

*Fourth Session of OIC-StatCom  
21-23 April 2014, Ankara-Turkey*

*Thematic Session on “Improving Statistical Capacities in Tourism Sector”*

OIC-StatCom Project on  
“Improving Statistical Capacities of Tourism Sector  
in Mediterranean and Gulf Regions”

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## **1 Project Summary**

The project aims at building statistical capacity in tourism statistics and overall contributing to the National Statistical Systems (NSS) of the member countries of the Organisation of Islamic Cooperation (OIC) through capacity building programs including 8 trainings and one workshop with the participation of national and international experts. Throughout the project, a questionnaire will be designed and disseminated to the National Statistics Offices (NSO) and/or Statistics Departments operating under the Ministries of Tourism of OIC Countries in the Mediterranean and Gulf Regions including Albania, Iraq, Jordan, Oman, Qatar, Saudi Arabia, Tunisia, Turkey, United Arab Emirates, and Yemen so as to identify the statistical capacities and needs in tourism statistics. As per the results of the questionnaire, a matching will be done among the provider and beneficiary countries to conduct the training programmes in tourism statistics for 8 countries involving the training of approximately 250 experts. At the end of these trainings, a final workshop with a focus on Tourism Satellite Accounts will be organized with the participation of one or two experts from 17 countries in the Mediterranean and Gulf Regions of the OIC and international experts. The final step of the project includes the preparation of an evaluation report to be submitted to the COMCEC Session.

## **2 Overall Objective**

To build statistical capacity in the compilation, production and dissemination of tourism statistics and overall contribute to the NSS of the OIC Member Countries in terms of capacity building programs including 8 short-term trainings and a workshop.

## **3 Project Purpose**

Identification of the statistical capacities and needs in tourism statistics in Albania, Iraq, Jordan, Oman, Qatar, Saudi Arabia, Tunisia, Turkey, United Arab Emirates, and Yemen (selected OIC Member Countries in the Mediterranean and Gulf Regions), conducting short-

term training programmes based on identification results and organising a Workshop on Tourism Satellite Accounts with the participation of national and international experts.

## 4 Expected Results

- Capacities and needs in tourism statistics through a questionnaire identified.
- Tourism statistics capacity of staff in NSOs and relevant government agencies increased.
- Evaluation of the trainers and trainees performed so as to enhance the content and scope of trainings to be conducted in the future.
- Awareness of decision makers in the OIC Member Countries towards evidence based policy making on tourism investments increased.

## 5 Target Group

At the outset, the project will improve the capacity of about 250 tourism statisticians working in the relevant government agencies of the selected OIC Member Countries in the Mediterranean and Gulf Regions with a view to ameliorate compilation, production and dissemination of tourism statistics. Outputs of the project will contribute to the improvement of quality in tourism data and, in this respect, all stakeholders related to tourism statistics will benefit from them. In general, the project will serve to give more room to development of statistical capacity in the tourism sector for the countries-in-concern by introducing the international norms and standards, and exchanging experiences in the field among the participants.

## 6 Relevance to COMCEC Strategy

In the COMCEC Strategy, one of the output areas of the tourism sector is capacity building and training programs. In Chapter 3.3, the Strategy clearly puts forward that *“tourism data collection in many COMCEC members is inadequate to either limited capacity in data collection or lack of awareness regarding its importance”* and additionally underlines that *“Unavailability of reliable data hampers producing a sound analysis of the sector and hence, an effective cooperation framework”*. In this regard, the short term trainings and workshop to be organized during the project will contribute to *“enhanced data collection and data analyzing capacity”* together with *“increased quality of service”* in processes relevant to tourism statistics and *“increased institutional capacity”* as stated in the Expected Outcomes of the sub-section “2. Capacity Building and Training Programs” of Chapter 3.3 “Tourism”. Also, as the decision makers need good quality statistics for policy making, the activities to be carried out under the project will contribute to the *“streamlined tourism policies”* stated in the Expected Outcomes of the sub-section “1. Regulatory Framework” of the same chapter.

## 7 Contribution to the Multilateral Cooperation among the OIC-StatCom Members

This project will serve to building capacity in tourism statistics for the selected OIC Member Countries in the Mediterranean and Gulf regions. In the short and middle term, the project aims at bridging the gaps in tourism statistics through capacity building activities in the form of trainings and a workshop. In the initial phase of the project, questionnaires will be circulated to the countries under scope in order to identify their needs and capacities. Moreover, in the long term vision, outputs of the project are expected to serve as an example for developing the capacities of tourism statistics in other member countries through raising awareness of decision makers.

## 8 Activities to be Carried Out

- **Activity 1. Preparation, Circulation, and Evaluation of Questionnaires:** Preparation of questionnaires in three official languages of the OIC and their circulation to countries under scope to identify their needs and capacities in tourism statistics. After translation of questionnaires received in Arabic and French into English, evaluations of questionnaires will take place to match countries.
- **Activity 2. Organisation of Training Programmes:** The number of trainings planned for the project is estimated to be 8 depending on the responses received for the to-be circulated questionnaires. The projected eight training destinations to be chosen from are: Albania (Tirana), Iraq (Baghdad), Jordan (Amman), Kuwait (Kuwait City), Oman (Muscat), Qatar (Doha), Saudi Arabia (Riyadh), Tunisia (Tunis), Turkey (Ankara), and United Arab Emirates (Abu Dhabi). The planned duration for each training is around 2 or 3 days. The target group and potential participant profile for the project is tourism statisticians working in the relevant government agencies including NSOs and/or relevant Ministries/Agencies responsible for tourism statistics of the selected OIC Member Countries in the Mediterranean and Gulf Regions. The country officials in Albania, Iraq, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, Tunisia, Turkey, and United Arab Emirates will be invited to the trainings to take place in their respective countries. The trainers, to be nominated by the NSOs or relevant agencies responsible for tourism statistics in the abovementioned countries in response to the to-be-circulated questionnaires, are expected to be working in the field with experience of 5 or more years.
- **Activity 3. Organisation of a Workshop:** Organising a three-day Workshop on Tourism Satellite Accounts with the participation of national and international experts in Ankara-Turkey at the end of short-term trainings.
- **Activity 4. Evaluations on Training Programmes and the Workshop:** Collection of evaluations both from trainers and trainees, and workshop participants.

