



THE JOURNEY 2009-2022

**THE DYNAMICS OF ISLAMIC
TOURISM**

A MALAYSIA EXPERIENCE

Islamic Tourism

/ɪzˈlɑːmɪk,ɪzˈlɑːmɪk/ /ˈtʊərɪz(ə)m/

noun

Islamic Tourism is defined as any activity, event, experience or indulgence, undertaken in a state of travel that is Islamically compliant, with the purpose to interface within an Islamic framework, with one or all of the following – nature, history, arts, culture, heritage, way of life, economy, health and wellness, education, economy, business, civilisation and any other human interests.

Source: Islamic Tourism Centre

The Journey 2009-2022

The Dynamics of Islamic Tourism A Malaysia Experience

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THE JOURNEY 2009-2022

THE DYNAMICS OF ISLAMIC TOURISM

A MALAYSIA EXPERIENCE

Alhamdulillah, since its formation in 2009, Islamic Tourism Centre (ITC), a Company Limited By Guarantee (CLBG) established under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), has been a premier advocate and prime mover for the growth of Islamic Tourism and a proponent of the concept of Muslim-Friendly Tourism and Hospitality (MFTH) in Malaysia and abroad.

This publication documents Malaysia's journey in Islamic Tourism and its differentiation and achievements. It provides an overview of ITC's endeavours and achievements, and future aspirations towards strengthening Malaysia's position as a sustainable and prominent Islamic Tourism and hospitality hub of the world.

Published during a time when the tourism and hospitality industry is striving to recover from the impact of the COVID-19 pandemic, this publication is timely in encapsulating the challenges, opportunities, and achievements of the decade, thus serving to motivate tourism industry practitioners everywhere to push forward past the challenges.

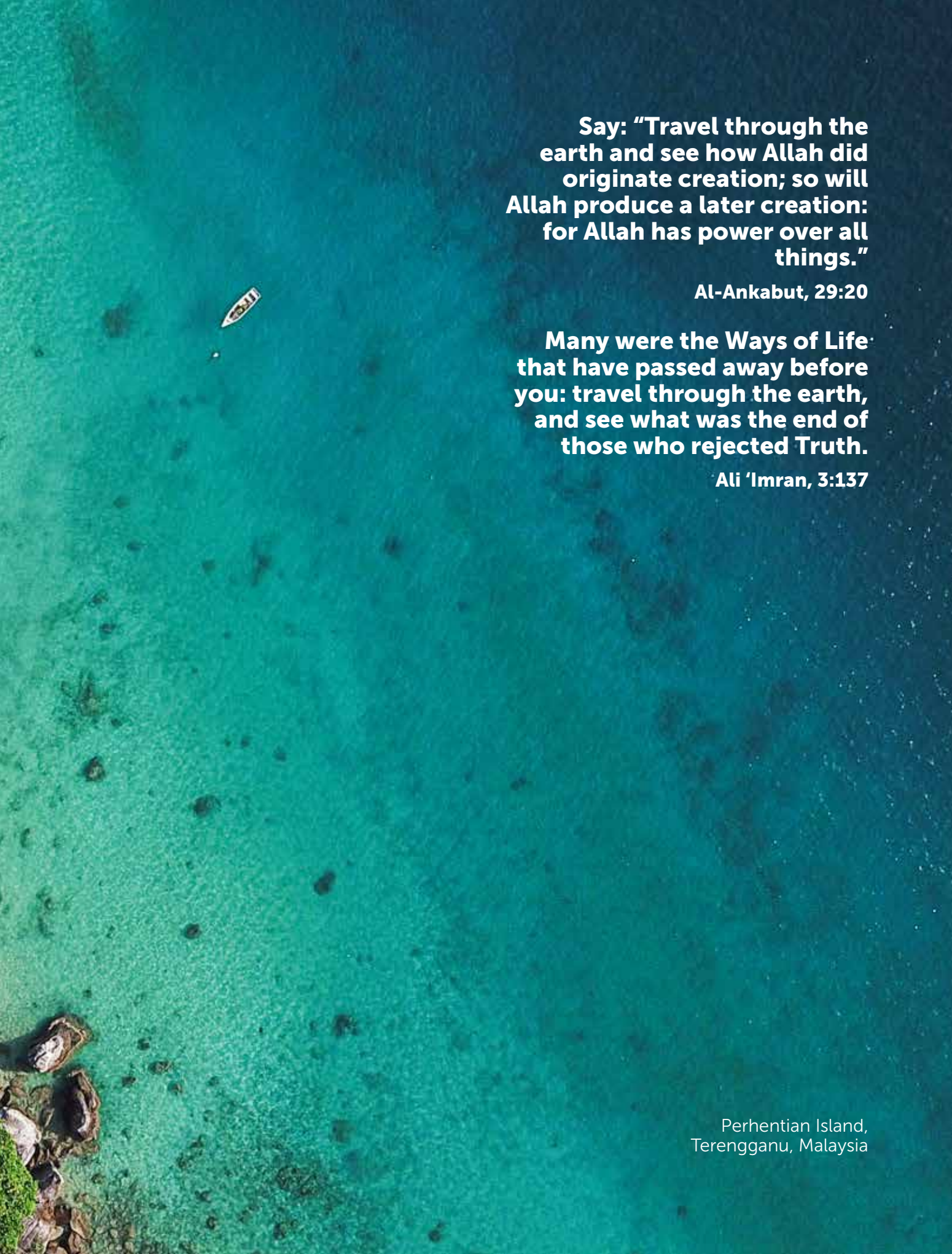
And here, the story begins...

New thinking, new actions, new results... and new successes, Insha Allah.

Published in December 2022





An aerial photograph of a small boat on clear, turquoise water. The water is so clear that the seabed and some rocks are visible. The boat is a simple, narrow vessel with a white hull and a dark roof. It is positioned in the upper left quadrant of the image. The overall scene is serene and beautiful, capturing the essence of a tropical coastline.

Say: "Travel through the earth and see how Allah did originate creation; so will Allah produce a later creation: for Allah has power over all things."

Al-Ankabut, 29:20

Many were the Ways of Life that have passed away before you: travel through the earth, and see what was the end of those who rejected Truth.

Ali 'Imran, 3:137

Perhentian Island,
Terengganu, Malaysia

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EXPANDING THE FRONTIERS OF ISLAMIC TOURISM



Praises to Allah, the Most Merciful, the Most Beneficent. Peace be upon Prophet Muhammad s.a.w., his family and companions.

Alhamdulillah, Islamic Tourism Centre (ITC) celebrates another milestone moment – 13 years of shaping the development of Islamic Tourism in the country and beyond since 2009.

Malaysia was among the pioneers to have taken notice of the burgeoning Muslim tourist market and the faith-based needs of these travellers. We are honoured to be among the ones to see this potential, subsequently supporting industry players to fulfil this gap by making simple adjustments to their tourism product offerings. Our early efforts were focused on capacity building and training, research, industry development, standards and certification, and branding – these provided validation and value to the market.

While we continued to fulfill those foundational roles, we also began to recognise the bigger opportunity within. The market was growing, not only in size, but also in power and influence. We noted that Islamic Tourism isn't only about the provision of Halal food and prayer facilities; instead, it is a world-view strategy that could bring far greater values to the larger community, the economy and the environment.

