



DEVELOPMENT OF MUSLIM FRIENDLY TOURISM : MALAYSIA'S PERSPECTIVE



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DIRECTOR GENERAL
ISLAMIC TOURISM CENTRE (ITC)
MINISTRY OF TOURISM, ARTS & CULTURE, MALAYSIA



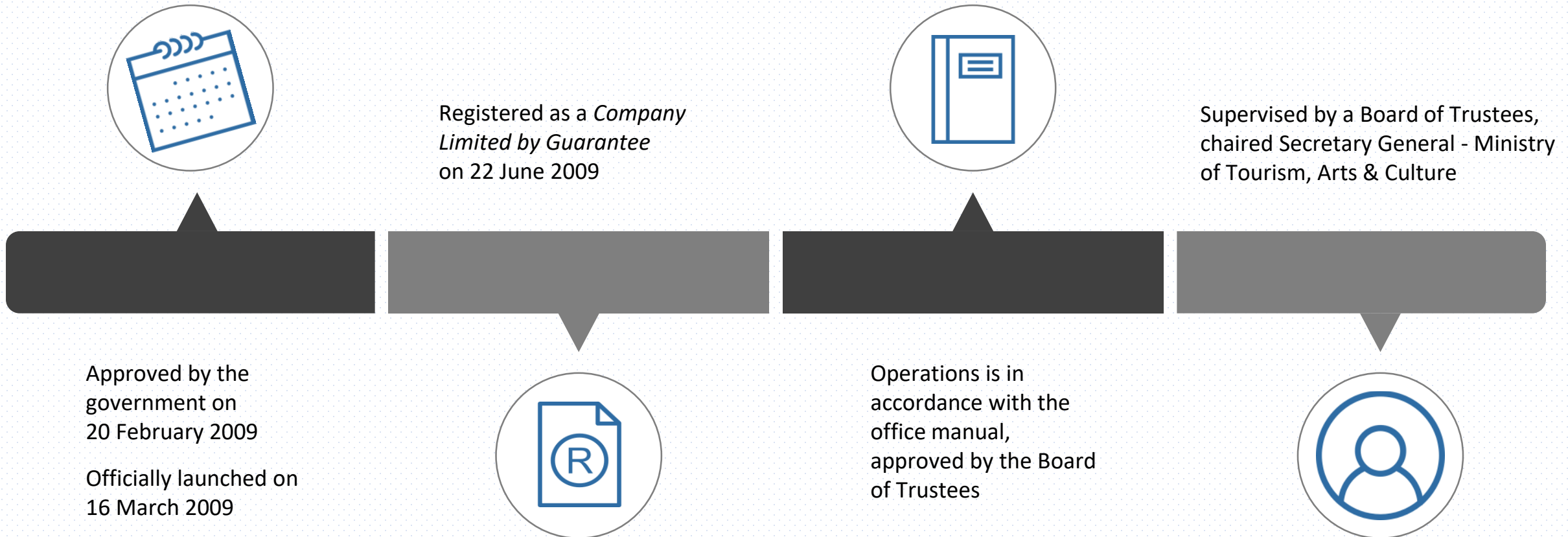
ESTABLISHMENT OF

ISLAMIC TOURISM CENTRE



ISLAMIC TOURISM CENTRE

- A brief history -



ROLES AND RESPONSIBILITIES

- What we do / what we've done -



Strategic Research On Market Intelligence for Policy Formulation

Publications: Standards, Journal, Research findings & reports

Research: Shariah Compliance Accommodation, Mosque Profiling within tourism Corridors in Malaysia

Seminars, Conferences, MTCP Courses, Symposiums, Trainings (Domestic & International)

Capacity Building in Tourism Human Resource



Information Exchange and Sharing of Best Practices

Participation in Domestic and International Trade Events, Speaking Engagements, Stakeholder Meetings, Jury for Islamic Awards

