

Islamic Tourism & Opportunity in Global Halal Market

28/March/2010

Presentation at Islamic
Tourism Centre

Mid Valley, Kuala Lumpur

INTRODUCTION

- *Malaysia started an initiative to encourage tourist arrivals from Muslim nations and Muslim communities abroad with the launching of the Islamic Tourism Centre (ITC) in Malacca.*
- *The establishment of the ITC is in line with the country's aim to make Malaysia a major global tourism destination.*

- “In terms of the economy, the Islamic tourism [industry] aims to expand tourism within the Muslim world,
- To experience a sustained and substantial increase in per capita income; thus to undergo economic development.

Net economic welfare

- tourist destinations and strengthen cooperation between governments and institutions in Muslim countries,”
- With regard to the arts, Islamic tourism would focus on tourism programs and events that are acceptable to the religion.”

per: Azalina Osman

- Serious discussions about boosting Islamic tourism in **Malaysia** began in the middle of 2008, during the inaugural Global Islamic Tourism **Conference** and Exhibition, which was held from July 30 to August 1.

- Deputy Prime Minister Datuk Seri Najib Tun Razak (as he then was) called for Malaysia's leadership in developing the Islamic tourism **industry**. "Malaysia should take the lead in this. I believe the time has come for some concrete efforts to galvanise our joint abilities to work on this initiative properly," he said.

Why Islamic Tourism?

- "Islam is a religion of peace and tourism is an activity of peace. It is part of the process of peace building and developing relations between people. The building of peace – whether involving people or the environment – is very much part of Islam"

per -Imtiaz Muqbil, Thailand's Travel Impact Newswire executive editor

WHAT IS MALAYSIA'S STRENGTH?

Shariah Compliance Hotels

Islamic & Advanced Architecture

Islamic Museums & Arts

Islamic Education & Institution

Reputed Mosques

Muslim Friendly Hospitality & Services

e.g. -abundance choice of halal food & drinks

-prayer room/surau within the shopping mall

- excellent travelers/tourist facilities by PLUS and almost all highways in Malaysia

-Beauty spa for Muslim ladies, etc.

WHAT ARE THE
OPPORTUNITIES?

- 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
- Malaysia's multi-ethnic and multi-religious society

IMP3: 2006-2020 Chapter 21 – Development of the Halal Industry

CHALLENGES?

