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## WORKSHOP ON “THE ROLE OF PUBLIC PRIVATE PARTNERSHIPS FOR THE DEVELOPMENT OF THE TOURISM SECTOR IN OIC MEMBER STATES”

30 September - 1 October 2014, Ankara, Republic of Turkey

### 1- Introduction

Public Private Partnerships (PPPs) have become a globally utilized term for the formation and execution of projects which call upon cooperation between government and private business. Through the PPPs, public and private sector come together and combine their visions and goals.

Governments are increasingly challenged by the demands of expanding urbanization, the rehabilitation of aging infrastructure, and providing services to those lacking or underserved. Accordingly, they encourage PPPs in almost all sectors. With PPPs, governments’ aim at improving the delivery of services and the operation of infrastructure by tapping the expertise and efficiency of the private sector; mobilizing private capital to speed up the delivery of infrastructure and services and enabling more efficient use of resources by improving the identification of long-term risks and their allocation.<sup>1</sup>

#### ***Combining Strengths of Private and Public Sector in Tourism through Tourism PPPs***

Tourism sector is one of the sectors in which PPPs are successfully utilized. From tourism sector perspective, PPPs are developed to directly address destination needs such as infrastructure development, safety and security systems, skills development, marketing and promotion of the destination.

In the OIC Member Countries, the performance of the tourism sector is behind its potential. There are many challenges faced by the Member Countries in developing their tourism sector and making it internationally competitive. Though OIC Member Countries offer a remarkable potential for tourism investments, Member Countries are faced with four categories of common challenges in attracting and sustaining tourism investment: 1) Poor governance of the tourism sector, 2) Lack of enabling investment climate, 3) Deficiencies in regulatory aspects, 4) Lack of well-functioning infrastructure.<sup>2</sup> In many Member Countries, tourism related infrastructure, including hotels and lodging facilities and transportation and communication networks need to be improved. Weak public institutions and cumbersome bureaucratic process hinder tourism investments. The potential of the private sector is underutilized in the OIC region. Low level of tourism investments also affected the quality of services in tourism sector.

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<sup>1</sup>IFC Web Site [http://www.ifc.org/wps/wcm/connect/AS\\_EXT\\_Content/What+We+Do/Advisory+Services/About+Us/Public-Private+Partnerships/Why+PPPs/](http://www.ifc.org/wps/wcm/connect/AS_EXT_Content/What+We+Do/Advisory+Services/About+Us/Public-Private+Partnerships/Why+PPPs/)

<sup>2</sup> “Enabling Tourism Investment Climate: Challenges and Prospects for Tourism Investments in the COMCEC Region”, COMCEC Coordination Office, February 2014.

In order to overcome these challenges, OIC Member Countries need to increase their tourism investments in an innovative and sustainable way. Accordingly, recognized the importance of PPPs in tourism sector, COMCEC encourages private sector involvement in tourism activities through PPPs. In this context, the 29th Session of the COMCEC, held in Istanbul on 18-21 November 2013, determined “The Role of Public Private Partnerships for the Development of the Tourism Sector in OIC Member States” as the theme of the Exchange of Views Session of the 30th Session of the COMCEC to be held on 25-28 November 2014. The Session requested the COMCEC Coordination Office and SESRIC to organize a workshop on this topic prior to the 30th Session of the COMCEC and to report its outcomes to the said COMCEC Session.

## **2- Objectives of the Workshop**

This workshop will provide the participants a distinct opportunity to discuss and deliberate on the major and common challenges and obstacles facing the OIC member countries in implementing tourism PPPs. The participants will exchange their views, knowledge and expertise to explore the requirements for successful implementation of tourism PPPs and formulate concrete recommendations for encouraging tourism PPPs in the Member Countries for their submission to the Ministers during the 30<sup>th</sup> Session of the COMCEC to be held on in 25-28 November 2014.

## **3- Format and Structure of the Workshop**

The workshop is a two-day event and includes six working sessions (as shown in the draft work programme in Annex I). During these six working sessions, presentations and discussions will be made on the following sub-themes:

- Tourism Outlook of the OIC Member Countries
- Tourism PPPs: Trends, Models and Implementation Areas
- Common Issues and Challenges in Implementing Tourism PPPs in the OIC Member Countries
- Tourism PPPs in Practice: Success Stories From the OIC Member Countries
- International Organizations' Perspective on Tourism PPPs
- The Way Forward: Solutions and Initiatives to Encourage Tourism PPPs in the OIC Member Countries

## **4- Participants in the Workshop**

- The Member Countries are expected to participate with the qualified experts in this field.
- Relevant regional and international institutions (UNWTO, World Bank, OECD)
- Relevant OIC institutions (OIC General Secretariat, IDB, SESRIC, COMCEC, ICCIA, ICDT)
- Individual international experts or academicians from local universities