Partners: OIC, SESRIC, COMCEC

Joint Co-op: Indonesia

MOC: Malaysia – Japan
lead by MITI

MOU: IIUM

Strategic Partnership with Governmental, Intra-Gov and NGOs



ISLAMIC TOURISM

AND THE

GLOBAL MUSLIM MARKET

GLOBAL MUSLIM POPULATION

- Statistics of Muslims Worldwide -



GLOBAL

1.8

BILLION

Pew Research Centre

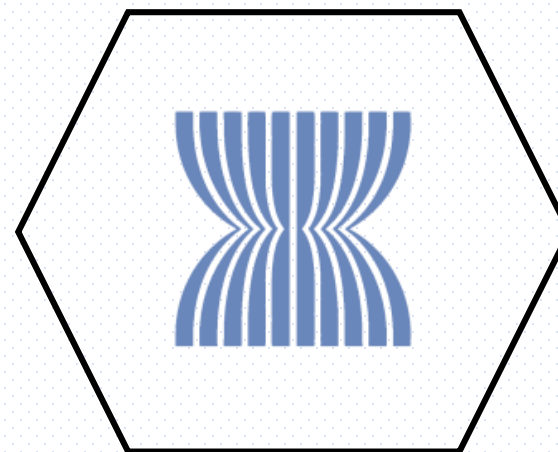


OIC NATIONS

1.1

BILLION

Pew Research Centre

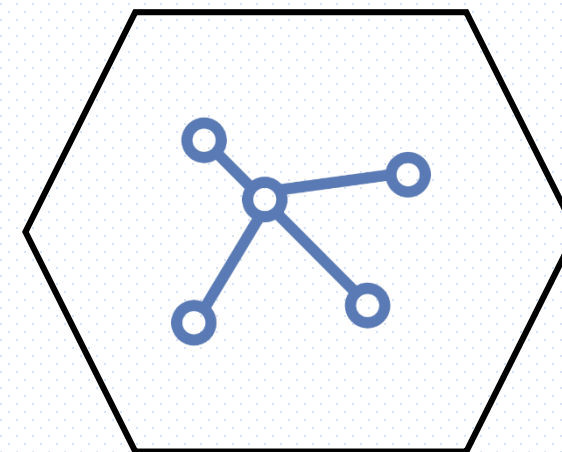


ASEAN

255

MILLION

Pew Research Centre



OTHER NATIONS

350

MILLION

Thomson Reuters

1.4

BILLION

INTERNATIONAL TRAVELLERS
IN 2018

—
UNWTO

2018 International Tourism Results

140

MILLION

INTERNATIONAL MUSLIM TRAVELLERS IN
2018

—
Master Card & Crescentrating

Global Muslim Travel Index 2019





USD

177

BILLION

MARKET SIZE OF EXISTING MUSLIM
TRAVELLER MARKET IN 2017

USD

274

BILLION

POTENTIAL MARKET WORTH BY 2023

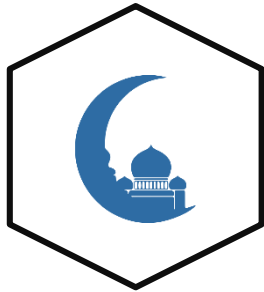
MARKET COMPARISONS

- The Benchmark Globally, in US\$ Billion, 2017 -



CHINA

\$187



MUSLIM MARKET

\$177



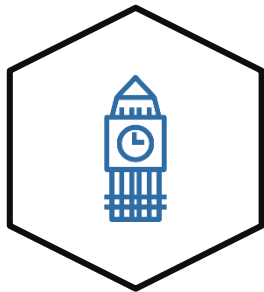
USA

\$161



GERMAN

\$122



UK

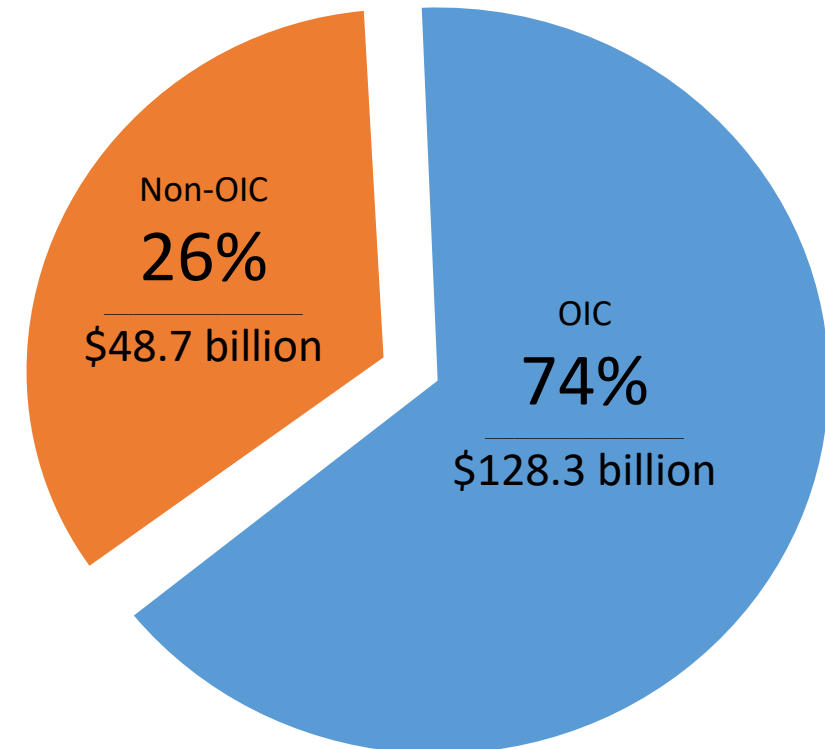
\$91



RUSSIA

\$74

Total Muslim Traveller Market Spending



HIGHEST GLOBAL MUSLIM TOURISTS SPENDING PER CAPITA BY COUNTRY

- Source: State of The Global Islamic Economy 2018/2019 Report, Thomson Reuters-



SAUDI ARABIA

21

BILLION USD



UNITED ARAB EMIRATES

16

BILLION USD



QATAR

13

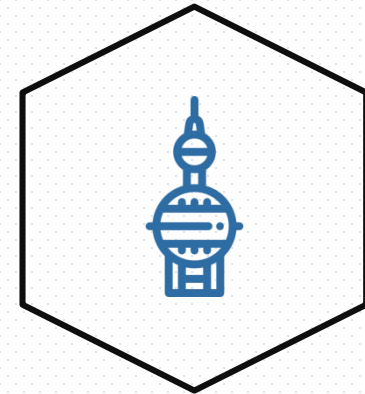
BILLION USD



INDONESIA

10

BILLION USD



KUWAIT

10

BILLION USD

TOURISM INDUSTRY IN MALAYSIA

OVERVIEW OF TOURISM INDUSTRY IN MALAYSIA



KEY INDICATORS

2018

TOURIST ARRIVALS

25.8 MILLION

TOURIST RECEIPTS

USD20 BILLION

AVERAGE PER CAPITA EXPENDITURE

USD777

AVERAGE LENGTH OF STAY

6.7 NIGHTS

TOP 10 TOURIST ARRIVALS IN 2018

- | | |
|--------------|----------------|
