


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

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State of Kuwait, 24-26 January 2011, Kuwait City

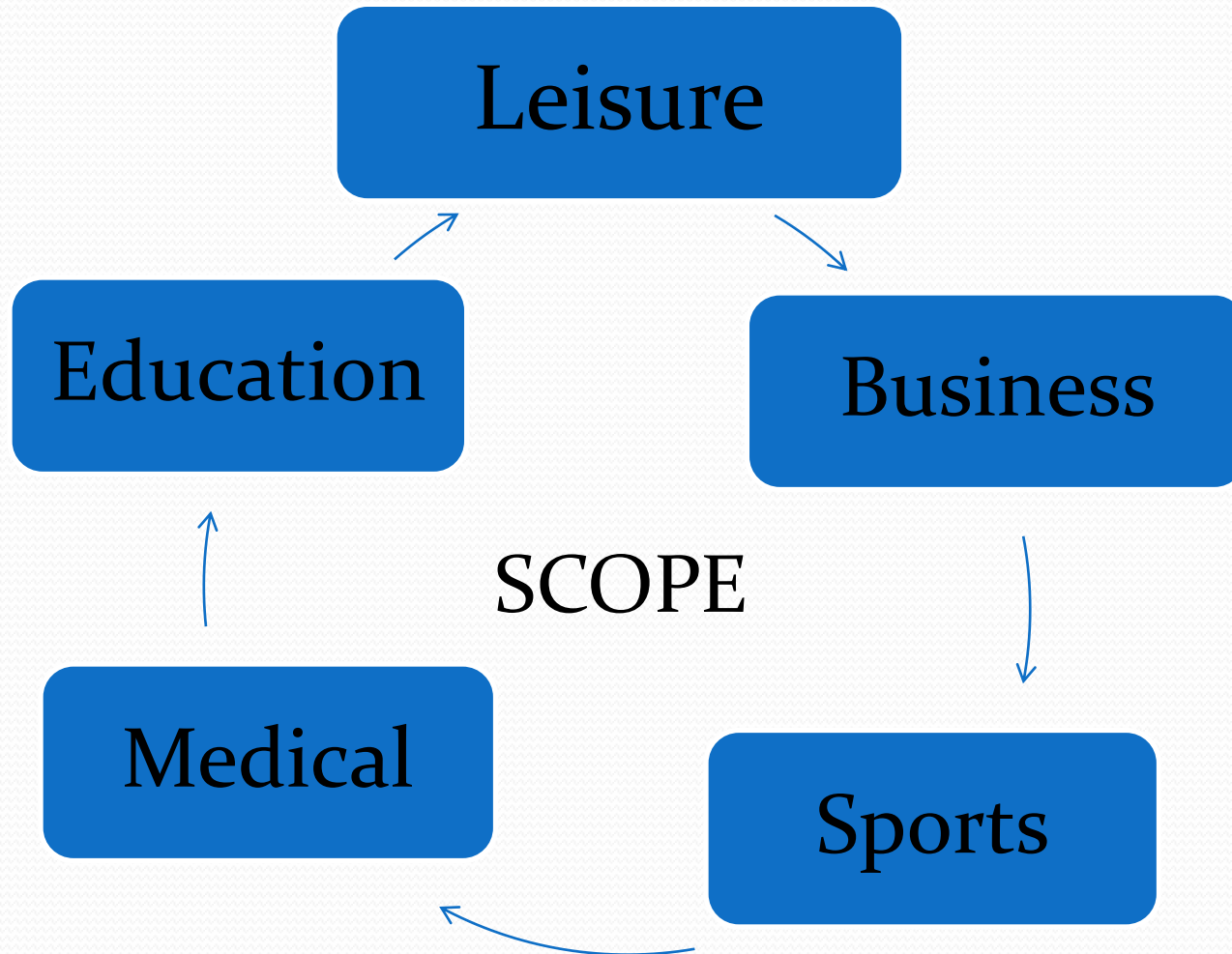