- **Activity 5. Analysis on Evaluations:** Desk based analysis for collected evaluations.
- **Activity 6. Drafting of the Evaluation Report:** Preparation of the evaluation report following the desk based analysis.
- **Activity 7. Publication of the Evaluation Report:** Publication of the evaluation report summarising the activities organised and their outcomes.
- **Activity 8. Preparation of Executive Summary:** Preparation of an Executive Summary for OIC Member Countries in order to announce the findings from the evaluations received and highlight the policy recommendations to be included in the COMCEC Session.
- **Activity 9. Dissemination of the Executive Summary:** Dissemination of the Executive Summary to relevant government agencies of the OIC Member Countries.

## 9 Work Plan

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Activity 1. <i>Preparation, Circulation, and Evaluation of Questionnaires</i>									
Activity 2. <i>Organisation of Training Programmes</i>									
Activity 3. <i>Organisation of a Workshop</i>									
Activity 4. <i>Evaluations on Training Programmes and the Workshop</i>									
Activity 5. <i>Analysis on Evaluations</i>									
Activity 6. <i>Drafting of the Evaluation Report</i>									
Activity 7. <i>Publication of the Evaluation Report</i>									
Activity 8. <i>Preparation of Executive Summary</i>									
Activity 9. <i>Dissemination of the Executive Summary</i>									

## 10 Logical Framework Matrix

	<b>Intervention Logic</b>	<b>Objectively Verifiable Indicators</b>	<b>Sources Of Verification</b>	<b>Risk And Assumptions</b>
<b>Overall Objective</b>	To build statistical capacity in the compilation, production and dissemination of tourism statistics and overall contribute to the national statistical systems of the OIC Member Countries in terms of capacity building programs including 8 short-term trainings and a workshop.			
<b>Project Purpose</b>	Identification of the statistical capacities and needs in tourism statistics in Albania, Iraq, Jordan, Oman, Qatar, Saudi Arabia, Tunisia, Turkey, United Arab Emirates, and Yemen (selected OIC Member Countries in the Mediterranean and Gulf Regions), conducting short-term training programmes based on identification results and organising a Workshop on Tourism Satellite Accounts with the participation of national and international experts.	6 countries in the Mediterranean and Gulf region with no intra-OIC tourist arrivals data and 3 to 4 countries with no data in Balance of Foreign Travel, and International Tourism as % of GDP, International Tourism Receipts as % of Exports, Number of Tourist Arrivals, Tourism Expenditures and Receipts will be equipped with necessary information to start reporting these data to relevant national and international stakeholders.	Tourism Statistics reported to national and international stakeholders.	<ul style="list-style-type: none"> <li>- Willingness of countries in the region to report their needs and capacities in tourism statistics.</li> <li>- Willingness of countries in the region to send trainers to beneficiary countries and receive training from provider countries.</li> </ul>

<p><b>Expected Results</b></p>	<ul style="list-style-type: none"> <li>- Capacities and needs in tourism statistics through a questionnaire identified.</li> <li>-Tourism statistics capacity of staff in NSOs and relevant government agencies increased.</li> <li>-Evaluation of the trainers and trainees performed so as to enhance the content and scope of trainings to be conducted in the future.</li> <li>-Awareness of decision makers in the OIC Member Countries towards evidence based policy making on tourism investments increased.</li> </ul>	<ul style="list-style-type: none"> <li>- Trainings in 8 OIC Member Countries in Mediterranean and Gulf regions and a Workshop on Tourism Satellite Accounts with the participation of national and international accounts carried out by the end of Project duration.</li> <li>- About 250 experts in total trained.</li> </ul>	<ul style="list-style-type: none"> <li>- Questionnaire on the Needs and Capacities of OIC Member Countries in Tourism Statistics.</li> <li>- Sharing of training materials on SESRIC website for further references.</li> <li>- Evaluation Report of the Trainings and Workshop Carried Out.</li> <li>- The COMCEC Economic Summit Agenda and Report (Publication and COMCEC Web site).</li> </ul>	<ul style="list-style-type: none"> <li>- Reporting of the needs and capacities in tourism statistics by the countries in the region.</li> <li>- Ownership to exchange their experiences in tourism statistics both by provider and beneficiary countries.</li> <li>- Put into practice in the field what has been learnt during the trainings by participating countries.</li> <li>- Timely reporting of quality tourism statistics to relevant national and international stakeholders.</li> </ul>
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<b>Activities</b>	<ul style="list-style-type: none"> <li>- Activity 1. Preparation, Circulation, and Evaluation of Questionnaires</li> <li>- Activity 2. Organisation of Training Programmes</li> <li>- Activity 3. Organisation of a Workshop</li> <li>- Activity 4. Evaluations on Training Programmes and the Workshop</li> <li>- Activity 5. Analysis on Evaluations</li> <li>- Activity 6. Drafting of the Evaluation Report</li> <li>- Activity 7. Publication of the Evaluation Report</li> <li>- Activity 8. Preparation of Executive Summary</li> <li>- Activity 9. Dissemination of the Executive Summary</li> </ul>			
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