

## **CRESCENT MOON INITIATIVE**

### **Introduction:**

The idea of the Crescent Moon Initiative was inspired by the unique geographical locations of the D-8 Member States which is reflected as crescent like in the D-8 logo. The D-8 Member States are situated in three different continents of the world, namely Asia, Africa, and Europe. This makes the D-8 a global Organization and quite different from the other regional economic groupings of the world.

### **Notion of the Initiative:**

The Crescent Moon Initiative would be the mark of success, prosperity, harmony, and unity among the D-8 Member States. It aims at promoting tourism, cultural and social activities as well as boosting people-to-people, business-to-business contacts and integrate the state and private institutions of the Member States.

It would be recalled that the Declaration of the Ministerial Meeting on Tourism of the Member States of Developing Eight Organization of Economic Cooperation which was held in Tehran, Islamic Republic of Iran in May 2008 has pointed out that D-8 cooperation programmes and projects in tourism do not need unnecessary duplications with other international tourism organizations programmes. Instead, we need to replicate the successes recorded and the implementation of cooperation programmes and projects to be broadened within D-8 countries.

The projects mentioned in the Tehran Declaration are still viable and implementable. Therefore, the Crescent Moon initiative will be comprising of the projects and programme agreed in the first Tourism Ministerial meeting as well as the new projects proposals.

### **The possible projects and programmes that will be part of the Crescent Moon initiative are listed viz:**

- i. Digitalization of the D-8 tourism sector would be a step forward in establishing the joint digital marketing platform to showcase and

- market their destinations and packages in D-8 Countries and the rest of the world;
- ii. Organizing joint cultural events, road tours and producing travel documentaries as they will be significantly helpful for all the Member States;
  - iii. Creating D-8 Designated Airport in each Member State in order to facilitate travels and tourism by the citizens of the D-8 Member States and simultaneously promote people-to-people and business-to-business contacts;
  - iv. Enhancing D-8 Tourism cooperation at international tourism fairs in order to continuously promote tourism in Member States as well as organize D-8 travel fairs and exhibitions among the D-8 Member States;
  - v. Promoting the role of SMEs in tourism cooperation, feasibility of establishing Tourism House, Eco-tourism initiatives and potentials, Health tourism, Airline synergy and frequent flights, Adventure and City Tourism, Pilgrimage Tourism, etc.;
  - vi. Enhancing tourism joint actions on the areas of common interest among member states based on D-8 Declaration and D-8 road map including common marketing and packaging, shared tourism consortium, co-tourism, promotional facilities, etc.;
  - vii. Establishing a Tourism Fund within D-8 in cooperation with the Islamic Development Bank and other national and international banks and funds in order to support tourism infrastructural development and businesses among member states;

- viii. Exchanging experiences on establishing Tourism Satellite Accounts in the D-8 Member States in order to publish D-8 yearly tourism report by tourism department of the Secretariat;
- ix. Encouraging Member States to develop and broadcast promotional Cultural/Tourism television programmes among D-8 Countries;
- x. Establishing a D-8 Tourism House in each country; and
- xi. Establishing a Working Group on Tourism in order to prepare Five year action plan; adopt and implement the UNWTO Tourism Code of Ethics and other instruments envisaged in the present Declaration based on core D-8 documents; and submit them to the meeting of the Commissioners/Ministers for consideration and endorsement.