt has a tremendous wealth of Islamic art and architecture. Visit Al-Mu'izz al-Din Street, El Azhar Street, Darb al-Ahmar Street, El Saliba Street and Salah ad-Din Square in Cairo to see Egypt as it once was during the golden age of Islamic architecture. These restored areas are considered open museums and wonderful to visit at night. There are also dozens of historical mosques, citadels and souks to visit.



Source: Egypt Tourism Authority; DIAS, M. C. ,2015.;El-Sergany, 2012.

Bangladesh



Tourism is one of the promising sectors of Bangladesh. Tourism industry effects positively to the economic indicators in Bangladesh. Bangladesh has a host of natural treasures such as beaches, lakes, rivers, hills, forests, wildlife, tribal life, archaeological remains, historical monuments, religious and cultural heritages, handicrafts that offer great value for tourist attractions. Tourism at Sundarbans, hill forests (Sylhet,

Chittagong, CHTs and Cox's Bazar), wildlife sanctuaries, national parks, game reserves, safari parks, eco-parks, water bodies are the potential tourism destinations in Bangladesh.

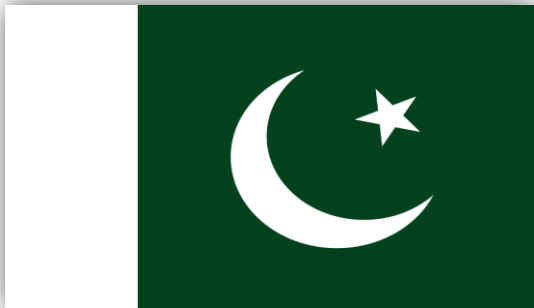
For Muslims, Bangladesh also possesses a strong potential for Islamic tourism. Currently, Bangladesh has found a place among the world's top destinations for Muslim travelers, largely thanks to its availability of Muslim-friendly services and facilities, According to GMTI index, Bangladesh is the nineteenth most popular tourist destination for Muslims in the world and the sixth one in D-8 grouping.

As second largest Muslim country of the world Bangladesh also possess a strong Islamic heritage. The main Islamic heritage sites are- Star Mosque; Baitul Mukarram Mosque; ShaitGumbad Mosque, Bagerhat; Chhota Sona Mosque; Mosque of Baba Adam; The Shrine of Hazrat Shah Jalal; Shrine of Sultan Bayazid Bostami; Shrine of Shah Amanat; Huseni Dalan Mosque. These places can be attractive destinations for Islamic tourism.



Source: Fahim, T., & Evana Nusrat Dooty, S., 2014; Saha, 2015.

Pakistan



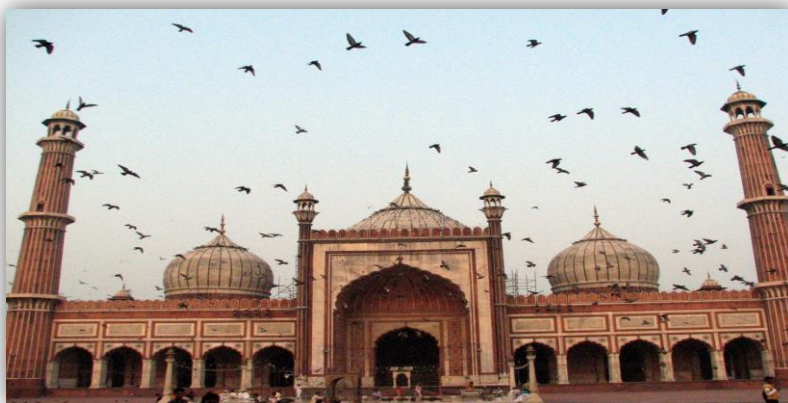
Pakistan is the 7th most popular Islamic tourism destination among D-8 countries, also ranked as 23th most popular in the world for Muslims (see 2015 GMTI index). Pakistan is divided into four provinces viz., Khyber Pukhtoonkhwa, Punjab, Sindh and Balochistan. In those, Pakistan has many Islamic tourism sites that are historical, cultural and spiritual in nature and can be visited by Muslim tourists from the

region and around the world. As the one of the largest Muslim population in Islamic countries and being near Islamic economy hubs, such as Iran and GCC, Pakistan benefits from those engines.