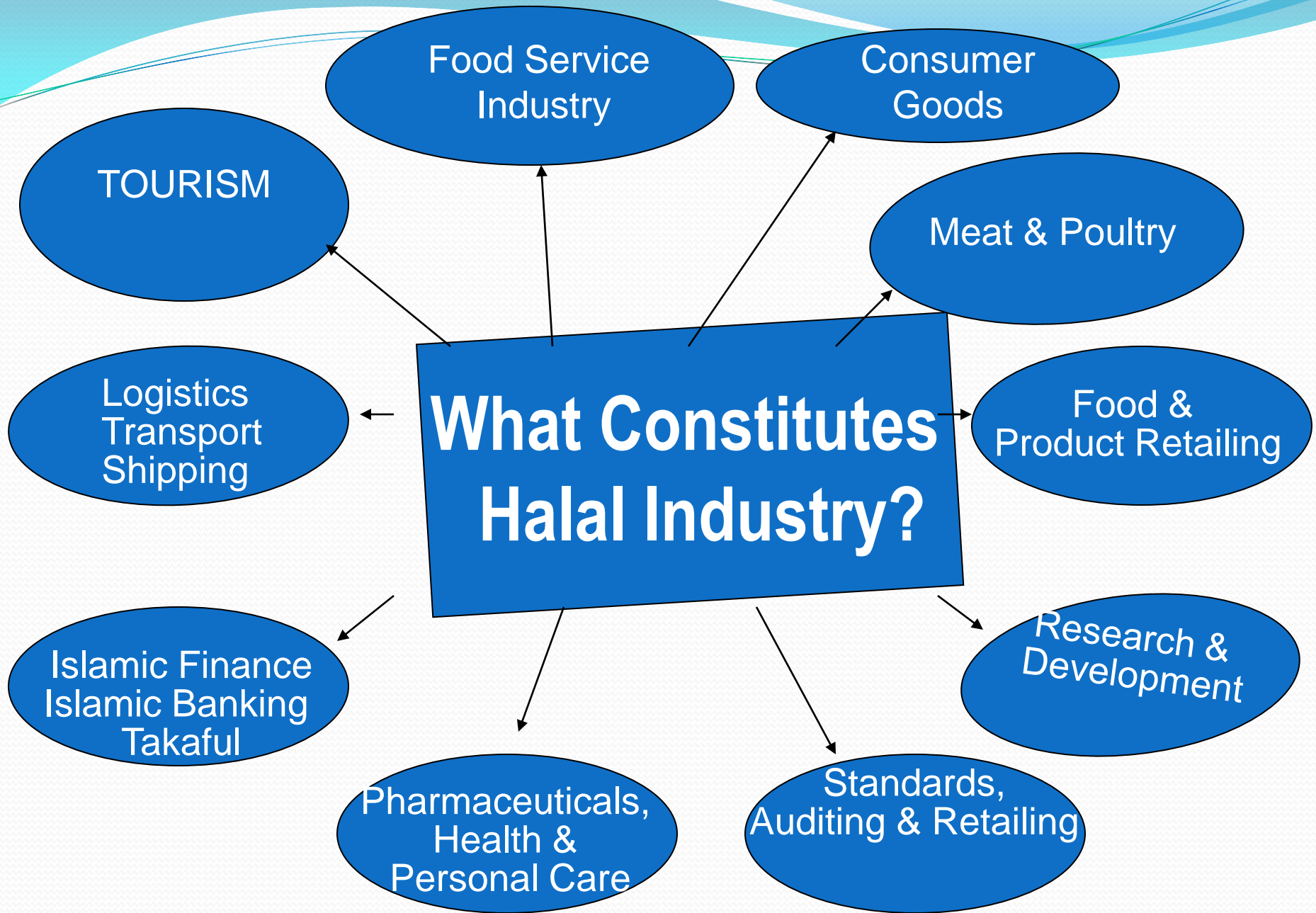


Halal Friendly Tourism, mainly perceived as tourism products providing hospitality services that comply with Shariah requirements