Though our work was initially about encouraging tourism industry players to serve the faith-based needs of this market, the focus now goes even beyond that. Focusing on the Muslim tourist market is a strategic decision that could expand businesses and strengthen the economy across the tourism value chain, create new career opportunities and job roles within the industry, develop new leadership thinking in how companies are managed and operated, foster positive social values and standards, and offer renewed perspectives on environmental and cultural protection, among others.

Moving forward, ITC is excited to delve deeper into the potential of Islamic Tourism and the Muslim-Friendly Tourism and Hospitality (MFTH) branding we coined, and explore the future together with our strategic partners and stakeholders. Insha Allah, we may fulfil even more in the coming years with the blessings of the

Almighty, together with the collaborations and partnerships of all along this journey. We trust that with good intentions, the future holds much promise.

We take this opportunity to thank the Minister and Deputy Minister of Tourism, Arts and Culture (MOTAC), the Secretary General of MOTAC, the Deputy Secretaries General of MOTAC, the heads of government agencies, past and present members of the ITC Board of Trustees and staff, and all our strategic partners for their endless support and encouragement all these years.

We look forward to brighter and successful years ahead. Let us continue the journey together and may our combined efforts and contribution continue to positively impact the development of Islamic Tourism and be blessed multi-fold, insha Allah.

Wassalam. Terima kasih. Thank you.

Islamic Tourism isn't only about the provision of Halal food and prayer facilities; instead, it is a world-view strategy that could bring far greater values to the larger community, the economy and the environment.



MUSLIM-FRIENDLY MALAYSIA

Located strategically at the heart of Southeast Asia, Malaysia is well-known for its vast natural beauty and diverse cultural landscape.

At its social core are three of Asia's oldest civilisations – Malay, Chinese and Indian – as well as the ethnic communities of Sabah and Sarawak, resulting in a unique and inspiring blend of cultures.

Time and again, Malaysia has emerged as the world's top destination for Muslim travellers in recent surveys conducted by Singapore's CrescentRating and the United States' DinarStandard.

This hardly comes as a surprise as Malaysia has all the necessary ingredients of an ideal Islamic Tourism destination. With an abundance of halal food, prayer facilities, and Islamic attractions, Malaysia perfectly caters to

the needs of Muslim travellers. Malaysia's rich Islamic history and heritage also form layers of fascinating experiences just waiting to be discovered.

At the core of this success is the Islamic Tourism Centre (ITC), an agency under the purview of the Ministry of Tourism, Arts and Culture. Established in 2009, ITC plays a pivotal role in bringing Malaysia to the forefront of Islamic Tourism.



Throughout the years, ITC has been consistently and continuously working with industry players to build their capacity in Islamic Tourism, thus ensuring that the needs of Muslim visitors are better served. ITC has also taken several initiatives in standardising industry best practices through research, seminars, workshops, and industry outreach programmes, helping to

establish Malaysia's credibility in the world of Islamic Tourism.

ITC's active role at the international stage has also gained recognition from the Organisation of Islamic Cooperation (OIC), ASEAN and Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) member states.

This publication serves as a documentation of Malaysia's journey into Islamic Tourism and its success in establishing Malaysia as the top-of-mind tourist destination among the global Muslim tourist market, championed by the pioneering leadership of the Islamic Tourism Centre.



ITC MILESTONE *Moments*

2009

- 1 Islamic Tourism Centre (ITC) was established upon appointment by the Cabinet on 20 February 2009.
- 2 ITC was officially launched on 16 March 2009 at Masjid Al-Azim, Melaka, and registered on 22 June 2009 under the Companies Act, 1965.

2010

- 1 Organised the International Islamic Tourism Conference & Travel Mart (ITCM), Kuala Lumpur, attended by local and international industry players.

2011

- 1 Commissioned the "Study on the Strategic Plan for Islamic Tourism Development in Malaysia", which became known as the Islamic Tourism Blueprint 2012-2020.
- 2 Malaysia was ranked the No. 1 destination for Muslim travellers in CrescentRating's first Halal travel market research report, CrescentRating's Halal Friendly Travel Index (CRaHFT) 2011.

2013

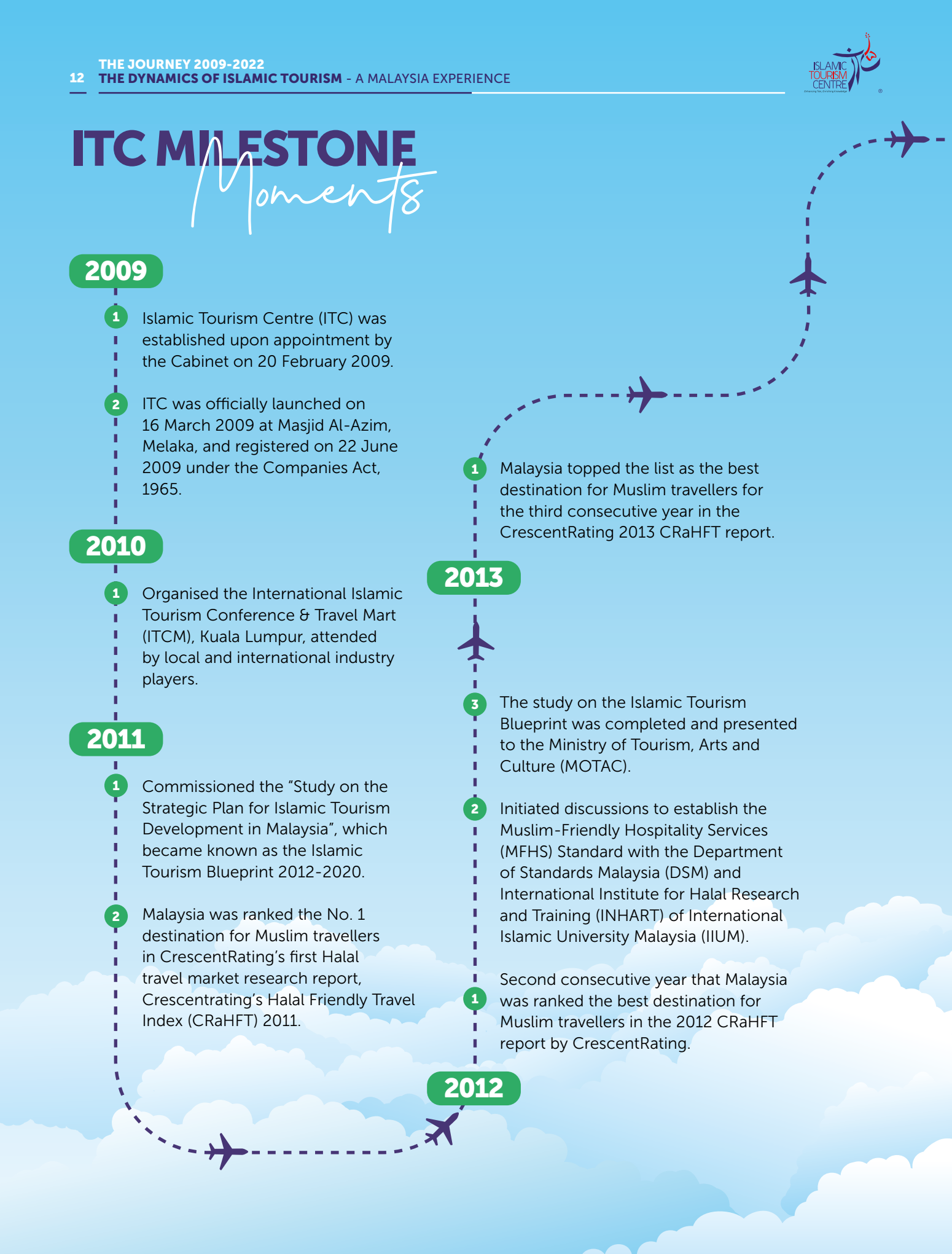
- 1 Malaysia topped the list as the best destination for Muslim travellers for the third consecutive year in the CrescentRating 2013 CRaHFT report.

