



**PROJECT ON IMPROVING ISLAMIC TOURISM ECOSYSTEM IN OIC
MEMBER COUNTRIES: DESTINATION AND INDUSTRY
DEVELOPMENT**

9-12 JULY 2018

Malatya, Republic of Turkey

Tentative Programme

Day One- 9 July 2018	
08:30 – 09:00	Registration
09:00 – 09:30	<p>Opening Session Recitation from the Holy Quran</p> <p>Welcoming Remarks</p> <ul style="list-style-type: none">• Welcoming Statement by the Governor of Malatya, Mr. Ali Kaban• Welcoming Remarks by Mr. Hacı Uğur Polat, Mayor of Malatya (TBC)• Opening Remarks by Amb. Musa Kulaklıkaya, Director General, Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)• Opening Remarks by Mr. Selçuk Koç, Director COMCEC Coordination Office• Opening Remarks by the Director General of Promotion, Ministry of Culture and Tourism of the Republic of Turkey, Mr. İrfan Önal• Opening Remarks by The Undersecretary of the Ministry of Tourism and Culture of Malaysia, Mr. Mohd Daud Mohd Arif• Opening Remarks of the Minister of Customs and Trade of the Republic of Turkey, Mr. Bülent Tüfenkci <p>Exchange of plaques</p>

	Family Photo
09:30 – 10:00	Coffee Break
10:00 – 11:00	Keynote Presentation: State of Tourism in OIC Countries Dr. Cem Tintin, Researcher, Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) Questions and Answers
11:00 – 12:30	Session 1: Panel Discussion (Davos style) Islamic Tourism Destination Management: Prospect and Challenges Moderator: Dr. Cem Tintin, Researcher, Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) Panelists: <ul style="list-style-type: none"> • Mr. Zulkifly Md. Said, Director General, Islamic Tourism Center of Malaysia (Representative of the OIC Asian Group) • OIC Arab Group Representative • OIC African Group Representative • Mr. Enver Öncü, Head of Controllers Board, Ministry of Culture and Tourism of the Republic of Turkey • Mr. Levent İskenderoğlu (Representing Malatya Province) • Prof. Nabyl Eddahar Representative of the Islamic Centre for Development of Trade (ICDT) Questions and Answers
12:30 – 14:00	Lunch and Prayer
14:00 – 15:45	Session 2: Islamic Tourism or Muslim Friendly Tourism: Concepts and Trend Trainer: Professor Khairil Wahidin Awang, PhD Questions and Answers
15:45- 16:00	Coffee Break
16:00–17:30	Session 3: Muslim Travelers: Understanding Their Needs and Strategizing the Market Trainer: Professor Khairil Wahidin Awang, PhD Questions and Answers
17:30 – 18:00	Wrap-up of the First Day
19:00 – 21:00	Gala Dinner

Day Two- 10 July 2018	
08:30 – 09:00	Recap of Day One

09:00 – 10:45	Session 4: : Muslim Friendly Hotel Rating System (MFHRS) & Muslim Friendly Tourist Guide (MFTG) Trainer: Dr. Khairusy Syakirin Has-Yun Hashim Questions and Answers
10:45 – 11:00	Coffee Break
11:00 – 12:30	Session 5: Muslim Friendly Tourism Ecosystem Rating System (MFTERS) Trainer: Dr. Khairusy Syakirin Has-Yun Hashim Questions and Answers
12:30– 14:00	Lunch and Prayer
14:00 – 15:30	Session 6: Experiences of OIC Countries (I) Presentations and interactive discussion with the participants about their national experiences, challenges and lessons learned
15:30 – 15:45	Coffee Break
15:45 – 16:30	Session 7: Experiences of OIC Countries (II) Presentations and interactive discussion with the participants about their national experiences, challenges and lessons learned
16:30 – 16:45	Closing Remarks and End of the Training Programme, Certificates Distribution and Group Photos
17:00 – 19:30	<ul style="list-style-type: none"> • Sword-Bearer Mustafa Pasha Caravanserai • Battalgazi (Old Malatya) Grand Mosque Battalgazi Battalgazi is popularly called 'Old Malatya', Eski Malatya in Turkish, because its history is very old. The following destinations will be visited in Balltagazi:

Day Three- 11 July 2018 - Study Visit	Departure. 08:30
<p>Malatya is located in the Upper Euphrates Basin of the Eastern Anatolia Region of Turkey. Malatya's history extends to the Palaeolithic, Neolithic, Chalcolithic and Bronze Ages. Assyrians, Persians, Romans, Byzantines, Arabs, Seljuks and Ottomans ruled the city. It was a strategic gateway and a trading centre for almost all civilizations, and so control of Malatya frequently changed hands.</p>	
<p><u>Akçadağ</u> Akçadağ has a rich historical heritage. These include the mounds at Akçadağ called Ören and İkinciler, Ferik Castle of Hittites, and rock graves. The following destinations will be visit in Akçadağ:</p>	
<ul style="list-style-type: none"> • Ali Kara Maşjid and Museum 	
<ul style="list-style-type: none"> • Levent Valley 	

Lunch and Prayer	
<u>Darende</u>	
It is an important Hittite settlement. It has a rich historical heritage inherited from Assyrians, Persians, Romans and Ottomans. The following destinations will be visited in Darende:	
<ul style="list-style-type: none"> • Somuncu Baba Mosque and Museum 	
<ul style="list-style-type: none"> • Tomb of Somuncu Baba 	
<ul style="list-style-type: none"> • Kudret Hot Spring Pool 	
End of the First Day of the Study Visit	

Day Four- 12 July 2018 - Study Visit	Departure. 08:30
<u>Arapgir</u>	
It is thought that the first settlement of Arapgir dates back to circa 1200 BC. The rulers of Arapgir were Assyrians, Romans, Byzantines, Umayyads, Abbasids, Danişments, Anatolian Seljuks, Karakoyunlus and Ottomans. The study visit to Arapgir will be held at the last day of the study visit and the following historical places will be visited during the study visit:	
<ul style="list-style-type: none"> • Old Arapgir Castle (Anatolian-Seljukian period) 	
<ul style="list-style-type: none"> • Millet Han 	
<ul style="list-style-type: none"> • Grand Mosque 	
<ul style="list-style-type: none"> • Cafer Paşa Mosque 	
<ul style="list-style-type: none"> • Mirliva Ahmet Paşa Mosque 	
<ul style="list-style-type: none"> • Molla Eyüp Masjid 	
Lunch and Prayer	
End of the Second Day of the Study Visit	