Currently, an agency of the Ministry of Tourism, the Pakistan Tourist Development Corporation offers, for Muslims, a wide selection of hotels, motels and rest house (called Musafir Khanas) and tours operated by its subsidiary Pakistan Tours Ltd.

Islam-oriented destinations in Pakistan are also marketed as products of heritage, cultural, historical, or archaeological tourism. More specifically, Pakistan presents several sites reflecting upon the historical and architectural prime of the Mughal Indian Empire stretching around a millennium, which are on the must-see list of many Islamic tourists.

In terms of halal food, the National Assembly of Pakistan has currently passed a bill to establish Pakistan Halal authority. They would ensure to supply of halal food to the market and keep an eye on important food items.



Source: Haq, F., & Medhekar, A., 2014; NewsHalal, n.d.

Nigeria



Tourism has recently become a priority industry for the Nigeria government as it seeks to diversify its economy. Nigeria has a potential for a wide variety of tourist attractions such as extended and roomy river and ocean beaches ideal for swimming and other water sports, unique wildlife, vast tracts of unspoiled nature ranging from tropical forest, magnificent waterfalls, some new rapidly growing cities and climatic

conditions in some parts particularly conducive to holidaying. Other attractions include traditional ways of life preserved in local customs; rich and varied handicrafts and other colourful products depicting or illustrative of native arts and lifestyle, and the authentic unsophisticated but friendly attitude of many in the Nigerian population.

Yet, in spite of its vast potential, Nigeria suffers from very low visibility in the international tourism arena and efforts to capture the mass tourism market. In terms of Islamic tourism, Nigeria is ranked with the lowest rate at D-8 level, and as the 54th most popular Islamic tourism destination globally according to GMTI index 2015.

However, it is fact that with the proper planning, Nigeria could offer a wide variety of opportunities for tourists. More specifically, with its great potential for niche ecotourism, Nigeria can be one of the important tourism centres in the world for visitors both from Muslim countries and around the world.



Source: Halal Expo Europe, 2015; The Report: Nigeria 2010; Travel & Tourism 2012.

5 CONCLUDING REMARKS AND POLICY RECOMMENDATIONS

As a group, D-8 member countries have a high potential for the development of a sustainable international tourism sector. This is true given their rich and diverse natural, geographical, historical, and cultural heritage assets. Therefore, international tourism is a very important sector that could, if properly planned and managed, play a significant role in the economic development of D-8 countries. This is due not only to their existing and potential tourism resources, but also to the fact that their citizens travel in large numbers around the world for business, leisure, and other purposes. However, considering their modest share in the world tourism market and the concentration of tourism activity in a few of them, it seems that the desirable levels of tourism development and cooperation in many D-8 countries have not yet been achieved.

In fact, the challenges facing tourism and the development of a sustainable international tourism sector in D-8 countries are diverse as each country has its own tourism features, level of development, and national development priorities and policies. In the case of many D-8 countries, these challenges still include the lack of technical know-how and the weak promotional activity. Some D-8 countries also lack the relevant infrastructure 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 tourists with the international standards of tourism facilities and services.

While investment in services is a well-established economic activity in the developed countries, it is still lagging behind in many developing countries. Investment in service-oriented projects, particularly in tourism, is often regarded in most developing countries as a risky decision. Accordingly, though they may have a high tourism potential, it is still very difficult for some D-8 countries to gain access to reasonable financing for their tourism projects even when they manage to tackle the problems of project identification and planning. The lack of tourism diversification its poor implementation also hinders the development of the tourism sector in D-8 countries. Modern international tourism activity has shown a growing tendency towards diversification and change. This makes it difficult for many D-8 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.

However, despite all these challenges and the modest share of D-8 countries in the world tourism market, there still is a wide scope for the development of a sustainable international

tourism industry in those countries. Overall, this necessitates the adoption of long-term strategies as well as medium to short-term coherent plans and programmes at the national level that would be accompanied by a process of creating a supportive D-8 cooperation environment. In this context, the following set of recommendations can be proposed at both the national and D-8 cooperation level to serve as policy guidelines to which the attention of the member countries needs to be drawn.