- 3 The study on the Islamic Tourism Blueprint was completed and presented to the Ministry of Tourism, Arts and Culture (MOTAC).

- 2 Initiated discussions to establish the Muslim-Friendly Hospitality Services (MFHS) Standard with the Department of Standards Malaysia (DSM) and International Institute for Halal Research and Training (INHART) of International Islamic University Malaysia (IIUM).

- 1 Second consecutive year that Malaysia was ranked the best destination for Muslim travellers in the 2012 CRaHFT report by CrescentRating.

2012



2014

- 1 Developed the Muslim-Friendly Hospitality Services (MFHS) Standard MS2610:2015 with Department of Standards Malaysia (DSM) whereby ITC was part of the working committee, applying International Organization for Standardization (ISO) principles to adapt to the Malaysian environment.
- 2 Malaysia retained its position as the No. 1 destination for Muslim tourists in CrescentRating's 2014 CRaHFT report for the fourth consecutive year.

2015

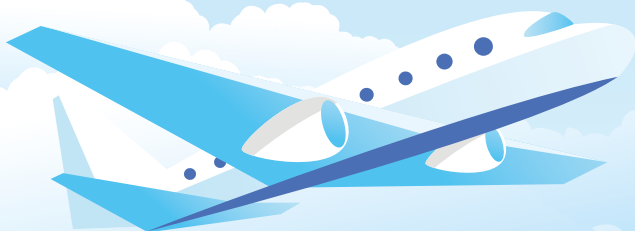
- 1 The MFHS Standard MS2610: 2015 was officially published and distributed by DSM.
- 2 Malaysia topped the ranking in the 2015 Global Muslim Travel Index (GMTI) report issued by MasterCard-CrescentRating, the first most comprehensive research that has ever been released on the Muslim travel market.

2016

- 2 Malaysia retained the top spot in the GMTI 2016 report by MasterCard-CrescentRating.
- 1 Malaysia ranked as the No. 1 destination in the MasterCard-CrescentRating Ramadan Travel Report 2016, indicating the country as a favourable destination during Ramadan.

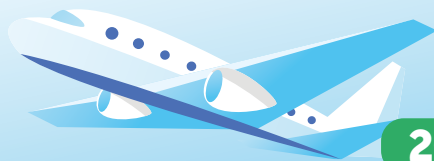
2017

- 1 Organised the first Symposium on Islamic Tourism.
- 2 ITC gained recognition by The Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation (COMCEC) and Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESERIC), organs under the Organisation of Islamic Cooperation (OIC), as one of its training institutes providing capacity building programmes particularly on Muslim-Friendly Tourism.
- 3 Organised the first Muslim-Friendly Tourist Guide (MFTG) training.
- 4 Organised the first World Islamic Tourism Conference (WITC) in Seri Pacific Hotel, Kuala Lumpur.
- 5 Malaysia continued to lead the MasterCard-CrescentRating GMTI 2017 ranking for being the most attractive Muslim tourist destination in the world.



2018

- 1 Published and launched the first edition of Islamic Tourism Journal (ITJ).
- 2 Initiated the first cycle of Islamic Tourism Research Grant (ITRG).
- 3 Malaysia was again reported in the MasterCard-CrescentRating GMTI 2018 ranking as the top destination in the US\$220 billion global Muslim travel market.



2019

- 4 Malaysia took the top spot in the MasterCard-CrescentRating GMTI 2019 for the fifth year in a row.
- 3 ITC launched the pilot Muslim-Friendly Accommodation Recognition (MFAR) initiative with 12 hotels recognised.
- 2 Malaysia was ranked No. 1 destination for Muslim women travellers by CrescentRating-MasterCard.
- 1 ITC organised the first Muslim-Friendly Tourism Forum in Europe, in conjunction with the Sarajevo Halal Fair.

2020

- 1 ITC officially registered as a training provider under Human Resource Development Corporation (HRD Corp) on 23 July.
- 2 Unveiling of MFAR logo at Movenpick Hotel and Convention Centre KLIA on 3 September.
- 3 ITC developed the Mosque Visit Coordinator Training Programme.
- 4 DinarStandard's State of the Global Islamic Economy (SGIE) report scored Malaysia as the top-ranked country in Muslim-Friendly Travel.
- 9 ITC became Strategic Partner to World #QuranHour.
- 8 ITC organised a webinar on Pondokstay Development in Islamic Tourism.
- 7 ITC initiated the development of Muslim-friendly Tourism Products, Hospitality & Packages (MFT ProHPack) registration programme.
- 6 ITC developed the ITC Strategic Development Plan 2021-2025.
- 5 ITC optimised digital technology in positioning the Islamic Tourism brand.

2021

- 
- 1 SESRIC of OIC commissioned ITC to conduct a one-week virtual training course for the National Tourism Office of the Union of Comoros on Muslim-Friendly Tourism.
 - 2 ITC introduced the Share, Enrich, Enhance, and Develop (SEED) virtual sharing sessions during the Movement Control Order (MCO) 2.0 with industry players featuring external speakers discussing Ramadan values and their relationship with Islamic Tourism.
 - 3 ITC became the Strategic Partner to Warisan Ummah Ikhlas Foundation (WUIF) in organising World #QuranHour for the second year in a row.
 - 4 ITC clinched the Strategic Business Alliance award at the BrandLaureate World Halal Best Brands E-Branding Awards 2021.
 - 5 ITC celebrated 12 years of establishment with strong government support and industry partnerships on 22 June 2021.
 - 6 ITC initiated the ITC Corporate Forum (ITCF) series on 8 July 2021, kicking off with the theme on Women in Islamic Tourism Economy.
 - 7 ITC participated in the inaugural Halal in Travel Global Summit (HITGS) 2021 organised by CrescentRating.
 - 8 Malaysia topped the GMTI 2021 ranking by MasterCard-CrescentRating.
 - 9 ITC collaborated with CrescentRating in organising two webinars on Muslim-Friendly Malaysia for the ASEAN tourism industry and Malaysian tourism stakeholders as preparation for post-COVID-19.