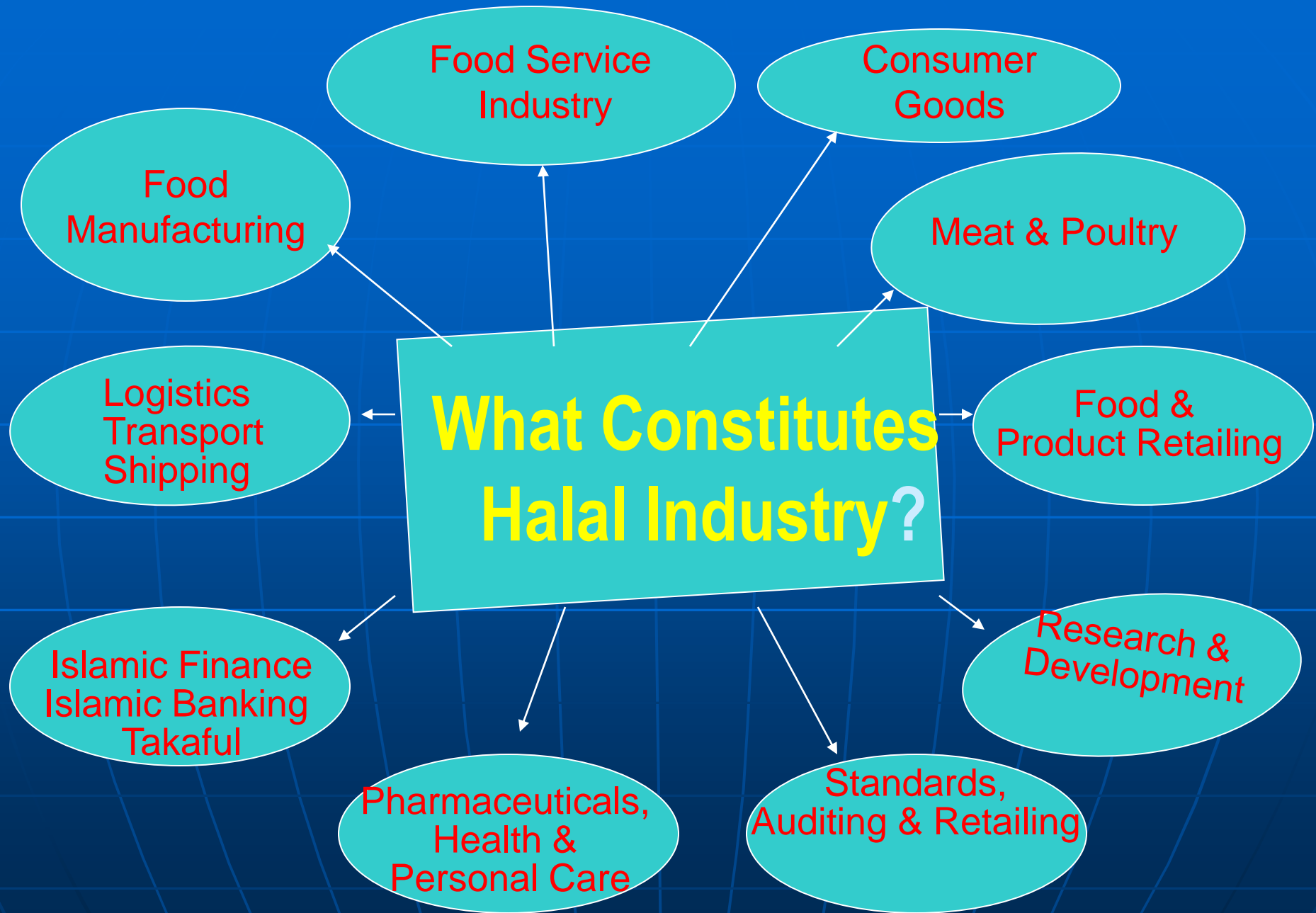
- Administrative Framework:
 - 1. Code of Practice
 - 2. Guidelines
 - 3. Manual Procedure
 - 4. Standards
 - 5. Best Islamic Practices/SOPs

e.g.