At the national level, the promotion of sustainable tourism development should be an integral part of the national development plans and strategies. The objectives and programmes of action for tourism development should be focused on the promotion of the economic, social, cultural, and environmental incentives of tourism. Sustainable tourism development strategies should be outlined specifically and formulated in consultation with the private sector and other relevant stakeholders in the tourism sector. Tourism development projects and strategies should consider and include issues of environmental sustainability and poverty alleviation. Governments and the private sector need to pay a special attention.

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 should be improved based on international standards to provide world-class services to tourists. In this context, efforts should be made to create an environment conducive to the safe travel of tourists by improving the border security measures, particularly at airports. Special programmes should, therefore, be developed for the national capacity building in the tourism sector, particularly in the domain of tourism administrations and regulations. On the other hand, 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 promote synergies between transport and tourism policies to secure greater facilitation of border movements for visitors and to 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 through strengthening public-private sector cooperation with a view to establishing policies, strategies, and regulations relative to sustainable tourism development. In this context, planning, management, and marketing of new and diverse tourism products should be improved by the inclusion of socio-cultural programmes and traditional activities involving local communities. In particular, efforts should be made to improve the potential of ecotourism, not only as a sector with 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.

In order to help change people's perceptions regarding tourism and raise their awareness of the opportunities and challenges involved therein, tourism-oriented education should be promoted and developed. This should be accompanied by making efficient use of the mass media and other promotional facilities to publicise and promote existing attractions and available tourism resources. In this context, training programmes on different aspects of tourism should be provided by national tourism authorities, particularly to people and personnel directly engaged in tourism activities. These programmes should cover a broad range of subjects such as foreign languages, business and e-tourism techniques, the environmental and socio-cultural impacts of tourism, history, national flora and fauna, etc. To facilitate those programmes, actions must be taken to provide local communities with financial and technical support and develop entrepreneurial capacities and managerial skills, especially in small and medium-sized tourism enterprises (SMEs), in order to improve the competitiveness of tourism products and services.

Moreover, at D-8 cooperation level, joint programmes and promotional materials on tourism in D-8 member countries, such as TV programmes, brochures, posters, and guidebooks should be developed and made available to the member countries as well as to other countries around the world in order to promote the cultural heritage, diversity, and landmarks of D-8 countries at the regional and international levels. In this context, scientific methods of joint tourism marketing and advertisement should be developed and supported by tools that have a major impact on potential visitors such as the Internet. A proposed example on these tools could be a D-8 Internet Guide for Tourism with a view to providing all actors in the tourism sector with comprehensive and updated information on tourism opportunities in D-8 member countries to help increase intra-D-8 tourism activities. In so doing, the experience of the EU Internet Guide "EU Support for Tourism Enterprises and Tourist Destinations" could be a useful example.

The establishment of alliances between tourism stakeholders in D-8 countries, particularly between the official tourism promotion bodies, should be encouraged with a view to strengthening tourism marketing and promoting cooperation. Linkages in air, land, rail, and sea transportation should be facilitated and established in order to ease access from one destination to another within D-8 region. In this context, efforts should be made to establish a D-8 alliance among the airline companies of D-8 countries with the aim of having direct flights between their capitals and major cities. Meanwhile, tourism visa and other legal and administrative travel procedures should be simplified with a view to easing entry and movement of tourists among D-8 countries and thus enhancing intra-D-8 tourism.

Joint training/vocational programmes on various aspects of the tourism industry should also be developed and organised by the relevant training institutions in D-8 countries. Linkages or networks among tourism training institutions in the member countries may be established to facilitate the exchange of experts and research on tourism development.

Furthermore, in terms of Islamic Tourism, there is a convergence of common interest-religious, political, economic, social, and cultural-that is now clustering around the concept of Islamic/Halal tourism, and all that it implies. There is an increasing level of awareness about the social, economic and cultural potentials of the Islamic tourism at the top policy makers' level. Nonetheless some policy recommendations could be made for the consideration of D-8 countries at both national and D-8 cooperation level, and the major stakeholders of Islamic tourism industry.

Harmonization of policies and guidelines: There is a need for working out modalities and findings ways and means to harmonize the Islamic Tourism policies and guidelines in order to promote development of Islamic tourism and better cooperation among D-8 countries.