- 
- 10 ITC was invited as keynote speaker in the Uzbekistan Government's Ziarah Tourism Online Conference.
 - 11 ITC signed an MOU with Institut Pengajian Islam dan Dakwah Sabah (IPDAS) and JAKIM on 24 August.
 - 12 ITC initiated the Islamic Tourism Entrepreneurship and Leadership Seminar (ITELS) on 21 October.
 - 13 ITC organised the 2nd World Islamic Tourism Conference, 15-17 November.
 - 14 ITC and INCEIF collaborated on Islamic Tourism research and signed an MOU on 22 November.
 - 15 The Mosque Tourism Pre-Launch Ceremony was organised in Sarawak on 27 November.
 - 16 ITC participated as a speaker in Global Business Forum (GBF) ASEAN organised by Dubai Chamber of Commerce & Industry in conjunction with Expo 2020 Dubai, 8-9 December.

2022

- 1 ITC strengthened the role of Malaysian cooperatives in tourism and hospitality through a 3-day online programme for ANGKASA, 28-30 Jan.
- 2 Malaysia emerged as the No. 1 nation that best-supports the multi-trillion dollar global Islamic economy, revealed DinarStandard in its State of the Global Islamic Economy (SGIE) Report 2022.
- 3 ITC took part in the 11th Sarajevo Business Forum (SBF) from 11 to 12 May 2022 to address "The Power of Tourism to Fuel Economic Growth".
- 4 Malaysia maintained its position as the preferred destination for Muslim travellers in the MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2022.
- 5 Malaysia was named the "Top Muslim-Friendly Destination of the Year (OIC)" at the Halal in Travel Awards organised in conjunction with the annual Halal in Travel Global Summit (HITGS).
- 6 The inaugural Islamic Tourism Week was organised as ITC's signature event, a week-long festival showcasing Islamic tourism experiences in Malaysia, 20 June-3 July.
- 7 The ITC-Universiti Sains Islam Malaysia (USIM) MoU was signed to drive talent and knowledge on Islamic Tourism, 24 June.
- 8 SESRIC commissioned ITC to deliver a training on "Strengthening Institutional Capacities in the Field of Halal Tourism Industry to Improve the Competitiveness of Tourism Destinations", 19-21 July.
- 9 ITC organised the Islamic Tourism Social Media Marketing Workshop to support stakeholders in their branding and marketing of the MFTH concept, 6-7 Sep.
- 10 ITC delivered three Islamic Tourism Entrepreneurship and Leadership Seminars to step up youth and entrepreneurial interest in Islamic Tourism.
- 11 ITC held meetings to enhance and improve the MS2610 Muslim-Friendly Hospitality Services Requirements
- 12 ITC partnered with the Ministry of Foreign Affairs Malaysia to deliver three Malaysia Technical Cooperation Programme (MTCP) on Islamic Tourism, Culture and Sustainability, and Digital Transformation.
- 13 ITC delivered five Muslim-Friendly Tour Guide training programmes and refresher courses in Penang, KL, Sarawak and Sabah.
- 14 ITC organised the 3rd World Islamic Tourism Conference and Exhibition from 17-19 October at World Trade Centre.

2023

15 ITC and MATTA inked a partnership to encourage more Islamic Tourism development activities in Malaysia, 17 Oct.

16 ITC partnered with TUI to enhance Islamic Tourism online promotions of Malaysia as a Muslim-Friendly destination, 17 Oct.

17 ITC unveiled the How Online Ready Are NTOs for Muslim Travellers in 2022? report through a collaboration with Pear Anderson, 18 Oct.

18 ITC organised two Islamic Tourism Writers Workshop to empower writers and encourage more positive narratives and storytelling on Malaysia as a Muslim-Friendly tourist destination, 25-27 Oct and 12-14 Dec.

19 ITC and Bukhara Regional Government of Uzbekistan signed an MoU to collaborate on research, training, industry development and knowledge sharing focused on Islamic Tourism, 2 Nov.

24 ITC was invited to speak on the importance of standards development in Islamic Tourism at Thailand Halal Assembly 2022 from 15-16 December in Bangkok, Thailand.

23 ITC signed an MoU with Centexs Commercial to link and grow culture-related Islamic Tourism attractions in Sarawak, 7 Dec.

22 ITC participated in the inaugural Halal Expo London from 2-3 December as a speaker and as an exhibitor.

21 The pilot project of Muslim-Friendly Tourism Products, Hospitality and Packages (MFT ProHPack) delivered its first certifications to seven tourism products on 25 Nov.

20 Mosque Tourism was stepped up with seminars and module development for Mosque Visit Guide (MosVi). The first MosVi training was organised in Sarawak, 7-9 Nov.

AIRPORT TERMINAL

KEY EVENTS

✔ ITC Board of Trustees, as at Dec 2022, from left to right:

- Assoc. Prof. Dr. Mohd Hafiz Mohd Hanafiah, Deputy Dean – Faculty of Hospitality & Tourism Management, MARA University of Technology (Universiti Teknologi MARA – UiTM)
 - Mr. Ahmad Farid Ahmad, Principal Assistant Secretary – Government Investment Companies, Ministry of Finance
 - Datuk Hajah Saraya binti Arbi, Secretary General, Ministry of Tourism, Arts and Culture, and Chairman of ITC
 - Dato' Dr. Mohmed Razip Haji Hasan, Director-General, Islamic Tourism Centre
 - Mr. Ahmad Kamrizamil bin Mohd Riza, Undersecretary, OIC and Regional Cooperation Division, Ministry of Foreign Affairs Malaysia
 - Tuan Haji Khairan Untoh, CEO, Al-Amin Group Enterprise
- Not in picture:
- Dato' Sri. Dr. Abdul Khani Daud, CEO, MyCEB
 - Tuan Haji Mohd Akil Mohd Yusof, Managing Director, Triways Travel Network




- ✔ ITC Board of Trustees, as at March 2022, from left to right: Dato' Nadzirah Osman, Deputy Secretary General (Multilateral), Ministry of Foreign Affairs • Assoc. Prof. Dr. Mohd Hafiz Mohd Hanafiah • Dato' Dr. Mohmed Razip Haji Hasan • Dato' Sri. Dr. Abdul Khani Daud • Datuk Wira Dr. Noor Zari Hamat, former Secretary General, MOTAC and former Chairman of ITC • Mr. Ahmad Farid Ahmad • Tuan Haji Khairan Untoh

Not in picture: Tuan Haji Mohd Akil Mohd Yusof




- ✔ • The 2nd World Islamic Tourism Conference was held from 15-17 November 2021 at World Trade Centre Kuala Lumpur and streamed live on Zoom and Facebook.
- ITC partners with Kompleks Nasyrul Quran and Yayasan Restu to highlight its Muslim-Friendly products to the media and tourists.
- ◀ YBhg. Datuk Hajah Saraya binti Arbi, Sec-Gen MOTAC, launched the Muslim-Friendly Tourist Guide logo and lapel pin in Santubong, Sarawak, 15 Nov 2022.



Launching Ceremony of Muslim-Friendly Accommodation Recognition (MFAR), Movenpick Hotel and Convention Centre KLIA, 3 September 2020. 

