HALAL TOURISM: The Untapped Market for the Halal Industry and Its Services

NORIAH RAMLI
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
State of Kuwait, 24-26 January 2011, Kuwait City
Halal Friendly Tourism, mainly perceived as tourism products providing hospitality services that comply with Shariah requirements
An option for Muslims who avoid conventional tourism due to religious constraints like co-enjoyment of women and men in public places such as beaches and swimming pools in religious objectionable dresses, sharing of crockery in hotels and restaurants where pork or wines are served.
What Constitutes Halal Industry?
Demand for Halal Tourism

- Alcohol Free
- Islamic Finance
- Halal Food
- Free unsuitable TV Channel
- Separate Pool
- Prayer Facilities
- Separate Transportation
- Shariah Compliant Hotel
Key Elements

Attraction: Products

Islamic Heritage
Islamic Museum & Arts

Islamic & Advanced Architecture
Accessible: Transportation

Air
Land
Water
Available:

Competent Tourist Guide

Hotels
• Family/Individual
• Single Lady check in
Affordable :: Good price
Awareness:  
Promotion Knowledge  
Information Dissemination
websites

Database

High Quality Services

Portal for Transport/Online booking

Initiative
MARKET/OPPORTUNITY

- 1.6 billion Muslims are excellent market for halal products & services - business opportunity

- Halal products and services are acceptable to non-Muslims

- Rapid development and interest in halal products and services in Malaysia and in the world

- Products with halal logo synonymous with quality products
Euromonitor International forecasts the number of Inbound tourist to the Middle East will grow by 66%, reaching 55 million visitors between 2006 to 2011.

A large proportions of these will be intra-regional

-boosted by increased transport connectivity between cities and better infrastructure
OPPORTUNITY

“Revenue in the Middle East is expected to grow by 108% to almost $51 billion and domestic tourism by 82% to reach $24 billion in 2011”

Asia Pacific and Australasia Travel and Tourism Manager

World Tourism Market
http://www.traveldailynews.com
Malaysian Experience

- 2005: 150,000
- 2007: 200,000
- 2009: 400,000

**ISLAMIC TOURISM CENTRE**
**MINISTRY OF TOURISM MALAYSIA**
FACTORS

- Abundance choice Halal food and beverages
- Increased transport connectivity within the cities
- Availability of Muslim friendly hospitality services within the premise/hotels/mall/public places
Halal Tourism related to Food

Malaysian Institute of Economic Research (MIER)
India hosted 1.11 million foreign tourist from Muslim countries in the year 2008.
CHALLENGES

Malaysian experience:

1. The willingness of the service provider to adopt & adapt the new concept “Dry Hotel”
   → Bar should not be in the visible area
   → Their perception always be “No Liquor No Business”
2. Inadequate Administrative Framework:
   • 1. Code of Practice
   • 2. Guidelines
   • 3. Manual Procedure
   • 4. Standards
   • 5. Best Islamic Practices/SOPs
Inadequate /Lack of Information on Islamic tourism

“I did not see a site for Muslims, who are keen on travelling and require facilities such as halal food, women’s only swimming pool and prayer rooms”

www.islamicpopulation.com
Thank You