Sharing of expertise and experiences for the development of Islamic tourism: Among D-8 countries, there are some examples of successful Islamic destinations like Malaysia, Turkey and Indonesia. Efforts should be made to facilitate the transfer of knowledge and exchange of expertise among the emerging Islamic tourism markets and the top performing countries.

Cooperation for making a positive image: the phenomenon of Islamophobia is on the rise across the globe. There is a need for joint action and cooperation at the D-8 level to counter the negative media publicity and address the growing Islamophobia by highlighting the cultural and religious values and contributions of the Muslims to the history, culture, architecture and art. This will help not only in positive image building and but also pave way for the development of Islamic tourism.

Organizing Islamic tourism events: There is a need for special conferences, workshops and forums at both D-8 and national levels to introduce and advertise the Islamic tourism related products and services. Furthermore, events should also be organized to gather the major stakeholders in Islamic tourism market to share their experiences and best practices and brainstorm the joint future policies and strategies.

Utilizing the media: Media can play an important role to foster and propagate Islamic tourism activities. To this end, D-8 countries can consider establishing a dedicated satellite TV channel (s); publish special editions of popular magazines on Islamic tourism and launch large-scale social media campaigns.

Designing long-term strategies and master plans for the development of Islamic tourism market: Being the major source markets and beneficiaries of Islamic tourism, D-8 countries should develop a comprehensive; evidence based and long-term strategies for the development of a sustainable Islamic tourism sector at both national and D-8 level.

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Statistical Appendix

Table A.1: International Tourist Arrivals by Region (Millions)

Year	World	Africa	Americas	Asia & Pacific	Europe	Middle East
1970	165.8	2.4	42.3	6.2	113	1.9
1975	222.3	4.7	50	10.2	153.9	3.5
1980	277.6	7.2	62.3	23	178	7.1
1981	278.2	8.1	62.5	24.9	175.1	7.6
1982	276.4	7.6	59.7	26	174.9	8.3
1983	281.2	8.2	59.9	26.6	179	7.5
1984	306.2	8.8	67.4	29.5	192.8	7.7
1985	319.5	9.6	65.1	32.9	203.8	8.1
1986	329.5	9.3	70.9	36.8	205.5	6.9
1987	359	9.8	76.6	42.1	223.3	7.2
1988	384.1	12.6	83	48.7	230.7	9.1
1989	409	13.8	86.9	49.4	249.6	9.2
1990	438.4	15.2	92.8	56.2	264.7	9.6
1991	441.3	16.3	95.3	58	262.8	8.9
1992	478.4	18.2	102.2	65.8	280.9	11.3
1993	494.2	18.8	102.2	72.3	289.5	11.4
1994	518	19.1	105.1	80.1	301.5	12.1
1995	538.5	20.1	109	82.5	313.2	13.7
1996	572.4	21.8	114.5	90.4	329.9	15.8
1997	596	22.8	116.2	89.7	350.6	16.7
1998	614.3	25.2	119.2	89.4	362.5	18
1999	637.4	26.7	122	98.8	368.4	21.5
2000	674	26.2	128.2	110.3	386.4	22.4
2001	680	28.9	122.1	120.7	383.8	25
2002	700	29.5	116.6	131.1	394	29.2
2003	694	31	113.1	113.3	407.1	29.5
2004	764	33.8	125.7	144.2	424.4	36.3
2005	809	34.8	133.3	154	453	33.7
2006	846	39.1	135.8	166	463.9	40.9
2007	900	42.6	142.9	182	485.4	46.9
2008	919	44.5	146.9	184	487.3	56
2009	880	45.9	140	180.9	460	52.9
2010	949	49.5	150.1	205.4	488.9	54.7
2011	997	49.5	155.5	218.7	520.1	52.8
2012	1038	51.9	162.5	233.8	540.2	49.8
2013	1087	54.4	167.5	249.8	566.4	48.4
2014	1133	55.8	180.9	263.3	581.7	51.1

Source: United Nations World Tourism Organization, Tourism Market Trends.