ITC clinched the Strategic Business Alliance award at the BrandLaureate World Halal Best Brands E-Branding Awards 2021 on 3 May 2021. 

Dato' Dr. Mohmed Razip Hasan with Councillor Tauseef Anwar, Speaker and Civic Mayor of Lewisham Council, UK, during ITC's participation in Halal Expo London, 3-4 Dec 2022 





- ◀ Grand launch of Mardhiyyah Hotel & Suites, a Muslim-Friendly Accommodation Recognition hotel certified by ITC, 14 July 2022
- ◌ The inaugural Islamic Tourism Week was launched by the Minister of Tourism, Arts and Culture at Zenith Hotel Putrajaya, 24 June 2022




- ◀ ITC's post-pandemic participation in World Travel Market London, 7-9 Nov 2022


ITC was invited to speak on standards development in Islamic Tourism at Thailand Halal Assembly, Bangkok, 15-17 Dec 2022



- ✔ ITC took part in the 11th Sarajevo Business Forum (SBF) from 11 to 12 May 2022 to address "The Power of Tourism to Fuel Economic Growth".



Mosque Tourism was stepped up with seminars and module development for Mosque Visit Guide. 

ITC unveiled the How Online Ready Are NTOs for Muslim Travellers in 2022? report through a collaboration with Pear Anderson at WITC 2022. 





◀ The inaugural Islamic Tourism Writers Workshop was organised by ITC in Klang Valley from 25-27 October 2022 to empower writers and encourage more positive narratives and storytelling on Malaysia as a Muslim-Friendly tourist destination.



⤴ ITC participated in Arabian Travel Market 2022 from 9-12 May to drive awareness of Muslim-Friendly Malaysia in the Middle East.

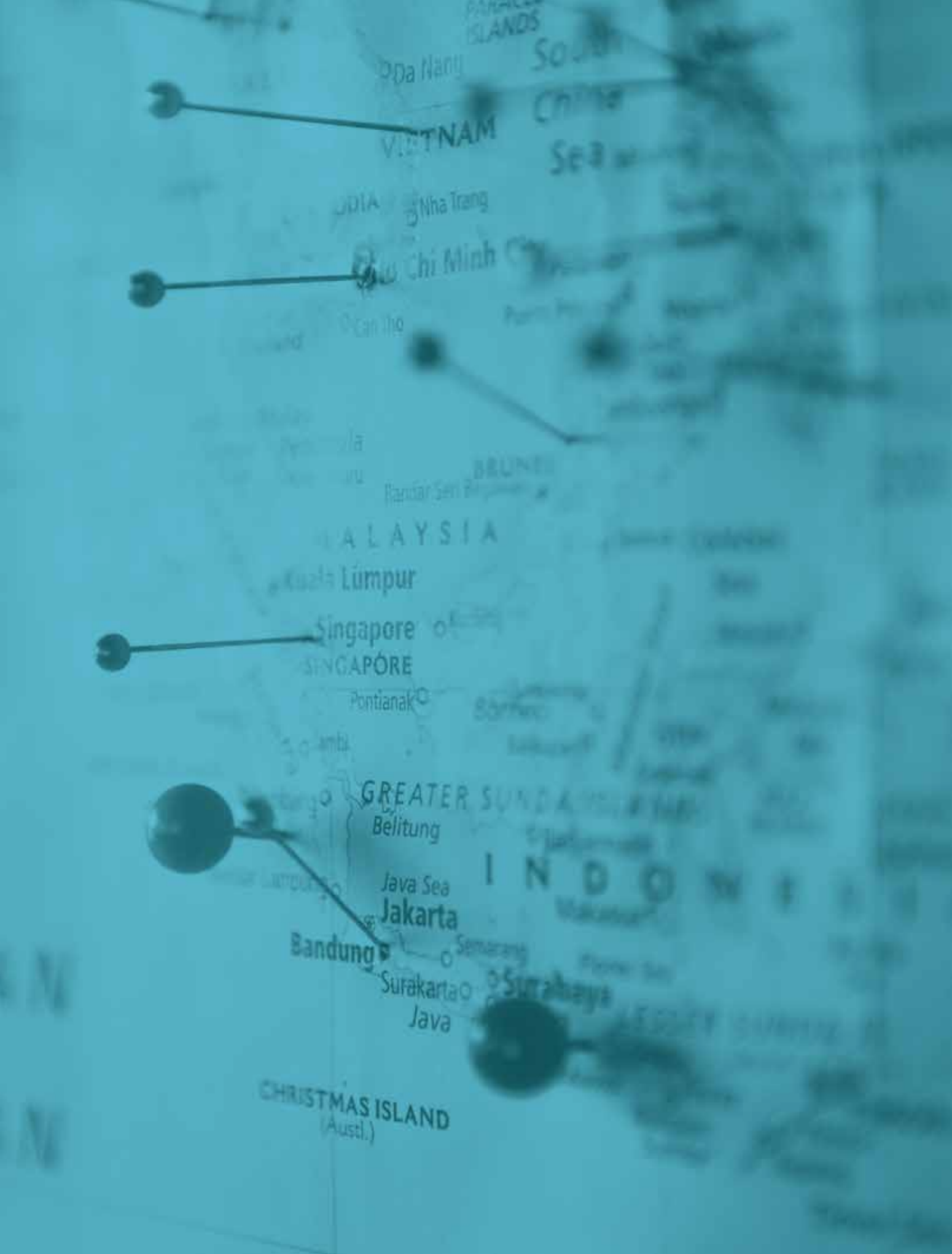
◀ ITC organised the 3rd World Islamic Tourism Conference and Exhibition (WITC) from 17-19 October 2022 at World Trade Centre.



◀ ITC organised the Islamic Tourism Social Media Marketing Workshop with Master Azriel from 6-7 September 2022 to support stakeholders in their branding and marketing of the Muslim-Friendly Tourism and Hospitality concept.

◦ The ITC-Centexs Commercial partnership will showcase Sarawak's heritage and culture-centric Islamic Tourism attractions.





VIETNAM

Chi Minh

Singapore

GREATER SUNDAS

Jakarta

Bandung

Surakarta

INDONESIA

Surabaya

CHRISTMAS ISLAND (Austl.)



CHAPTER ONE

OVERVIEW OF ISLAMIC TOURISM PERFORMANCE

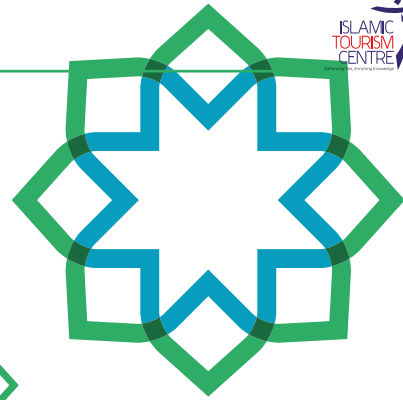


01

CHAPTER ONE

OVERVIEW OF ISLAMIC TOURISM PERFORMANCE

What is Islamic Tourism?