| 1. SINGAPORE | 6. SOUTH KOREA |
| 2. INDONESIA | 7. INDIA |
| 3. CHINA | 8. AUSTRALIA |
| 4. THAILAND | 9. PHILIPPINES |
| 5. BRUNEI | 10. JAPAN |



ESTIMATED MUSLIM TOURIST ARRIVALS TO MALAYSIA

REGION	2016	2017	2018
ASEAN	4,875,931	4,788,335	4,539,671
EAST ASIA	39,852	42,765	54,744
SOUTH ASIA	258,897	238,434	293,298
WEST ASIA	274,325	240,491	265,834
EUROPE	55,635	54,713	63,345
OTHERS	22,501	19,270	35,004
TOTAL	5,527,142	5,384,008	5,251,927



TOP 5 TOURIST ARRIVALS FROM OIC COUNTRIES TO MALAYSIA IN 2018



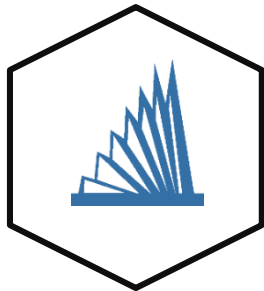
INDONESIA

3,277,689



BRUNEI

1,382,031



BANGLADESH

150,054



SAUDI ARABIA

112,263



PAKISTAN

74,458

TOP 5 TRAVEL SPENDERS IN MALAYSIA - 2018 (PER CAPITA)



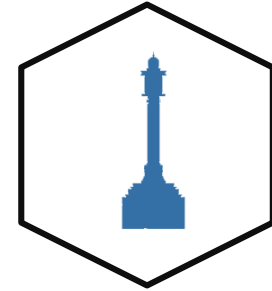
SAUDI ARABIA

USD2,774



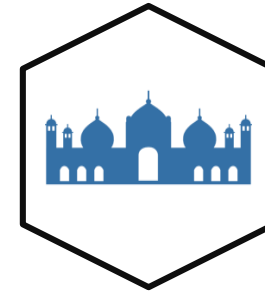
UAE

USD1,840



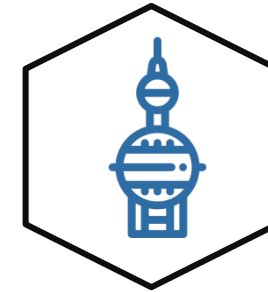
OMAN

USD2,025



IRAN

USD2,007



KUWAIT

USD1,988

MUSLIM FRIENDLY TOURISM
DEVELOPMENT INITIATIVES
IN MALAYSIA

MALAYSIA HALAL INDUSTRY

- Lead by Department of Islamic Development (JAKIM) -



**GOVERNMENT
REGULATED**

Halal industry in
Malaysia



1974

The year JAKIM
started issue halal
certification



504

Number of Halal
certificates issued to
hotels and resorts in
Malaysia as of June
2019



80%

Percentage of Halal
certificates issued
to non-Muslim
companies in
Malaysia



78

International
Halal certification
and authority bodies
recognised by JAKIM
as of February 2019



**RM
1.1b**

Revenue generated
from Halal trade at
the 12th Malaysia
International Halal
Showcase (MIHAS)

**The iconic
Malaysia Halal
logo**

DEVELOPMENT OF MS2610:2015

- Standards on Muslim Friendly Hospitality Services - Requirements-



The 1ST Islamic tourism standard
in the world developed
by a national accreditation body



Developed using with ISO principles and
adapts to Malaysian environment.