Table A.2: International Tourism Receipts by Region (Billion US\$)

Year	World	Africa	Americas	Asia & Pacific	Europe	Middle East
1965	11.6	0.3	3.4	0.5	7.2	0.3
1970	17.9	0.5	4.8	1.2	11	0.4
1975	40.7	1.3	10.2	2.5	25.9	0.9
1980	104.5	3.4	24.7	10.3	62.7	3.5
1981	106	3.7	27.8	12.1	58.1	4.4
1982	99.9	3.4	25.7	12.2	56.4	2.2
1983	103	3.5	26.3	12.8	56	4.4
1984	111.7	3.2	32	13.7	58.1	4.7
1985	118.5	3.1	33.3	14.5	63.4	4.2
1986	144.4	3.6	38.4	18.8	80.1	3.5
1987	178.1	4.6	43.1	24.8	101.1	4.5
1988	205.9	5.5	51.3	32.4	112.3	174.2
1989	262.9	5.7	60.2	36.1	155.8	5.2
1990	264.1	6.4	69.2	41.1	143.1	4.3
1991	277.7	6	76.3	42.9	148.1	4.5
1992	320.7	6.8	3.7	51	172.7	6.6
1993	327.3	6.9	89.41	57	167.3	6.9
1994	356.4	7.6	92.4	67.3	181.1	8.1
1995	405	8.5	98.4	75.9	212.3	9.8
1996	438.6	9.7	108.2	84.8	224.8	11
1997	442	9.5	114.4	82.2	223.7	12.1
1998	444.2	10.2	115.2	72.1	234.8	11.9
1999	457.4	10.8	119.9	79	233.9	13.9
2000	477	10.4	130.8	85.2	232.7	15.2
2001	464	11.5	119.8	88	227.7	15.6
2002	480	11.9	113.4	96.3	242.5	16.2
2003	524	16	114.1	93.5	284.1	19.7
2004	633	18.9	132	123.9	329.3	25.2
2005	676	21.6	144.5	134.5	349.2	26.3
2006	742	24.6	153.7	156	376.3	30.6
2007	858	29.1	171.3	186.8	435.2	35
2008	942	29.9	187.7	209	472.8	42.8
2009	852	28.1	165.6	202.8	412.4	43.3
2010	930	31.6	182.2	248.7	406.2	50.3
2011	1042	32.7	197.9	298.6	466.7	46.4
2012	1075	34	213	324	458	47
2013	1197	35.1	264.4	360.7	491.7	45.1
2014	1245	36.2	274	376.9	508.8	49.2

Source: United Nations World Tourism Organization Tourism Highlights, Various Issues.

Table A.3: International Tourism Arrivals in D-8 Countries

	2009	2010	2011	2012	2013
Bangladesh	267000	303000	155000	125000	148000
Egypt	11914000	14051000	9497000	11196000	9174000
Indonesia	6324000	7003000	7650000	8044000	8802000
Iran	2116000	2938000	3354000	3834000	4769000
Malaysia	23646000	24577000	24714000	25033000	25715000
Nigeria	1414000	1555000	715000	486000	600000
Pakistan	855000	907000	1161000	966000	1051928
Turkey	30187000	31364000	34654000	35698000	37795000
D-8 Total	76723000	82698000	81900000	85382000	88054928

Source: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files.

Table A.4: International Tourism Receipts in D-8 Countries (US\$)

	2009	2010	2011	2012	2013
Bangladesh	95000000	104000000	97000000	105000000	131000000
Egypt	11757000000	13633000000	9333000000	10823000000	6747000000
Indonesia	6053000000	7618000000	9038000000	9463000000	10302000000
Iran	2259000000	2631000000	2489000000	1346000000	1598000000
Malaysia	17231000000	18152000000	19649000000	20251000000	21500000000
Nigeria	791000000	736000000	688000000	639000000	616000000
Pakistan	950000000	998000000	1127000000	1014000000	938000000
Turkey	26331000000	26318000000	30302000000	31566000000	35037000000
D-8 Total	65467000000	70190000000	72723000000	75207000000	76869000000

Source: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files.

