

Research Article

The Tourist Potential Of The Organization Of Islamic Cooperation: Current Challenges And Prospects

Fazilat O. Kuysinova¹

1 Doctor Of Philosophy, Ph.D., International Islamic Academy Of Uzbekistan, A.Kadiri 11, Tashkent, Uzbekistan.

Email: Fazilat_Aripovna@liau.Uz

Abstract

The Article Examined Activity On The Development Of Tourism Within The Framework Of The Organization Of Islamic Cooperation. In Addition To Analyzing The Organization's Activity In Tourism, The Author Made Proposals On The Tourism Prosperity Of The Member States. As A Result, The Article Examined Tourism And The Tourism Sector's Development In The Member States Of The Organization Of Islamic Cooperation. Also, The Paper Identified The Problems And Offered Some Recommendations On Strengthening Cooperation Concerning Sustainable Tourism.

Keywords: Tourism, The Organization Of Islamic Cooperation, Pilgrimage Tourism, Ecotourism, Tourism Market, Innovations In The Tourism Sector

Introduction

The Organization Of Islamic Cooperation (Oic) Is One Of The World's Political Platforms, With 57 Members Spread Over Four Continents. The Organization Effectively Functions In The International Arena As The Main Actor Of International Relations. The Main Activity Of The Oic Is To Establish Cooperation Between Muslim Countries In The Social, Economic, Political, Cultural, And Scientific Spheres Based On Solidarity, To Protect The Interests Of Muslims, To Help For The Inclusion Of The Member States In The Degree Of Developed Countries. The Oic Is An International Organization That Politically Establishes Muslim Solidarity, Units The Islamic Ummah, And Protects Their International Arena Interests.

Members Of The Oic Were 25 States At The Rabat Conference On September 25, 1969. When The Organization's Activities In The International Arena Broaden, The Number Of Members Also Increased. For Example, If There Were 42 Members In 1970, Then The Amount Reached 45 States In 1980 And 56 States In 1990. The Republic Of Côte D'ivoire Joined The Organization In 2001, Bringing The Total Number Of Members To 57, All Of Whom Have The Same Legal Rights And Obligations[1]. "57 Members Of The Oic Serve As The Main Resource Market For The Global Tourism Industry" [2].

Materials And Methods

In The Development Of Tourism In The Member Countries, The Permanent Committee Of The Oic In Economic And Trade Cooperation (Comcec), Established In 1981, Plays An Important Role. The Committee Carries Out Activities On The Development Of Economic Relations Between The Member States [3]. Various Projects Were Implemented By The Committee, Taking Into Account The Diversification Trends In Modern Tourism Activities [4]. According To The Latest International Tourism Trends, The Presence Of Rich And Diverse Natural, Geographical, Historical, And Cultural Heritage Of The Oic Member States Showed That These Countries Provide More Opportunities For Sustainable Tourism Development.

Each Of The Member Countries Of The Oic Has Its Tourism Features. When Analyzing The World Trends Concerning International Tourism And The Leading Tourism Indicators In The Countries Of The Oic, According To The Data Of The World Tourism Organization, A Low Indicator Was Noted In The Direction Of International Tourism In 1990 Years In The Member States Of The Oic. In 2000-2020, A High Growth Rate Was Observed In The Tourism Sector Because Of The Increase In Member Countries' Share In The Global Tourism Market. In This, The Leading Countries Were Malaysia, Turkey, Saudi Arabia, Egypt, Indonesia, Tunisia, Morocco, The United Arab Emirates, Bahrain, And Iran. Although There Is A High Chance Of Developing Sustainable Tourism In Some

Member States, It Is Observed That Countries Have A Low Share In The World Tourism Market Due To Insufficient Manifestation Of Tourism Development Factors.