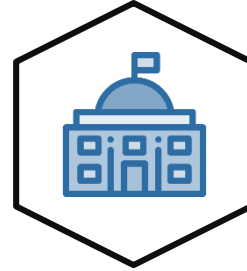
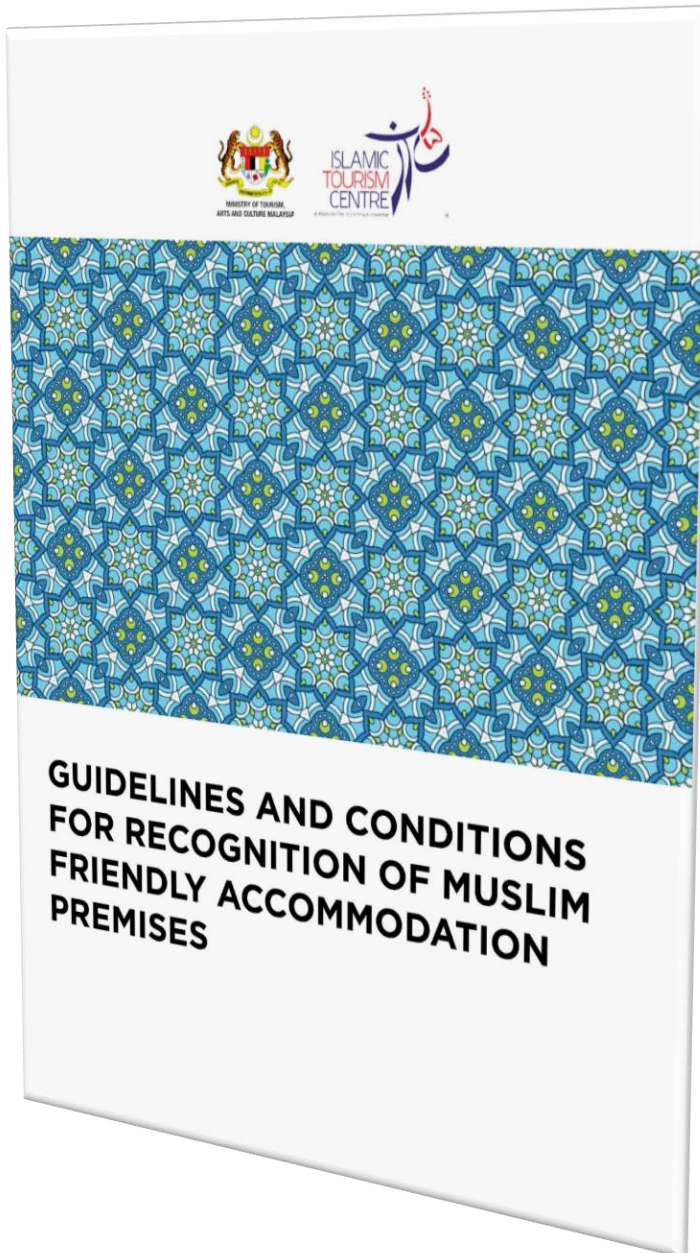


Focuses on 3 areas:

- Accommodation
- Tour Operator
- Tour Guide



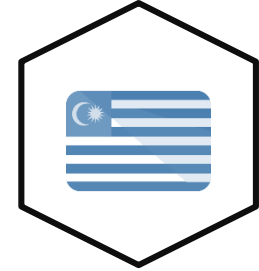
MFAR ACCOMMODATION RECOGNITION



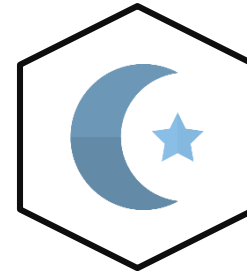
The first of its kind to be backed by a Government agency



Follows the standard requirements of MS2610:2015 (for hotels)



Subscription is available for hotels in Malaysia, soon for overseas



MFAR is an extension of MOTAC's star rating system



Hotels are awarded the MFAR based on criteria by ITC. The available categories for awards are Silver, Gold and Platinum



Hoteliers can apply for the MAHR through www.itc.gov.my / itc@itc.gov.my

MUSLIM FRIENDLY HOTELS

- At least one Halal certified kitchen
- Qiblat Direction on room ceiling
- Prayer mats / rugs / Holy Quran
- Prayer time schedule
- Segregated swimming pool / gym
- Ramadan Buffets / Iftar
- Sahoor (pre-dawn) menu
- Shuttle to Mosque for Terawikh prayers
- Guest Imams for surmons / prayers
- Employment of Halal Executive





NATIONAL ECOTOURISM PLAN 2016 – 2025

5

FOCUS AREAS

- ① Investment in Ecotourism
- ② Tourism Concessions
- ③ Synergy between Ecotourism & Conservation
- ④ Ecotourism Marketing
- ⑤ Ecotourism Clusters