Table A.5: International Tourism Expenditure in D-8 Countries (US\$)

	2009	2010	2011	2012	2013
Bangladesh	661000000	852000000	819000000	889000000	1308000000
Egypt	2941000000	2696000000	2575000000	3037000000	3261000000
Indonesia	6908000000	8432000000	8653000000	9055000000	10280000000
Iran	8503000000	10570000000	10558000000	7517000000	8297000000
Malaysia	7196000000	8324000000	10180000000	12217000000	12236000000
Nigeria	6236000000	8348000000	9533000000	9240000000	9150000000
Pakistan	1098000000	1370000000	1857000000	1851000000	1638000000
Turkey	5061000000	5817000000	5372000000	4585000000	5253000000
D-8 Total	38604000000	46409000000	49547000000	48391000000	51423000000

Source: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files.

Table A.6: Balance of International Tourism (Million US\$)

	2009	2010	2011	2012	2013
Bangladesh	-566	-748	-722	-784	-1177
Egypt	8816	10937	6758	7786	3486
Indonesia	-855	-814	385	408	22
Iran	-6244	-7939	-8392	-6171	1598
Malaysia	10035	9828	9469	8706	9076
Nigeria	-5445	-7641	-8846	-8639	
Pakistan	-148	-372	-728	-836	-699
Turkey	21270	20501	24930	26981	29784
D-8 Total	26863	23752	22854	27451	42090

Source: SESRIC BASEIND (BASic Social and Economic INDicators) Database.

Table A.7: Balance of International Tourism (as % of GDP)

	2009	2010	2011	2012	2013
Bangladesh	-0.55	-0.65	-0.58	-0.61	-0.77
Egypt	4.69	5.1	2.92	2.99	1.37
Indonesia	-0.15	-0.11	0.04	0.04	0
Iran	-1.56	-1.7	-1.42	-1.05	0.31
Malaysia	4.96	3.97	3.27	2.85	2.9
Nigeria	-2	-2.07	-2.15	-1.87	
Pakistan	-0.09	-0.21	-0.34	-0.39	-0.32
Turkey	3.46	2.8	3.22	3.42	3.62
D-8 Total	8.76	7.13	4.96	5.38	7.11

Source: SESRIC BASEIND (BASic Social and Economic INDicators) Database.

Table A.8: International Tourism Receipts (as % of Merchandise Export)

	2009	2010	2011	2012	2013
Bangladesh	0.66	0.63	0.42	0.47	0.51
Egypt	48.81	50.02	29.6	37.01	23.35
Indonesia	5.2	4.83	4.44	4.98	5.64
Iran	3.03	2.67	1.91	1.32	1.89
Malaysia	10.95	9.13	8.61	8.89	9.21
Nigeria	1.51	0.96	0.65	0.61	
Pakistan	5.42	4.71	4.43	4.04	3.58
Turkey	25.78	23.11	22.46	20.7	23.08
D-8 Total	12.7	12.0	9.1	9.8	9.6

Source: SESRIC BASEIND (BASic Social and Economic INDicators) Database.

Table A.9: Intra-D-8 Tourist Arrivals

	2009	2010	2011	2012	2013
Bangladesh	16892	17045	17199	17352	17506
Egypt	192372	219813	162071	186367	171645
Indonesia	1056596	1186716	1190812	1286532	1403190
Malaysia	2695740	2772606	2455499	2721969	2894584
Nigeria	208575	208994	45682	112320	56592
Pakistan	49275	61088	67211	62381	67834
Turkey	1523815	2023674	2055252	1416370	1447247
Iran	418861	466774	615927	577274	558108
D-8 Total	6162126	6956711	6609653	6380566	6616706

Source: Calculated based on the data in Table A.3, Table A.4.

Table A.10: Intra-D-8 Tourism Receipts (US\$)

	2009	2010	2011	2012	2013
Bangladesh	6010269	5850628	10763334	14576270	15495409
Egypt	189836965	213273833	159272259	180158096	126235973
Indonesia	1011318088	1290932813	1406870439	1513482386	1642315767
Iran	447167769	417999453	457078802	202663225	187011236
Malaysia	1964403956	2047782240	1952257824	2201997133	2420126619
Nigeria	116678094	98919346	43956945	147680000	58101120
Pakistan	54750000	67217005	65242719	65480677	60487428
Turkey	1329167283	1698095024	1797144517	1252426898	1341637601
D-8 Total	5258083030	5904514206	5869033034	5620191666	5776162855

Source: Calculated based on the data in Table A.3, Table A.4 and Table A.9.