The 57 Members Of The Oic Have Dramatically Different Strategies, Levels, And Goals Of National Development And Even Tourism Potential. The Problems Of Sustainable Tourism Sectors Are Even Diverse. They Can Be Analyzed As Follows:

- Low Economic Importance Of Tourism In Some Member States. Lack Of Regard To The Tourism Industry As A Potential Source Of Employment;

- Lack Of Natural Tourism Potential. The Lack Of Natural, Historical, Or Cultural Tourism Resources In The States. But In Some Cases, The Presence Of These Factors In The States Does Not Create A Successful Tourism Industry;

- Lack Of Specialists, Low Level Of Modern Advertising, And Technical Progress. Since Tourism Enters As A Modern Industry, It Is Considered A New And Unfamiliar Activity For Some Countries;

- Lack Of Necessary Infrastructure For The Development Of Tourism In Some Oic Member Countries. Lack Of Standards Of Facilities And Services Required By Tourists;

- Lack Of Financing Of The Tourism Industry. Low Level Of Investment In Tourism As An Economic Activity In Developing Countries And Low Level On The Financing Of Tourism Projects. Although Countries Have Natural Tourism Potential, Inaccurate Inclusion Of Investment In The Tourism Sector Often Leads To The Fact That The Economic Problems Do Not Find Their Solution;

- Lack Of Integrated, Consistent Tourism Policy. It Is Explained By The Fact That The Institutional Framework Of Tourism Hasn't Established Yet In Some States;

- The Adoption Of New Types Of Activities In Tourism, That Is, Diversification Is Not Taken Into Account. Today, In Modern Tourist Activities, There Is A Tendency To Increase Rapidly Of Diversification. It Is Necessary To Develop Modern Tourism, Taking Into Account The Emergence Of New Tourist Destinations In The Highly Competitive International Tourism Market.

- Low Level Of Security Of Tourists. One Of The Main Factors In The Development Of The Tourism Industry Is The Security Of Tourists. The Problems Associated With This Situation Have Harmed The Prospects Of Tourism And The Reputation Of The Countries.

Even Though The Oic's Member Countries Face Several Issues, The Oic's Permanent Committee On Economic And Trade Cooperation (Comcec) Is Working Hard To Establish A Modern And Sustainable Tourism Industry And Its Internal Cooperation [4]. Under The Committee's Leadership, It Was Adopted A Long-Term Strategy And Medium And Short-Term Plans And Programs. In Particular, As A Strategy At The National Level On Sustainable Development Of The Tourism Industry, The Followings Are Defined:

- To Inform The Public About The Development Of New Resources And Facilities, As Well As Natural And Cultural Resources;

- Economic Promotion Of A New Direction Of Sustainable Tourism Development And Management; To Promote Environmental Education And Establish Activities Aimed At Increasing Local Potential;

- Development Of Tourism-Oriented Education. It Aims To Increase The Awareness Of The Population About The Opportunities And Problems Associated With Tourism;

- Planning The Tourism Industry. Adapt To International Standards And Regulations. It Is Directed To Strengthen The Integration Of Regional Proposals And Joint Marketing Activities;

- To Improve The Quality And Efficiency Of Basic Infrastructure Related To Tourism And Services As Hotels, Roads, Community Transport, And Communication. It Focuses On The Development Of Necessary Laws And Regulations To Control The Quality Of Services Provided, The Organization Of Quality Services;

- Diversification Of Tourism Products (Tourism Supply). In This, It Aims To Organize Socio-Cultural Programs And Traditional Events Involving Local Communities;

- Improvement Of Banking And Financial Services, Facilitate Money Transfer. The Safe And Efficient Money Transfer System Is One Of The Main Factors In The Tourism Industry. In This, It Aims At Improving Banking And Financial Services And Establishing A Secure System;

- Expand Cooperation And Use The Opportunities Available In The Oic Countries. It Is Essential To Develop Bilateral And Multilateral Relations To Improve And Broaden Tourism Activities. Planning And Financing Of Tourist Activities Of The Oic Countries, It Is Envisaged To Use The Resources Of The World Bank And Other Organizations;

- To Establish Politics, Strategy, Rules For Sustainable Tourism And Strengthening Institutional Tourism Management;

Tourism Is An Industry Designed Primarily For Business And Private Sector Activities. Thus, States Should Encourage The Private Sector To Develop Tourism. In This Regard, It Is Necessary To Create An Environment That Increases Confidence And Encourages The Private Sector To Invest In Tourism Projects. In Particular, States Should Create Joint Ventures That Will Increase Capacity And Improve Tourist Service Quality.

The Tourism Industry Has Now Spread To Almost Every Country On The Planet And Is Considered A Big Industry. The World Tourism Organization Is Constantly Studying Issues Of The Tourism Industry's Stability And Growth.