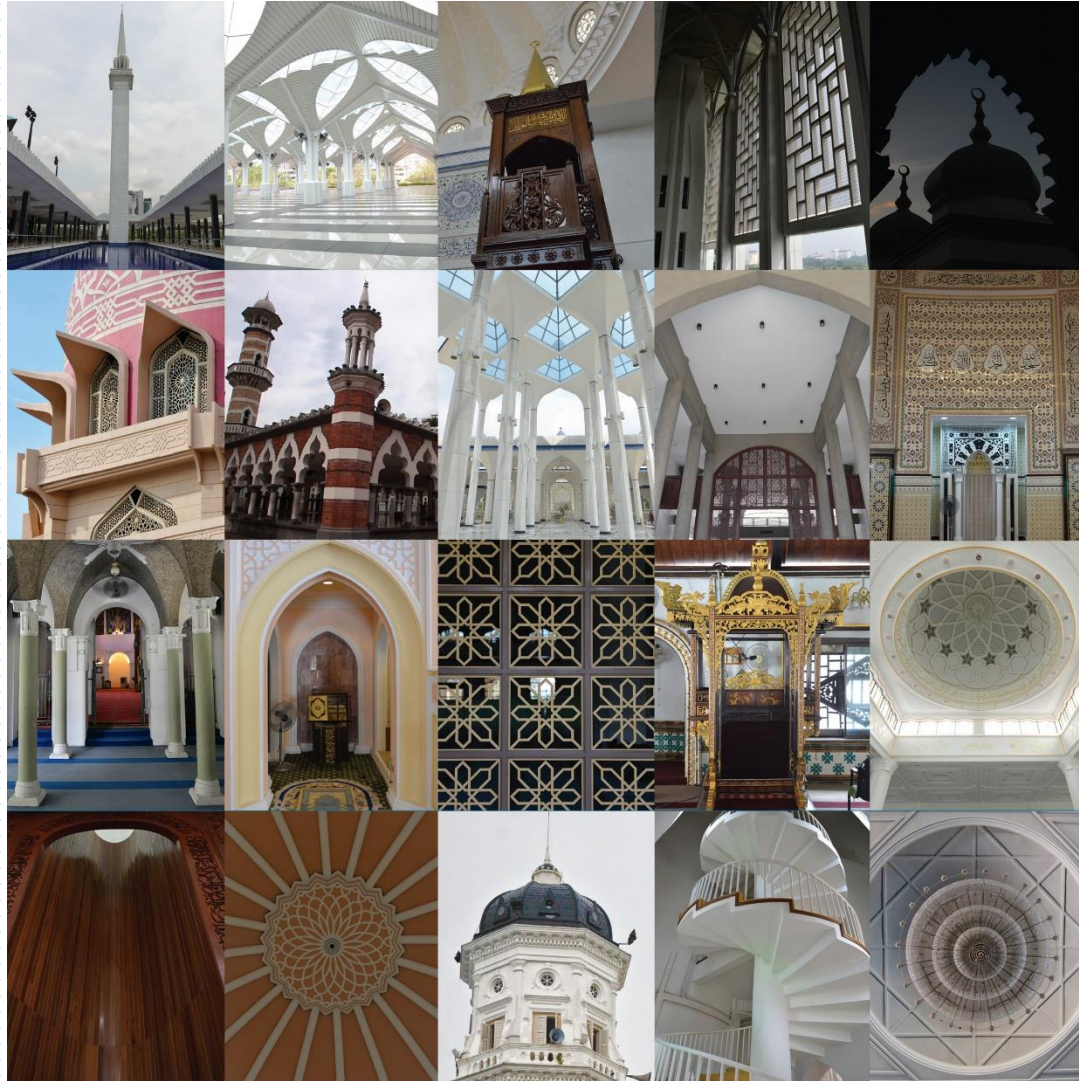
19

STRATEGIES

86

ACTIONS





MOSQUE TOURISM

TRIPADVISOR BEST LANDMARK IN MALAYSIA 2016 - 2019



Putra Mosque, Putrajaya



National Mosque,
Kuala Lumpur



Sultan Salahuddin Abdul
Aziz Shah Mosque,
Selangor



Zahir Mosque, Kedah



Melaka Straits Mosque, Melaka



NATIONAL IMAM ROUNDTABLE CONFERENCE 2016 & 2017

22 – 24 FEBRUARY 2016 | 9 – 11 OCTOBER 2017



NATIONAL IMAM ROUNDTABLE RESOLUTIONS



Plan and organise programmes in mosques for Muslim and non-Muslim



To work closely with foreign embassies and media in promoting mosque tourism



To allow non-Muslim to visit mosques with a proper guidance



To ensure mosque as a 'One Stop Centre', eg.: to offer wedding packages, provide library, medical centres and recreational facilities



To ensure comfort and safety of visitors while in a mosque



To set-up tourism unit to facilitate visitors into mosque



Mosque management should be neutral and fair. No political elements / interference in the management of a mosque

MUSLIM FRIENDLY TOURIST GUIDE (MFTG) TRAINING PROGRAMME



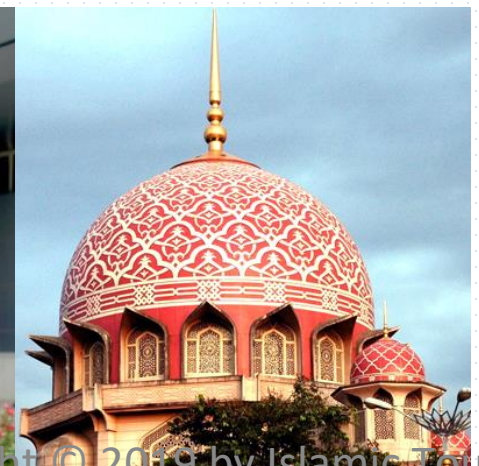
Designed for **existing Licensed Malaysian Tour Guides.**

