

## **Recommendations of the Second Arab Tourism Statistics Forum**

**First: Calling on the Arab countries to keep pace with the recent trends in the production of tourism statistics through the following:**

- 1- Using modern techniques, such as big data analysis and artificial intelligence (AI) techniques, to promote accurate and quick production of tourism indicators.**
- 2- Utilizing the administrative records data available with various government agencies, such as passenger arriving and departing data, tax data, commercial records data, etc.**
- 3- Encouraging innovation in the tourism data sources through enhancing the big data sources, such as mobile location identifying data, electronic payment systems data, geographic information systems (GIS), booking data, and others.**



## **Recommendations of the Second Arab Tourism Statistics Forum**

**First: Calling on the Arab countries to keep pace with the recent trends in the production of tourism statistics through the following:**

- 4- Focusing on the provision of comprehensive information and data contributing to supporting the decision-making and strategic planning for the tourism sector, not just the provision of data and indicators.**
- 5- Strengthening the cooperation among all parties concerned with tourism statistics, while focusing on the areas of statistical work governance in tourism and exchange and sharing the data.**
- 6- Promoting availability of the open tourism data, so that it can be used to develop innovative and effective tourism policies, and increase transparency in tourism-related information.**
- 7- Developing capacities of those working in the field of tourism statistics, while focusing on training in innovative techniques for data collection, analysis, and dissemination.**



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### **Second - Urging the Arab countries to adopt international tourism statistics frameworks through:**

- 1. Abiding by the principles and basics of the official statistics and the UN Tourism recommendations for the provision of periodic and regular data on the tourism demand and supply.**
- 2. Applying the tourism sub-account to measure the macroeconomic impacts of tourism and the contribution thereof to the national economies, as well as preparing the same on an ongoing and regular basis.**
- 3. Measuring tourism sustainability through the application of the statistical framework for measuring tourism sustainability recommended by the UN Tourism Organization.**



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**Third - Emphasizing importance of the regional and international cooperation to support innovation in tourism statistics:**

- 1. Cooperation among Arab and other countries and international and regional organizations to adopt innovations in the areas of tourism data collection and analysis and exchange of experiences and best practices.**
- 2. Increasing exchange of experiences among the Arab countries on the competitive indicators, tourism, and travel development, and the best practices in raising the ranking of Arab world countries in this regard.**
- 3. Developing an Arab program to increase the capacities of the tourism statistics officials, provided that Arab countries will be requested to present their proposals on the implementation and financing mechanisms.**



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### **Fourth - Calling on the Secretariat General of the Arab League to:**

- 1. Develop the statistical tourism bulletins in the Arab countries to include the key tourism indicators and the intra-tourism movement, while presenting new indicators such as tourism sustainability indicators.**
- 2. Act with the Member States to improve the tourism statistics data collection models in the Arab countries.**
- 3. Activate the role of the technical working group of the Tourism Information and Statistics Program at the Arab League in following up on the recent trends in tourism statistics and providing technical support to the member states.**
- 4. Launch regional e-platforms for sharing and presenting unified tourism indicators to be available to all member states.**



Second Arab Tourism's  
Statistics Forum  
NCSI  
Knowledge Promotion  
Sultanate of Oman

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Sultanate of Oman  
Ministry of Heritage  
and Tourism

### **Fifth - Emphasizing the importance of continuing to annually hold the Arab Tourism's Statistics Forum**

**The Arab countries are requested to inform the Secretariat General of the Arab League of their willingness to host the third session of the Forum which is targeted to be held in the second half of 2025.**



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### **In conclusion...**

**The participants represented by the National Centre for Statistics and Information (NCSI) thank the Sultanate of Oman for hosting and organizing this significant forum, and for its generous hospitality; they praise the great efforts made by the Secretariat General of the Arab League and the Oman Ministry of Heritage and Tourism in its second session.**