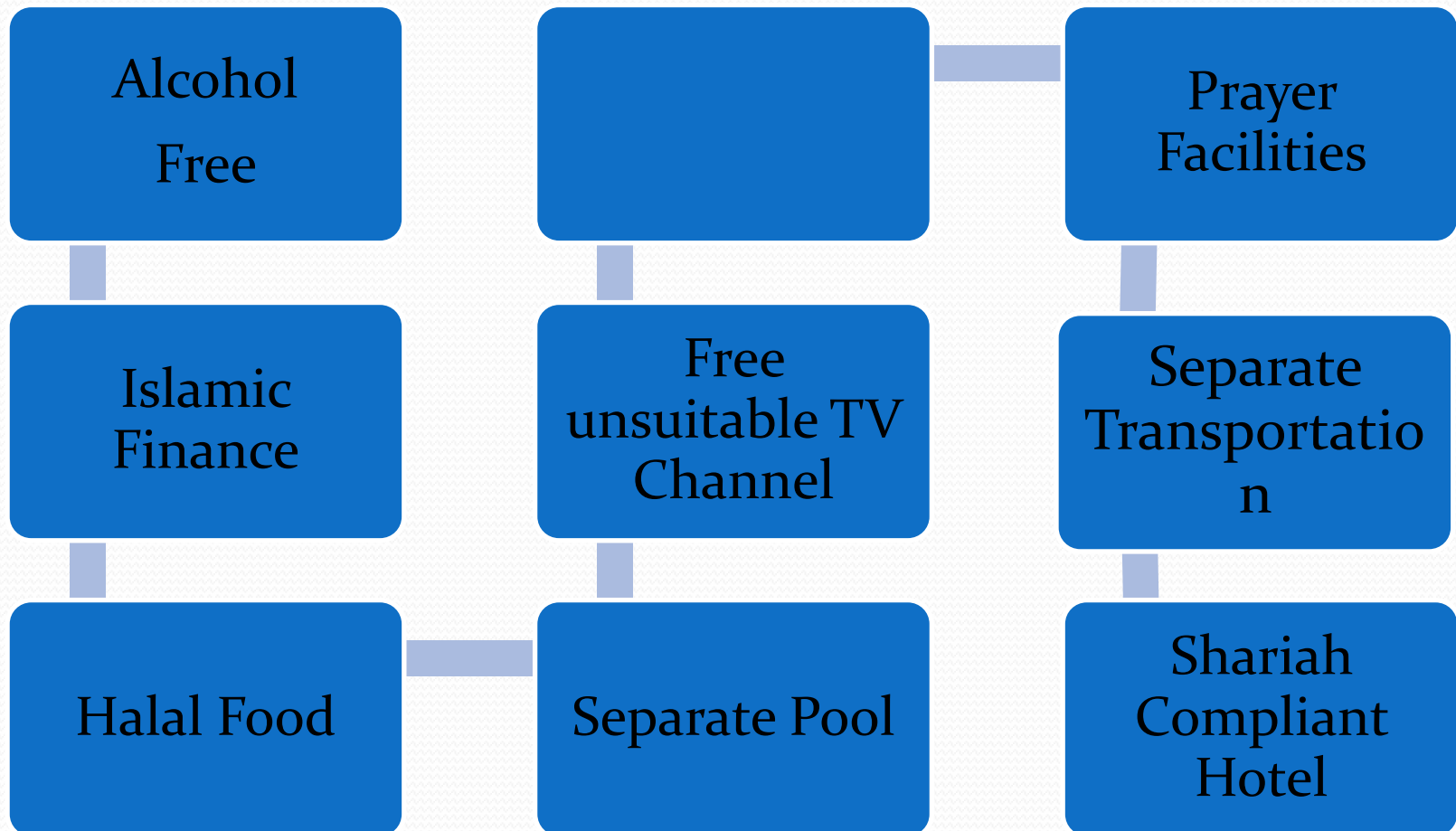


An option for Muslims who avoid conventional tourism due to religious constraints like co-enjoyment of women and men in public places such as beaches and swimming pools in religious objectionable dresses, sharing of crockery in hotels and restaurants where pork or wines are served.





