



MINISTRY OF TOURISM, ARTS AND CULTURE

## TERMS OF REFERENCE (TOR) ISLAMIC TOURISM RESEARCH GRANT (ITRG)

### 1. INTRODUCTION

- 1.1 The Islamic Tourism Centre (ITC) formed in 2009 under the Ministry of Tourism and Culture (MOTAC) with a mission of being a centre of excellence for Islamic tourism by providing strategic market research, capacity building and promoting goodwill between Muslims and non-Muslims via Islamic tourism. As a centre of excellence, ITC envisaged to provide strategic market research inputs for policy formulation in the development and promotion of sustainable tourism in Malaysia.
- 1.2 With Islamic tourism market witnessed a significant growth, a strategic market research is vital to be conducted to ensure that Malaysia does not lose its edge as among the leaders of Muslim friendly tourism (MFT). Hence, this will further strengthened Malaysia's position as a destination of choice for tourists' especially Muslim tourists.
- 1.3 Furthermore, through research, ITC would be able to provide the relevant inputs to strengthen Islamic tourism to be one of the relevant segments of tourism in Malaysia. The research is expected to analyse the factors and means for the growth of Islamic tourism that is significant to contributing to the relevant policy formulation which focuses on Islamic tourism.
- 1.4 Since its establishment, ITC has conducted a number of researches in various areas related to Islamic tourism through collaboration with strategic partners. These researches have been vital in supporting the development of Islamic tourism in Malaysia. Consultation and engagement with the relevant stakeholders further strengthen the relevancy of these researches conducted by ITC.
- 1.5 Being recognised as one of the leaders in Muslim tourism, (COMCEC, 2016) ITC is of the view that further strategic research in area of Islamic tourism should be expanded in order for Malaysia to continue to be relevant and a preferred destination for Muslim tourists specifically and those tourists who wants to know more of Islam in general. This is due to the fact that the number of Muslim tourists is expected to grow to a total of 158 million

visitors with a receipt of USD220 billion by 2020 and expected to reach USD300 billion by 2026<sup>1</sup>.

- 1.6 In this regard, ITC would like to invite potential researchers from higher institutions in Malaysia who are currently conducting / supervising research topics in the area of Islamic tourism/MFT and its related areas to submit their application. Through this funding it is hoped that these potential research topics can further contribute to the formulation and development of relevant policies on Islamic tourism/MFT.
- 1.7 The ITC Evaluation Board will then screen the applications and successful applicants will be notified either through email or telephone call.

## 2. OBJECTIVES

The goal of ITRG is to engage and accommodate researchers with interest in the topic of Islamic tourism/MFT. Among the objectives of the study are as follows:

- 2.1 To present the trend and take stock of the current situation of the Islamic tourism field in Malaysia;
- 2.2 To provide an overview of Muslim friendly practices by tourism operators in Malaysia;
- 2.3 To gauge the level of Muslim friendly practices of Malaysian tourism operators.

## 3. METHODOLOGY AND SCOPE OF STUDY

- 3.1 The studies should be carried out using approaches that best suited the topics proposed. Applicants should be able to justify the methods / approaches adopted in the Application Form
- 3.2 The research for **ITRG 2020** should cover topics related to Islamic tourism such as the following:

- 3.2.1 **Community-based Tourism (Development & Promotion)**
- 3.2.2 **Medical / Health Tourism**
- 3.2.3 **Smart Tourism / Information Communication Technology (ICT)**
- 3.2.4 **Sustainable Destination Management**
- 3.2.5 **Wellness & Spa**

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<sup>1</sup> Global Muslim Travel Index 2018

#### 4. DELIVERABLES

Successful applicants are expected to deliver a comprehensive and implementable finding of their study to assist ITC in the establishment and development of Islamic tourism in Malaysia with the following outcomes:

- 4.1 Relevant baseline data on Islamic tourism or Muslim friendly tourism and hospitality practices in Malaysia
- 4.2 Action plans that cover programmes and initiatives for ITC to roll out with relevant stake holders
- 4.3 Proposals and special incentives, both fiscal and non-fiscal, to be recommended to the Government.

#### 5. DURATION, DISBURSEMENT AND STUDY IMPLEMENTATION

- 5.1 All approved ITRG must be used within the same year the ITRG is approved. Any request for extension of ITRG to the following year will not be entertained.
- 5.2 The approved research topics for ITRG must be completed not more than **seven (7) months**. The disbursement of ITRG will be done as follows:
  - 5.2.1 **First Payment (40% of the approved grant)** will be made after the submission of the completed Acceptance Letter to ITC.
  - 5.2.2 **Second Payment (40% of the approved grant)** will be made after the submission / presentation of the Interim Report to ITC.
  - 5.2.3 **Final Payment (20% of the approved grant)** will be made after the submission of the Final Report in the form of hardcopy and softcopy.
- 5.3 A Technical Committee shall be established and will be responsible for working level supervision.
- 5.4 The Technical Committee will be chaired by the Director General of ITC.

#### 6. RESPONSIBILITIES OF APPOINTED APPLICANT

- 6.1 As a condition of acceptance award holders will be asked to commit to the following obligations:
  - 6.1.1 Not to change topic / scope without prior approval from ITC.

- 6.1.2 The start and end dates of the award.
- 6.1.3 The overall subject matter and objectives of the field research.
- 6.2 To allow their name and photograph and a description of their field research activities to be posted on ITC website.
- 6.3 To provide a Policy Brief to ITC, on completion of the period of field research.
- 6.4 To deliver an electronic (preferably PDF) copy of their research to ITC.
- 6.5 To accept invitations from ITC to make presentations to appropriate audiences on the aims, experiences and results of their field of research.

## **7. OWNERSHIP OF THE RESEARCH, RECORDS AND RELEVANT DOCUMENTS**

- 7.1 All the reports and data such as maps, graphs, drawings, statistics and other records of information and materials collected and prepared throughout the duration of the research study are confidential and owned by ITC during and after the research has been completed.
- 7.2 Researchers are advised not to disclose or disseminate their research findings without receiving any written consent from ITC.

## **8. SELECTION OF AWARDEES**

- 7.1 Interested applicants shall submit the ITRG Application Form and must meet the following requirements:
  - 7.1.1 Private and public local Higher Learning Institutions.
  - 7.1.2 Has Malaysia as the focus of the research.
  - 7.1.3 The research must be undertaken for a minimum period of twenty eight (28) weeks after the Letter of Appointment is received.

## **9. PROPOSAL SUBMISSION DUE DATE**

- 8.1 All proposals must reach ITC latest by **6:00 p.m. on 2 December 2019**.
- 8.2 Revision to proposal is allowed as long as it is done before the submission due date as specified.

## 10. IMPLEMENTING AGENCY

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