DEVELOPMENT OF MUSLIM FRIENDLY TOURISM: MALAYSIA’S PERSPECTIVE

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DIRECTOR GENERAL
ISLAMIC TOURISM CENTRE (ITC)
MINISTRY OF TOURISM, ARTS & CULTURE, MALAYSIA
A company is an association or collection of individuals, whether natural persons, legal persons, or a mixture of both. Company members share a common purpose and unite in order to focus their various talents and organize their collectively available skills or resources to achieve specific, declared goals. A company or association of persons can be created at law as a legal person so that the company in itself can accept limited liability for civil responsibility and taxation incurred as members perform (or fail) to discharge their duty within the publicly declared "birth certificate" or published policy. Because companies are legal persons, they also may associate and register themselves as companies – often known as a corporate group.
ISLAMIC TOURISM CENTRE

- A brief history -

Approved by the government on 20 February 2009

Officially launched on 16 March 2009

Registered as a Company Limited by Guarantee on 22 June 2009

Operations is in accordance with the office manual, approved by the Board of Trustees

Supervised by a Board of Trustees, chaired Secretary General - Ministry of Tourism, Arts & Culture

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Publications: Standards, Journal, Research findings & reports

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

Partners: OIC, SESRIC, COMCEC
Joint Co-op: Indonesia
MOC: Malaysia – Japan lead by MITI
MOU: IIUM

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

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

- Statistics of Muslims Worldwide -

GLOBAL

1.8 BILLION

OIC NATIONS

1.1 BILLION

ASEAN

255 MILLION

OTHER NATIONS

350 MILLION

Pew Research Centre

Pew Research Centre

Pew Research Centre

Thomson Reuters

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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
BILLION MARKET SIZE OF EXISTING MUSLIM TRAVELLER MARKET IN 2017

USD 177 BILLION

USD 274 BILLION POTENTIAL MARKET WORTH BY 2023
MARKET COMPARISONS
- The Benchmark Globally, in US$ Billion, 2017 -

Total Muslim Traveller Market Spending

Non-OIC
26%
$48.7 billion

OIC
74%
$128.3 billion

CHINA: $187
MUSLIM MARKET: $177
USA: $161
GERMAN: $122
UK: $91
RUSSIA: $74

Thomson Reuters
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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist Arrivals</td>
<td>25.8 MILLION</td>
</tr>
<tr>
<td>Tourist Receipts</td>
<td>USD20 BILLION</td>
</tr>
<tr>
<td>Average Per Capita Expenditure</td>
<td>USD777</td>
</tr>
<tr>
<td>Average Length of Stay</td>
<td>6.7 NIGHTS</td>
</tr>
</tbody>
</table>

### TOP 10 TOURIST ARRIVALS IN 2018

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

Source: Tourism Malaysia
ESTIMATED MUSLIM TOURIST ARRIVALS TO MALAYSIA

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

Source: Tourism Malaysia & ITC
### 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 Spend Per Capita in Malaysia - 2018

- **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 issuing 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
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
MF ACOMMODATION 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

GUIDELINES AND CONDITIONS FOR RECOGNITION OF MUSLIM FRIENDLY ACCOMMODATION PREMISES
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
FOCUS AREAS
① Investment in Ecotourism
② Tourism Concessions
③ Synergy between Ecotourism & Conservation
④ Ecotourism Marketing
⑤ Ecotourism Clusters

STRATEGIES
19

ACTIONS
86
MOSQUE TOURISM
Antara hasil perbincangan persidangan adalah:

• Membuka masjid kepada semua golongan tanpa mengira bangsa dan agama.

• Kebersihan dan keselamatan di masjid. Memastikan keselesaan dan keselamatan pengunjung masjid.

• Mempelbagaikan fungsi masjid sebagai 'One Stop Centre', contohnya seperti menawarkan pakej-pakej perkahwinan, menyediakan perpustakaan, pusat rawatan serta kemudahan–kemudahan riahdah dan sebagainya.
Plan and organise programmes in mosques for Muslim and non-Muslim

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

To ensure comfort and safety of visitors while in a mosque

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

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

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

To set-up tourism unit to facilitate visitors into mosque

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MUSLIM FRIENDLY TOURIST GUIDE (MFTG) TRAINING PROGRAMME

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
- Morrocan 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

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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

ACCOLADES FOR MALAYSIA

- What Malaysia has won over the years -

Malaysia
NUMBER ONE DESTINATION
FOR MUSLIM TRAVELLERS
2011-2014
CRESENTRATING

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

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

**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 -

Influx of Middle-Eastern tourists post 9/11 travelling to Malaysia

Travel Industry Embracing Islamic Tourism
Formation of Islamic Tourism Centre

More government initiatives and concentration towards Islamic Tourism
Branding of Muslim Friendly Malaysia
1st World Islamic Tourism Conference (2017)

The Next Phase of Islamic Tourism, in-line with Industry Revolution 4.0
Key drivers:
Environment, Demographics, Social Activism, Technology
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
THANK YOU

www.itc.gov.my
itc_my on social media