- To provide **understanding on the concept of Muslim Friendly (MF) hospitality services** in Malaysia;
- To enhance the level of knowledge among the tour guide to have the **correct understanding of Muslim tourist requirements;**
- To **develop the tour guide skill** to give the **correct information on MF hospitality services in Malaysia**



PRAYER FACILITIES

- Airports
- Highway Rest Service Areas
- Shopping Malls
- Theme Parks
- Government Offices
- Golf Resorts & Clubs
- Stadiums
- Convention Centres
- Hospitals
- Restaurants



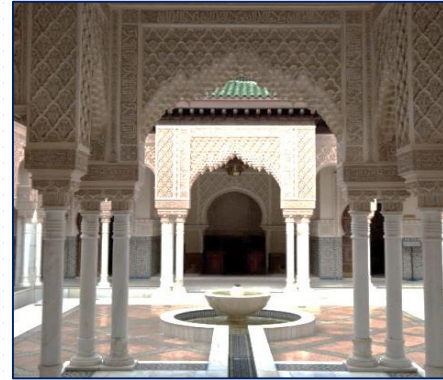
ISLAMIC FESTIVALS & EVENTS IN MALAYSIA

- Awal Muharram (New Year), Maulidur Rasul (Prophet's Birthday), Ramadan (Fasting Month), Eid-ul Fitr, Eid-ul Adha (Qurban Services)
- International Quran Recital (Since 1958)
- Malaysia International Halal Showcase (MIHAS)
- IFTAR@KL – Ramadhan Festival
- Putrajaya International Islamic Arts & Culture Festival (PIIACUF)
- World Islamic Economic Forum (WIEF)
- World Islamic Tourism Conference (WITC)



ISLAMIC TOURISM ATTRACTIONS

- Islamic Arts Museum, Kuala Lumpur
- Islamic Arts & Garden Complex, Selangor
- Islamic Civilisation Park, Terengganu
- Moroccan Pavillion, Putrajaya
- Global Halal Support Centre, Kuala Lumpur
- Al-Khawarizmi Astronomy Complex, Melaka
- Nasyrul Al Quran, Putrajaya



CONNECTIVITY WITH MUSLIM COUNTRIES



Total flight frequency

5,418 weekly



Flight frequency from OIC countries

675 weekly



Avg. occupancy of seats

680,805 weekly

As of 31 December 2018

Source: Tourism Malaysia & Malaysia Airports Berhad



PROMOTIONS / MARKETING

- Malaysian government started **promoting** our destination **to the Middle East** long **before the September 11 crisis**.
- **Tourism Malaysia overseas offices in OIC countries** include Almaty, Brunei, Dhaka, Dubai, Istanbul, Jakarta, Jeddah, Medan and Tehran
- **Activities:**
 - * Arabian Travel Market - Dubai (Since 1993)
 - * World Travel Mart - London
 - * ITB - Berlin
 - * Middle East sales mission
 - * TVC / Outdoor advertisements
 - * Fam trips (Media/Corporate/Agents)
 - * Online Campaigns
 - * Joint Campaigns with Airlines



VISIT MALAYSIA GLOBAL CAMPAIGN



1990



1994



2007



2014



2015

ACCOLADES FOR MALAYSIA

- What Malaysia has won over the years -

Malaysia
NUMBER ONE DESTINATION
FOR MUSLIM TRAVELLERS
2011-2014
-
CRESCENTRATING

Malaysia
NUMBER ONE DESTINATION
IN THE GLOBAL MUSLIM
TRAVELLERS INDEX 2015 - 2019
-
CRESCENTRATING & MASTERCARD

Malaysia
BEST HOLIDAY DESTINATION
IN THE MONTH OF RAMADAN
2016 -2026
-
CRESCENTRATING & MASTERCARD

Kuala Lumpur & Penang
TOP 10 BEST SHOPPING
DESTINATION MUSLIM TRAVELLERS
SHOPPING INDEX 2015
-
CRESCENTRATING & MASTERCARD

Malaysia
THE MOST DEVELOPED
ISLAMIC ECONOMY ECOSYSTEM
FOR HALAL TRAVEL
IN 2014 – 2018
-
THOMSON REUTERS

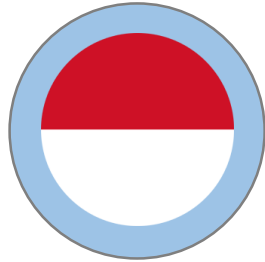
Islamic Arts
Museum Malaysia
TOP MUSEUM IN MALAYSIA
8TH IN ASIA
-
TRIP ADVISOR
TRAVELLER'S CHOICE AWARDS 2014 - 2018