ISLAMIC TOURISM

/ɪz 'lɑːmɪk,ɪz 'lɑːmɪk/ / 'tʊərɪz(ə)m/
noun

Islamic Tourism is defined as a sphere of interest, activity or event that is related to travel, tourism and hospitality to explore Islamic history, arts, culture, heritage, economy, education, health and wellness, business, civilisation, signs of the Almighty's creations, and/or to experience the Islamic way of life in conformity with the Islamic faith.

Source: Islamic Tourism Centre

Islamic Tourism's growth potential is increasingly recognised worldwide. It represents the largest and most lucrative untapped niche market in global tourism – the Muslim travellers. Traditionally, Islamic Tourism means religious travel such as Hajj and Umrah pilgrimage. However, over the years, this term has expanded to include Muslims who travel for the purpose of business and leisure.

This new development in the world of Islamic Tourism has been the impetus for industry players, which include restaurants, airlines, hotels, and tour operators, to

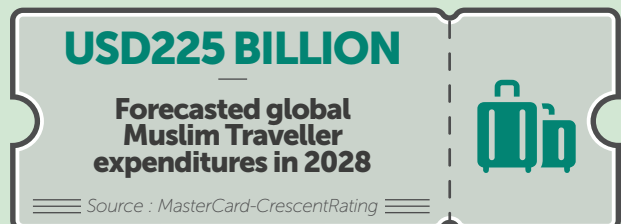
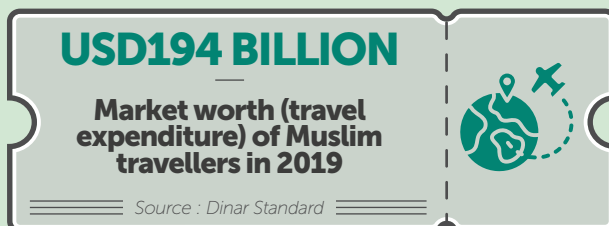
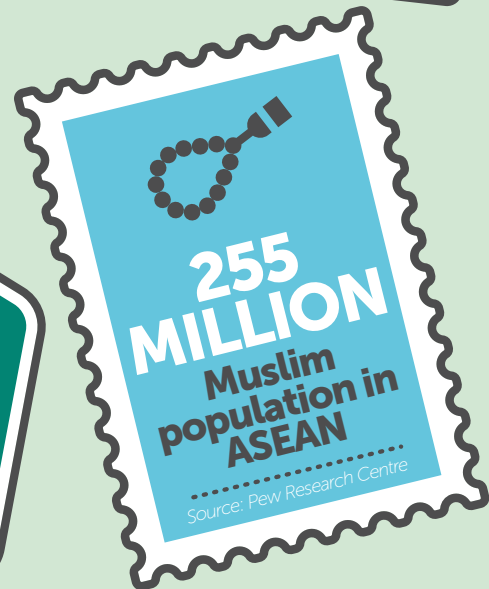
adjust their products and services to cater to the needs of this growing market segment. With a market potential of more than 50 Muslim countries and no less than 1.8 billion Muslims worldwide, tremendous opportunities await those who are willing to meet the demands for Muslim-friendly tourism products and services.

Already a leader in Islamic finance and the halal industry, Malaysia is in a pole position to drive the Islamic Tourism sector to new heights. With advantages including an extensive and well-developed halal network, good infrastructure, consistent

economic growth rate, government-backed business incentives as well as political and economic stability, Malaysia is an ideal Muslim-friendly destination which also appeals to non-Muslims.

Surveys conducted by DinarStandard and CrescentRating rank Malaysia highly as a favourite destination among Muslim travellers, presenting endless opportunities for Malaysian hoteliers, travel agencies, and product owners to reap the benefits of Islamic Tourism.

GLOBAL ISLAMIC TOURISM POTENTIAL



Top 5 OUTBOUND MUSLIM TRAVEL COUNTRIES IN 2019
 (with est. outbound travel spending)

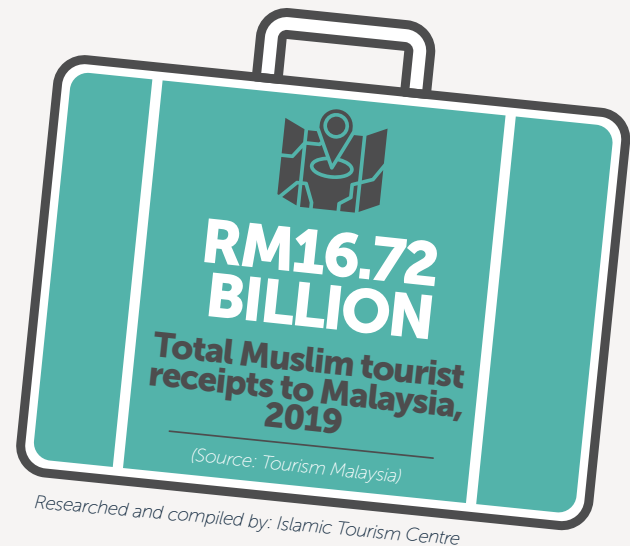
Top 5 MUSLIM TRAVEL DESTINATION COUNTRIES IN 2019
 (with est. number of travellers)

1 SAUDI ARABIA	USD \$24.3 BILLION
2 UAE	USD \$17.2 BILLION
3 QATAR	USD \$14.2 BILLION
4 KUWAIT	USD \$13 BILLION
5 INDONESIA	USD \$11.2 BILLION

Source: Dinar Standard

1 TURKEY	6.4 MILLION
2 UAE	6.2 MILLION
3 RUSSIA	5.6 MILLION
4 MALAYSIA	5.3 MILLION
5 FRANCE	5 MILLION

Source: Dinar Standard



Researched and compiled by: Islamic Tourism Centre



Malaysia

Remains Top Destination for Muslim Travellers in GMTI 2022 Report

PUTRAJAYA, MALAYSIA, 1 JUNE 2022: Malaysia has maintained its position as the preferred destination for Muslim travellers in the just released "MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2022" revealed during the Halal in Travel Global Summit (HITGS) 2022. The country was named the "Top Muslim-Friendly Destination of the Year (OIC)" at the Halal in Travel Awards, held in Singapore today.

Minister of Tourism, Arts and Culture Malaysia (MOTAC), YB Dato Sri Hajah Nancy Haji Shukri congratulated CrescentRating and MasterCard on the launch of GMTI 2022. "Malaysia is honoured to have topped the Index since it was first launched in 2015. We remain dedicated in advocating for Muslim-Friendly Tourism and Hospitality (MFTH) in the local and global scale," she said in her keynote address following the report's launch.

In addressing the way forward for tourism, YB Dato Sri mentioned that the new tourism landscape required a shift in tourism thinking and sustainability. She asked audiences to consider



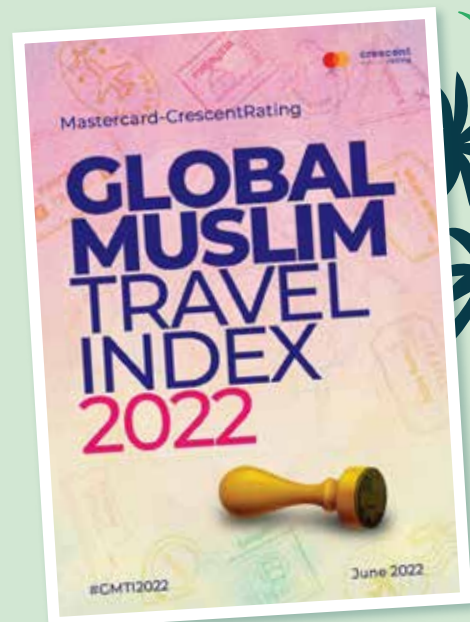
Islamic Tourism and its Muslim-Friendly branding as a strategy for tourism growth, especially as it "reflects the values of the new tourism landscape and promotes sustainability in many forms, from economic, social and spiritual sustainability, to environmental, cultural and heritage sustainability."