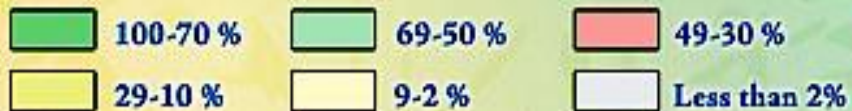
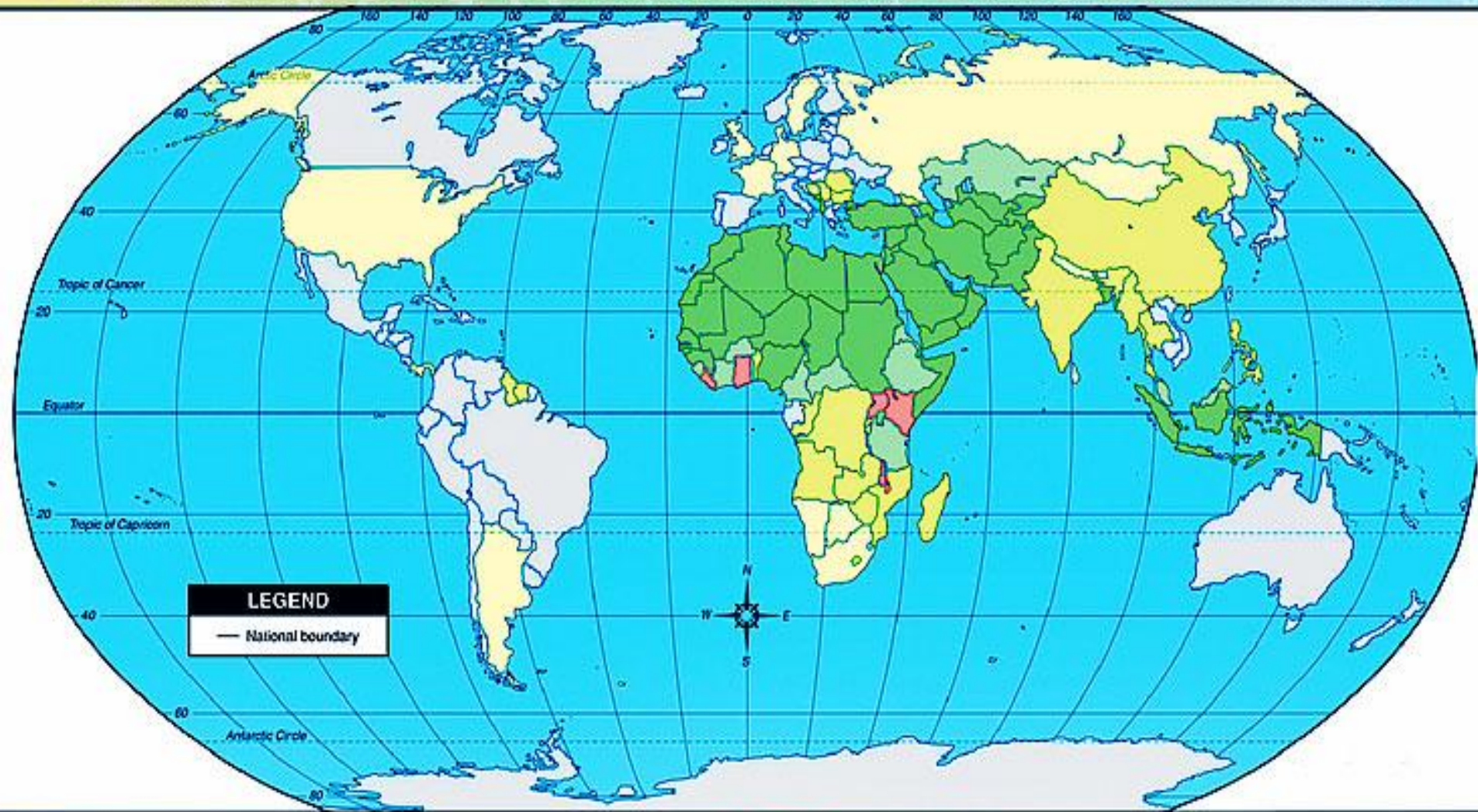
1. Ideal ★ rating for Shariah Compliance hotel
2. Islamic Spa Practices
3. MS:

Strategies and Policies

- - enhancing awareness of Malaysia as Centre for Islamic Tourism/Halal products and services
- - managing increasing regional competition
- - leveraging upon outward investments to gain access of raw materials & enhance competitiveness
- - developing halal-compliant services
- - using and leveraging upon Malaysian Halal standard to differentiate Malaysia's halal services
- - service quality assurance
- - undertaking systemic development of islamic tourism
- - enhancing coordinating among agencies
- - strengthening institutional and human resource capacity



Muslim Population: Potential Market



~ 1.6 billion
~ 2.2 billion by 2010



Malaysia Halal Hub Initiative

Marketing (Promotional Activities)

- MIHAS (Malaysia International Halal Showcase)
- Specialised Marketing Missions
 - e.g. MOU with existing Airlines to providing sufficient tourism information on board
- Trade Fairs/Tourism Fairs
- International Promotion Booths
- Directory of Halal Tourism/Services



Malaysia Halal Hub Initiative

Complementary (Supporting Endeavours)

- World Halal Forum – Platform for Industry players to interact
- National Halal Industry Forum – Platform for local industry players to discuss issues of national interest
- Halal Journal – create, maintain and increase awareness of halal
- International Networks



THANK YOU

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