Results And Discussion

Pilgrimage And Ecotourism Are Significantly Increased Concerning Tourism Cooperation Among Oic Member Countries.

In The Tourism Industry, Pilgrimage Tourism Is New. As One Of The Fastest-Growing Segments Of The World Tourism Market, Pilgrimage Tourism Emerged And Rapidly Conquered The Tourism Market. In Many Cases, Pilgrimage Tourism Is Only Associated With Hajj And Umrah. However, Recently, There Has Been An Influx Of Products And Services Designed To Meet Muslim Tourists' Business And Leisure Segments [2]. Islamic Tourism Was Used In Tourism Theory And Practice With Various Names And Conceptions As A Concept. Halal Tourism, Sharia Tourism, And Muslim-Friendly Tourism Are The Most Common Terms. However, None Of These Terminologies Has A Universally Accepted Definition [5].

The (Oic) Determines The Development Of Cooperation Among The Member States In Tourism Based On The Road Map. Also, The Organization Determines The Increase In Cooperation In Tourism, Intending To Develop The Necessary Resources. It Is Also Essential To Use Market Mechanisms Effectively To Provide For The Growth Of The Pilgrimage Tourism Market.

In The Pilgrimage Tourism Market Regulation's Economic-Organizational Framework, It Is Important To Establish And Enforce An Integrated Marketing Concept In Tourism Management (At The Country's Level, The Territory, The Tourist Organization) [6].

Now, Let's Pay Attention To Ecotourism. The Global Importance Of Ecotourism Is Increasing Annually. Ecotourism Formed Based On Nature. It Serves As An Effective Tool For The Preservation Of Natural And Cultural Riches. "Responsible Travel To Natural Areas That Protect The Environment And Ensure The Well-Being Of The Local People" [7], "... Responsible Travel And Visit To Natural Ecological Areas" [7], "Ecotourism Is A Tourism That Studies Relatively Fragile Natural Areas" [8], And So On Are Some Examples Of Ecotourism Term. Ecotourism Is A Rapidly Growing Tourist Activity Popularized Primarily As A Form Of Nature Tourism And Is Closely Related To Rural And Cultural Tourism.

The Main Elements Of Ecotourism: Contributes To The Conservation Of Biodiversity, Ensures The Well-Being Of Local People, Includes The Experience Of Interpretation/Study, Is Considered A Responsible Action By Tourists And The Tourism Industry [9].

If Tourism Is Properly Planned And Operated, It Can Provide Significant Economic Benefits To Governments, Private Businesses, And Local Communities. Ecotourism Is A Branch Of The Sustainable Tourism Industry, Which Strives To Achieve Sustainable Development Outcomes In All Situations.

Planning And Development Of Tourism Infrastructure, Its Further Activities, And Marketing Should Be Focused On The Criteria Of Environmental, Social, Cultural, And Economic Stability.

The Attractiveness Of The Oic Member Countries' Territories, The Richness Of The Landscape, Flora, And Fauna, The Nature Of Very Large Natural Areas, Healthy Ecosystems, And Particular Traditional Cultures Are All Factors That Contribute To The Growth Of Ecotourism.

The Presence Of Many Forms Of Ecotourism Activities In The Oic Countries, Especially In African Countries, For Example, Extensive National Parks, Savannas, Classical Entertainment, Gives Tourists An Interesting Opportunity To Explore Local Culture And Wildlife. It, In Turn, Creates Economic Opportunities For Local Communities Around Parks And Protected Areas.

Natural And Cultural Heritages Are Essential For Developing Sustainable Ecotourism In The Territories Of The Member States Of Oic.

Conclusion

In Summary, Tourism Is One Of The Largest Sectors In The World. In Recent Years, The Increase Of Attention To This Sector Directly Affects Developing The Countries' Economic, Social, And Cultural Spheres.

Tourism Provided A Wide Range Of Opportunities For States To Grow Their Economies By Using Available Resources And Attracting Foreign Investment. In This Regard, Oic Member Countries Often Prioritize Tourism Growth In Their National Strategies.

The Attractiveness Of The Territory Of The Member Countries Was The Basis For Sustainable Tourism Development.

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