She also highlighted the increasing role of technology and its potential in Islamic Tourism as travellers become more technology-savvy and more reliant on digital applications. "Travel technology will help Muslims around the world to identify halal food, get prayer times notifications, download Muslim-friendly entertainment on-the-go, and create Muslim-friendly trip itinerary suggestions

from their mobile devices before and during their travels," she added.

Malaysia is loved by the Muslim traveller market for its access to halal food, beautiful beaches, diverse culture and incredible shopping experience. Apart from that, it also offers a wide-range of Muslim-friendly tour packages for tourists to enjoy its history, mosque architecture, heritage, gastronomy, nature, arts and culture.

Download the full report at: <https://www.crescentrating.com/reports/global-muslim-travel-index-2022.html>





Malaysia Well-Positioned to Gain from Islamic Economy and Muslim-Friendly Travel

PUTRAJAYA, MALAYSIA, 5 APRIL 2022: Malaysia emerged as the No. 1 nation that best-supports the multi-trillion dollar global Islamic economy, revealed DinarStandard in its State of the Global Islamic Economy (SGIE) Report 2022.

The report offered a comprehensive look into the best-performing countries to address the growing Islamic economy opportunity. Malaysia continued to remain in the top spot in the overall rankings for the ninth consecutive year. It was followed by Saudi Arabia, the UAE and Indonesia.

The report's Global Islamic Economy Indicator (GIEI) Score

ranked Malaysia in the top spot in four out of six sectors, namely Muslim-Friendly Travel, Islamic Finance, Halal Food as well as Media and Recreation. Malaysia was placed second and ninth in the Pharma and Cosmetics and Modest Fashion respectively.

In terms of Muslim-Friendly Travel, Malaysia was included in the top five Muslim travel destination countries, alongside Turkey, Saudi Arabia, the United Arab Emirates (UAE) and Iran.

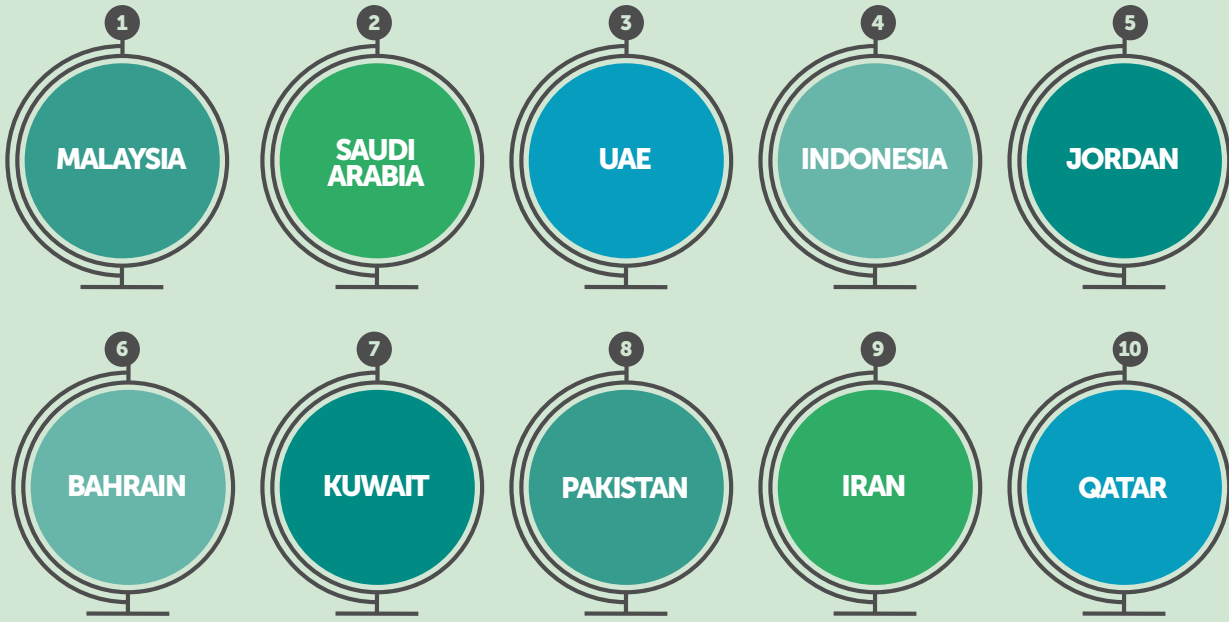
Malaysia's strengths in this area were attributed to ease of travel and public awareness. In the report, Malaysia topped two of the five Government benchmark dimensions, specifically in Governance that focuses on

travel rules and regulations, and Awareness, referring to media coverage and stakeholder training.

For the full report, download it at:
www.dinarstandard.com

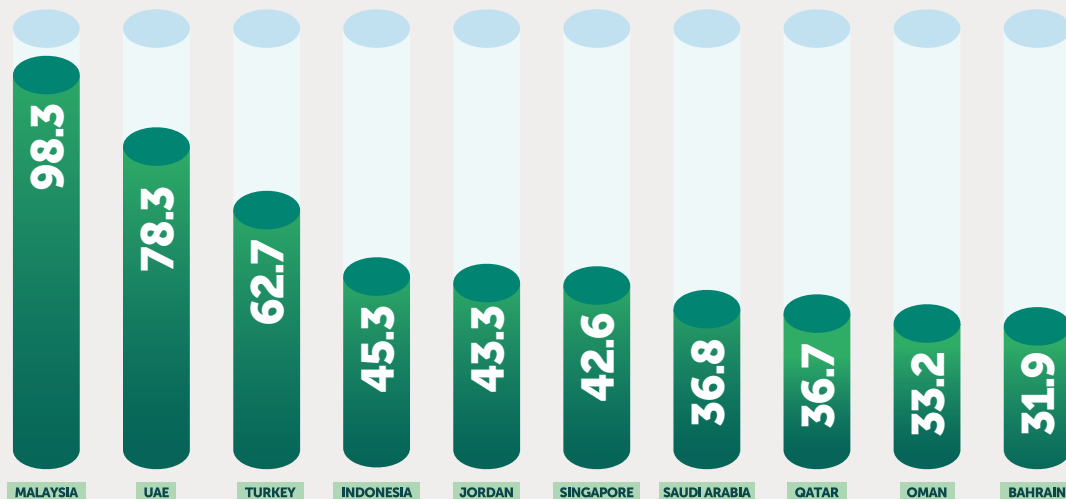


Top 10 GLOBAL ISLAMIC ECONOMY INDICATOR SCORE RANK



Source: State of the Global Islamic Economy Report 2020/2021

INDICATOR SCORE BREAKDOWN FOR TOP 10 RANKING COUNTRIES - MUSLIM-FRIENDLY *travel*



Source: State of the Global Islamic Economy Report 2020/2021

Top 10 MUSLIM-FRIENDLY DESTINATIONS IN GLOBAL MUSLIM TRAVEL INDEX 2021

Malaysia remained the top-ranked destination in the MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2021 as it has been since the launch of the Index in 2015. Qatar and Singapore are tied at No. 6 in the ranking, while Bahrain, Iran and Oman share the No. 8 spot.