GLOBAL MUSLIM TRAVEL INDEX 2019

- TOP OIC DESTINATIONS -



Malaysia
78



Indonesia
78



Turkey
75



Saudi Arabia
72



UAE
71



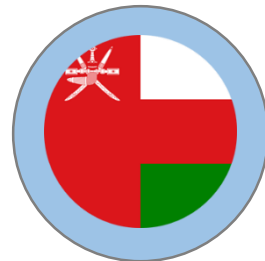
Qatar
68



Morocco
67



Bahrain
66



Oman
66



Brunei
65

ACCESS

- Visa Requirement
- Connectivity
- Transport Infrastructure

COMMUNICATION

- Outreach
- Ease of Communication
- Digital Presence

ENVIRONMENT

- Safety
- Faith Restrictions
- Visitor Arrivals
- Enabling Climate

SERVICES

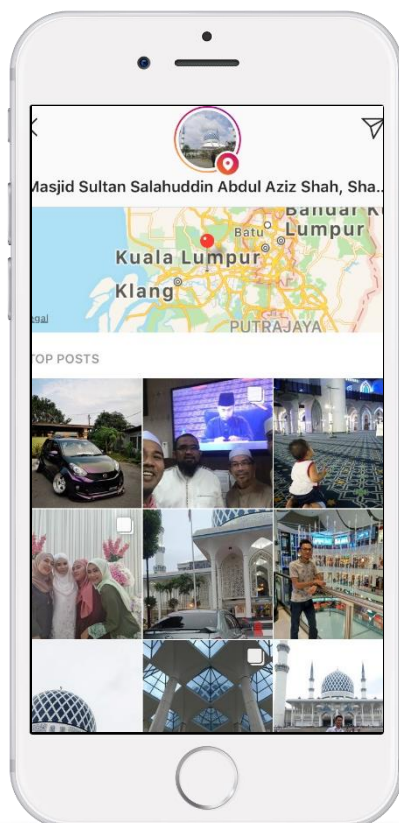
- Core Needs (Halal Food & Prayer Facilities)
- Core Services (Hotels & Airports)
 - Unique Experiences



ACCLIMATISING INTO ISLAMIC TOURISM 2.0

MOVING INTO ISLAMIC TOURISM 2.0

- Malaysia's Adaptation for the future -



HALAL APP
+ Halal restaurants and products in Malaysia

Developed by: HDC



SOLAT MALAYSIA
+ Accurate solat time in Malaysia

Developed by: M-Village (MSC)



