



Development of Muslim Friendly Tourism (MFT) in Dhaka

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MFT in OIC

- Many OIC countries possess rich and diverse natural, historical, cultural, and archaeological attractions
- It is expected that, by the year 2026, about 230 million Muslim tourists will travel around the globe and expected contribution into the global economy will be USD 300 billion
- Bangladesh is the fourth largest Muslim populated country having numerous potentials for Muslim Friendly Tourism development
- OIC has selected Dhaka as 'OIC City of Tourism for 2019' based on its' Muslim friendly tourism potentials



MFT Potentials in Bangladesh

- **Crescent Rating** calculated that four type's travels-leisure (75%), religious (10%), healthcare (1%) and business (10%) travels are happening among the Muslim tourists considering their travel demand
- Leisure travel
- Business travel
- Religious travel
- Healthcare service
- Bangladesh is the nineteenth most popular tourist destination for Muslims in the world (GMTI index)
- **Dhaka as 'OIC City of Tourism for 2019**



State of MFT in Bangladesh

- On average 13% tourists from OIC countries arrived in Bangladesh during 2006 to 2014 (BBS Statistics)
- **Key facts of tourism for Bangladesh**
- Total contribution to GDP: 4.3% (2017)
- Total contribution to employment: 3.8% (2017)
- Capital investment: BDT 72.5 billion (2016)
- Earning from tourism: BDT 11.1 billion (2016)
- Total size of tourism sector: BDT 460.3 Billion (2014)
- **MFT hotels**
- **Tour Operators**



Initiatives of MFT in Bangladesh

- Muslim friendly destination and general safety
- Availability of halal foods
- Access to prayer places
- Airport and transport facilities
- Alias named with Muslim motives
- 20% attractions are MFT attractions (**Bhuiyan and Darda, 2018**)
- Muslim friendly facilities in tourism attractions, shopping places, event venues
- Provide high cultural heritage and experiences, create eagerness to explore the destinations, ease access to prayer facilities, high Muslim travel market (**Crescent Rating, 2015**)



National Level Strategy to Develop MFT

- Bangladesh has **no specific strategies** within the tourism policies to give emphasize and prioritize the MFT development
- Bangladesh **hasn't yet established a national committee** or body to focus and formulate necessary policies and regulations for MFT development in the country
- The country has **attention to develop Bangladesh as MFT hub** to popular this segment in home and abroad



Supporting Initiatives in Policies

- **The Tourism Policy 2010**
 - ✓ To fill the gaps of existing tourism rules and regulations
 - ✓ Promote responsible tourism through proper participation of relevant stakeholders- government, local communities, business organizations
 - ✓ Maintain tourism friendly environment in the country
 - ✓ Develop sufficient human resources through training facilities
 - ✓ Support to small tourism-based businesses
 - ✓ Arrange tourism related fairs, exhibitions, and promotional activities
- **Medium Term Budget Framework until 2021**
 - ✓ Update the laws and policies related to global perspectives and implement them
 - ✓ Co-ordinate with tourism-related organizations at locally and abroad



Supporting Initiatives in Policies

- **Seventh Five Year Plan on Tourism (2016-2020)**
 - ✓ Promoting the Muslim archaeological sites
 - ✓ Discover the archaeological treasures including religious sites
 - ✓ Pre-dominant types of tourism- Nature, Cultural, **Religious**
 - ✓ Factor of Success- **Private sector initiatives**
 - ✓ Identifying potential tourist attractions in the country (BPC)
 - ✓ Capacity building in the tourism sector (BTB)
- The country need to make special strategies in **8th 5-year Plan (2021-2025)** and formulate suitable regulation to enhance MFT development



Key Challenges in Developing the MFT

- Tour operators and guides
- Accommodation options
- Human resource development
- Visa issuing system
- Awareness and outreach



Prioritized Initiatives for MFT Development

- ✓ Ensuring political commitment, establishing national committee for MFT development, formulating halal regulations, infrastructure development, and facilitate halal certification
- ✓ Increasing awareness for MFT: product and services, halal market niche, and online contents for MFT
- ✓ Separate recreation facilities according to gender
- ✓ **SESRIC (2017)** recommended for market research, conducting seminar and workshop, formulating national strategy, skill human resource, standardization and certification



Development of MFT in Dhaka

- **Government initiatives**
- Integrate MFT development guidelines in existing policies and strategies
- Public-private partnerships
- Inspire the private entrepreneurs
- Campaign and develop image of the country as MFT destination (foreign missions, media, travel agents)
- Arrange simple visa issue system
- Increase visa on arrival (VOA) facilities



Development of MFT in Dhaka

- **Private stakeholders**
 - ✓ Tour operators should be arranged halal tour packages can attract Muslim tourists through their Islamic requirements
 - ✓ The tourism spots should be arranged separate prayer facilities for the tourists, provide halal food, and facilitated recreation facilities with Shariah complaints
- **Training and professional institutes**
 - ✓ Include MFT issues in education and training programs
 - ✓ Equip the young generation and make them skillful towards tourism and hospitality services specially, in MFT perspectives

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