Demand for Halal Tourism



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
Disseminati
on

websites

Database

Initiative

High Quality
Services

Portal for
Transport/Online
booking

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

OPPORTUNITY

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

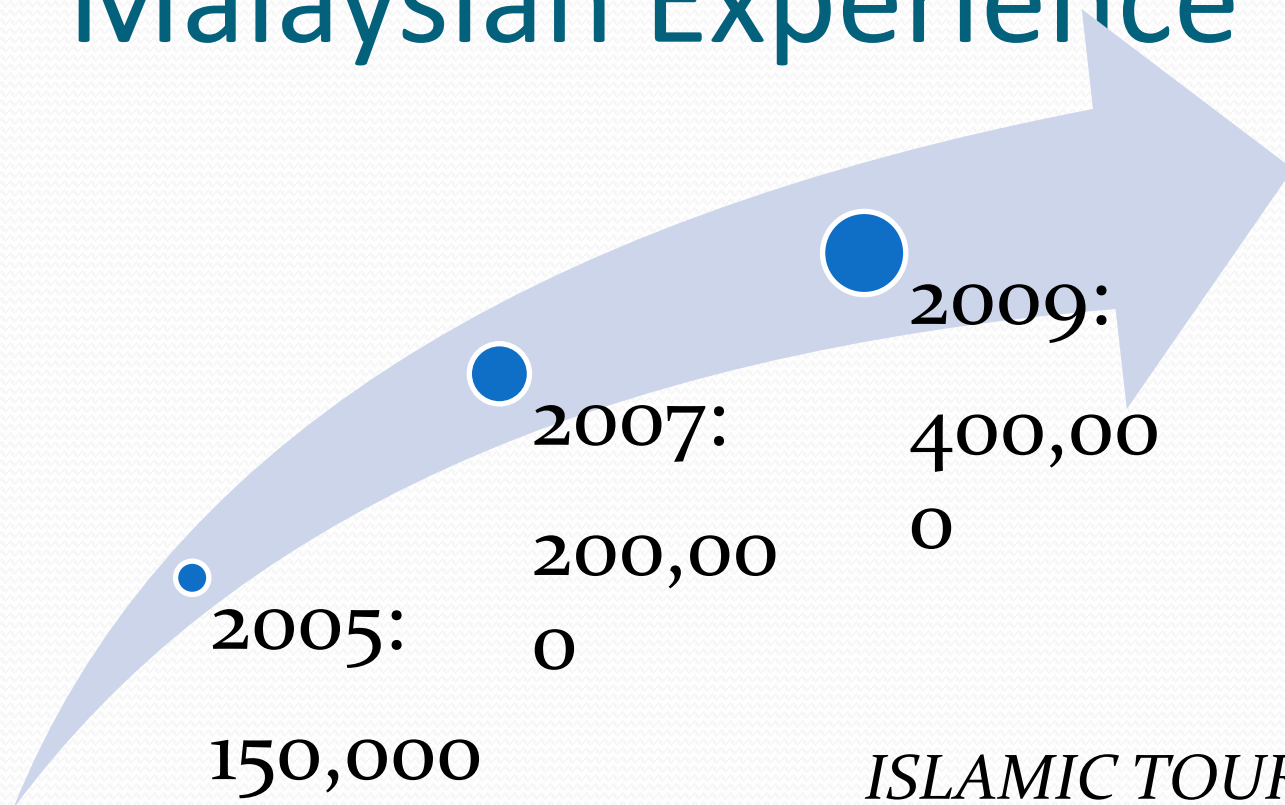
“Revenue in the Middle East is expected to grow by 108% to almost \$51 billion and domestic tourism by 82% to reach \$24 billion in 2011”