MALAYSIA TRIP PLANNER
+ Official travel app from Tourism Malaysia

Developed by: Tourism Malaysia

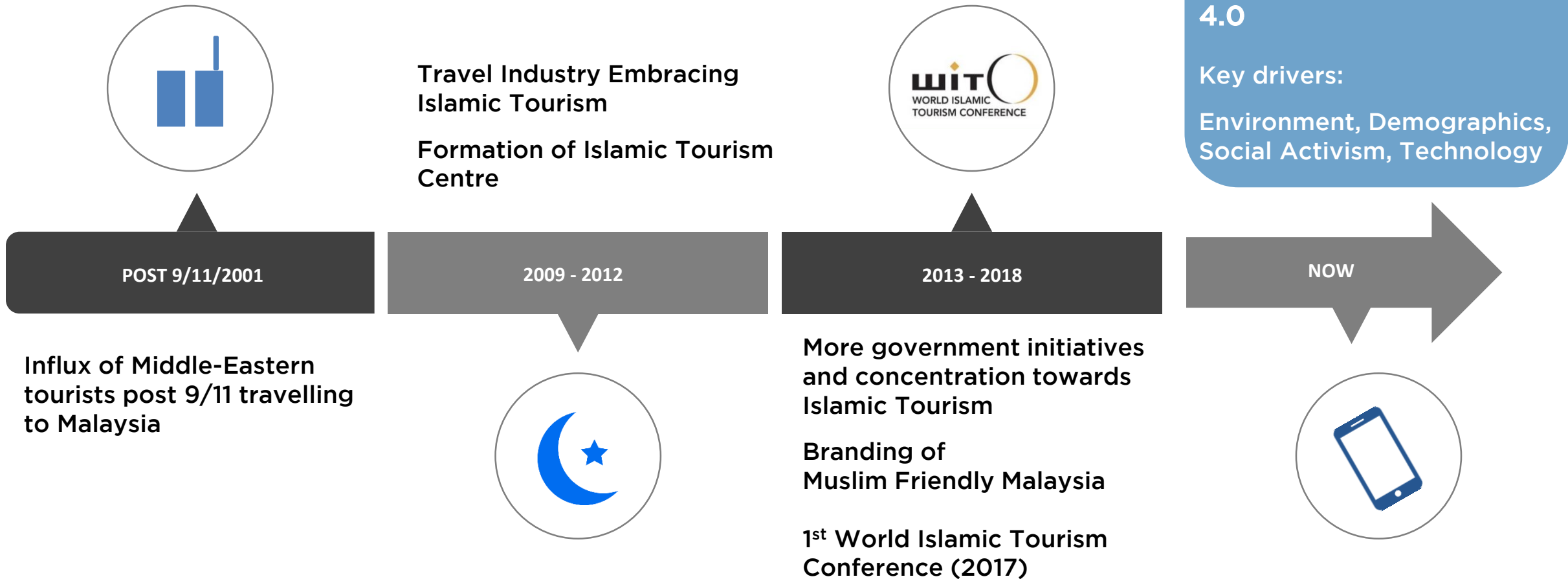


iMASJID MALAYSIA
+ Information on Mosques activities in Malaysia

Developed by: Virtuocity Systems

MOVING INTO ISLAMIC TOURISM 2.0

- Timeline of Islamic Tourism in Malaysia -



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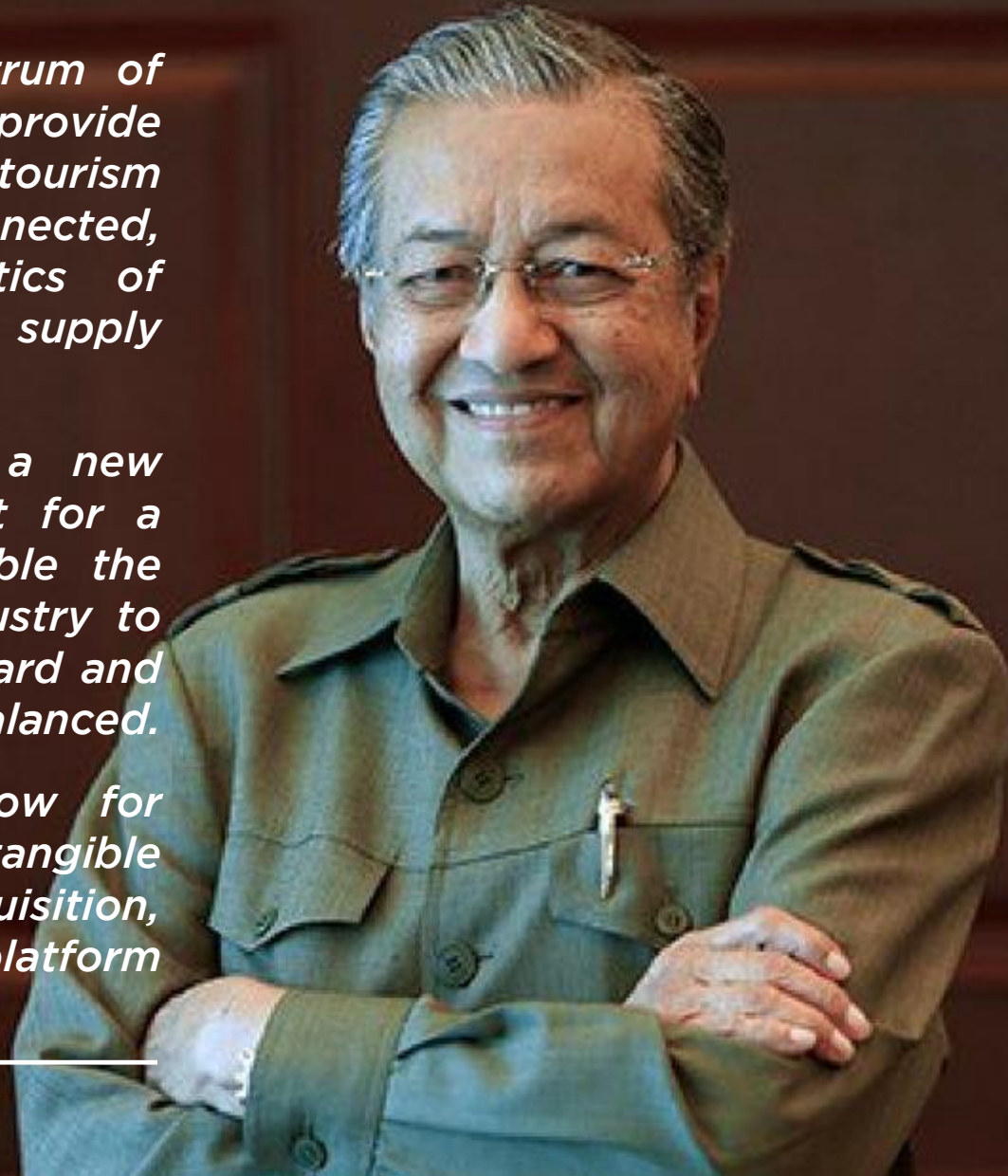
By embracing the whole spectrum of digitalisation, we will be able to provide the necessary tools for the tourism industry to be internationally connected, perform rigorous data analytics of tourism futures and shorten the supply chain.

For all these to materialise, a new investment climate is pertinent for a conducive environment to enable the technology-centred tourism industry to charge forward. Investment in hard and soft infrastructure needs to be balanced.

National policies need to allow for investment incentives in more intangible products such as data acquisition, content creation and online platform presence.

”

YAB TUN DR. MAHATHIR MOHAMAD
Keynote Address, World Tourism Conference 2019





30 MILLION
TOURIST ARRIVALS



RM100 BILLION
TOURIST RECEIPTS



MINISTRY OF TOURISM,
ARTS AND CULTURE MALAYSIA



THANK YOU

www.itc.gov.my
itc_my on social media