***Asia Pacific and Australasia Travel
and Tourism Manager***

World Tourism Market

<http://www.traveldailynews.com>

Malaysian Experience

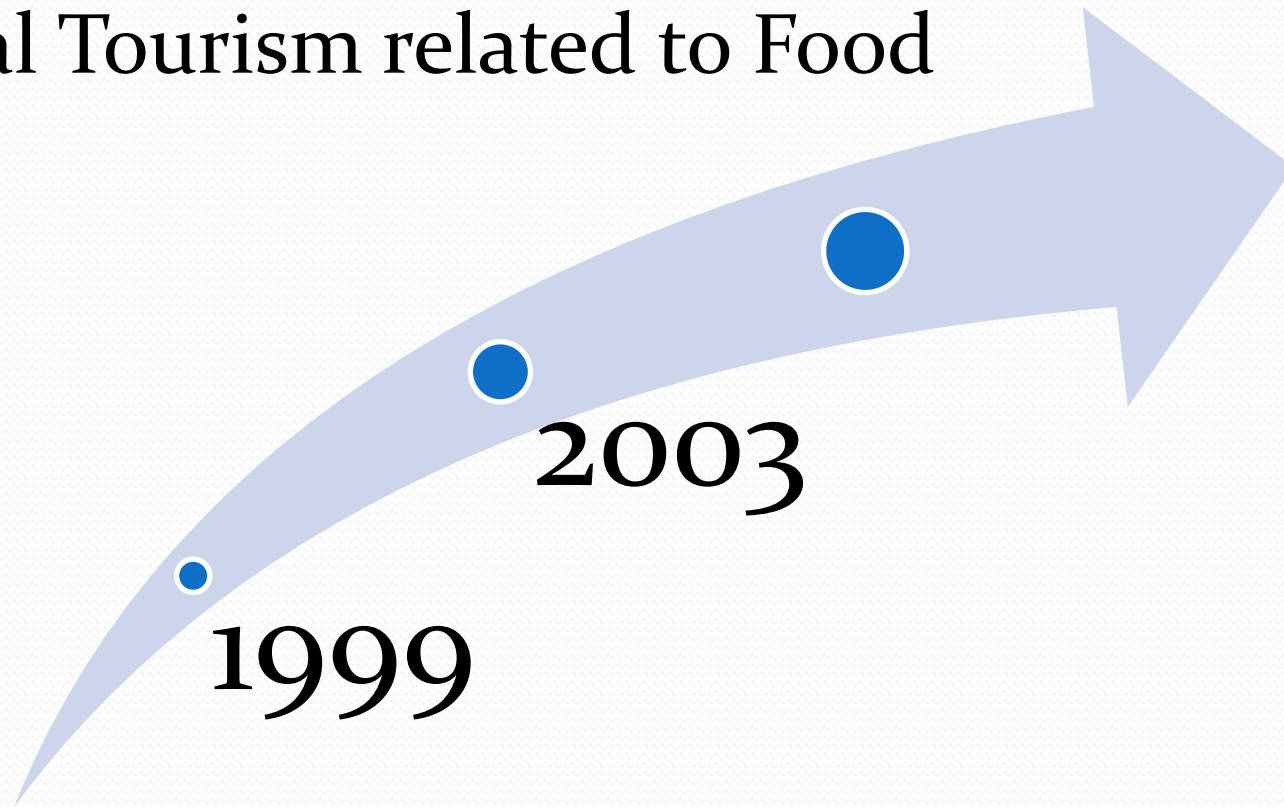


*ISLAMIC TOURISM
CENTRE
MINISTRY OF
TOURISM MALAYSIA*

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

- India hosted 1.11 million foreign tourist from Muslim countries in the year 2008.

Travel & Hospitality

halalfocus.net/2010/08/04/opinion

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