Source: MasterCard-CrescentRating Global Muslim Travel Index 2021

Islamic Tourism Performance in Malaysia

Islamic Tourism in Malaysia is a promising segment that has shown positive growth in economic contribution and tourist arrivals in Malaysia. In 2019, Malaysia recorded 5.33 million Muslim tourist arrivals, contributing RM16.72 billion (USD4.18 billion) in terms of tourism receipts.

The Islamic Tourism receipts increased by 0.72% from RM16.60 billion (USD4.14 billion) in 2018 to RM16.72 billion (USD4.18 billion) in 2019. The number of tourist arrivals also went up 1.48% from 5.25 million in 2018 to 5.33 million in 2019.

The main contributor to Malaysia's Islamic Tourism income in 2019 was Indonesia with a receipt of RM7.3 billion, followed by Singapore (RM2.9 billion), Brunei (RM2.2 billion), Saudi Arabia (RM1.3 billion), India (RM514 million), Pakistan (RM442 million), Iran (RM396 million), China (RM276 million), Oman (RM187 million), and Thailand (RM170 million).

In 2019, the Indonesian market again topped the Muslim arrival list in Malaysia at 2,053,673 arrivals, trailed by Singapore at 1,422,943, Brunei (958,305), Bangladesh (158,236), Saudi Arabia (112,943), India (104,414), Pakistan (101,950),

Thailand (81,025), China (56,057) and Iran (46,280).

Obviously, Malaysia's primary source of Muslim tourists comes from the ASEAN market, which is also its largest tourism receipts contributor at RM12.7 billion in 2019. This market is followed by West Asia (RM2.1 billion) and South Asia (RM1.1 billion).

Malaysia's strong performance can be attributed to ITC's efforts in fortifying the Islamic Tourism ecosystem in Malaysia. Towards this end, ITC has conducted a variety of programmes, including training and awareness building among the local tourism industry players on the importance of pivoting towards the Muslim tourist market as well as enhancing their products and services to cater to this market.

In addition, ITC established guidelines for hotels to be recognised as Muslim-friendly hotels in the ITC-initiated Muslim Friendly Accommodation Recognition (MFAR) programme.

Nonetheless, unpredictably, the global tourism industry took a nosedive due to the onset of the COVID-19 pandemic in late 2019. Immediately, to curb the virus and break the chain, international

borders closed up to travel, affecting the tourism landscape in many destinations, Malaysian not excluded.

Tourist arrival data compiled by Tourism Malaysia indicated that Malaysia's tourist arrivals plunged 83.4% in 2020. Only a total of 4,332,722 international tourists visited Malaysia the entire year, contributing RM12.69 billion (USD3.17 billion) to tourist receipts. This development was similarly reflected in the number of Muslim tourists who visited Malaysia in that year. In 2020, Malaysia received a total of 882,631 Muslim tourists, a decline of 83.44% compared to the year before. Receipts from Muslim tourists effectively went down to RM2.35 billion (USD588 million) in 2020, a decline of 85.95%.

As a comparison, the United Nations World Tourism Organization (UNWTO) reported that international tourist arrivals fell by 74% in 2020 over the previous year due to widespread travel restrictions and a massive drop in demand.

Due to further international border closures in 2021, global tourism was severely affected, and similarly, Muslim tourist arrivals to Malaysia dropped to 23,747 tourists. The situation saw some improvement in 2022 as destinations worldwide reopened to travel. Between January and September 2022, Malaysia recorded an estimated 1.1 million Muslim tourist arrivals.

In 2019, Malaysia recorded 5.33 million Muslim tourist arrivals, contributing RM16.72 billion (USD4.18 billion) in terms of tourism receipts.

Overall INTERNATIONAL TOURIST ARRIVALS AND RECEIPTS TO MALAYSIA IN 2019

RM86.1 BIL
(USD21.53 BIL)
Tourists receipts to
Malaysia in 2019

26.1 MIL
Tourists to Malaysia
in 2019

Top 10 TOURIST ARRIVALS TO MALAYSIA IN 2019

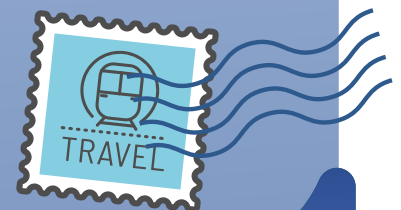
- 1 SINGAPORE 10,163,882
- 2 INDONESIA 3,623,277
- 3 CHINA 3,114,257
- 4 THAILAND 1,884,306
- 5 BRUNEI 1,216,123
- 6 INDIA 735,309
- 7 SOUTH KOREA 673,065
- 8 JAPAN 424,694
- 9 PHILIPPINES 421,908
- 10 VIETNAM 400,346

Top 10 TOURIST PER CAPITA EXPENDITURE IN 2019

NO.	COUNTRY	RM	*ALOS (days)
1	SAUDI ARABIA	11,660	10.8
2	UAE	10,095	9.7
3	OMAN	9,122	9.2
4	KUWAIT	9,080	10.2
5	IRAN	8,555	8.9
6	UNITED KINGDOM	6,094	9.6
7	TAIWAN	5,832	6.2
8	JAPAN	5,357	6.9
9	CANADA	4,976	9.1
10	SOUTH KOREA	4,972	6.7

*Average Length of Stay

Source: Tourism Malaysia



Overall INTERNATIONAL TOURIST ARRIVALS AND RECEIPTS TO MALAYSIA IN 2020

RM12.69 BIL
(USD3.17 BIL)

Tourists receipts to
Malaysia in 2020

4.3 MIL
Tourists to
Malaysia in 2020

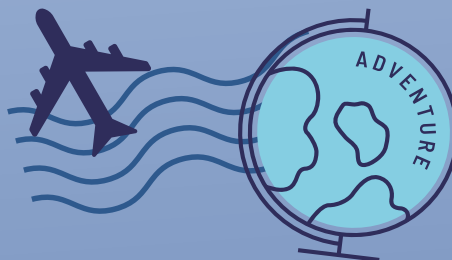
Top 10 TOURIST ARRIVALS TO MALAYSIA IN 2020

- 1 SINGAPORE 1,545,255
- 2 INDONESIA 711,723
- 3 CHINA 405,149
- 4 THAILAND 394,413
- 5 INDIA 155,883
- 6 BRUNEI 136,020
- 7 SOUTH KOREA 119,750
- 8 JAPAN 74,383
- 9 AUSTRALIA 72,680
- 10 VIETNAM 64,184

Top 10 TOURIST PER CAPITA EXPENDITURE IN 2020

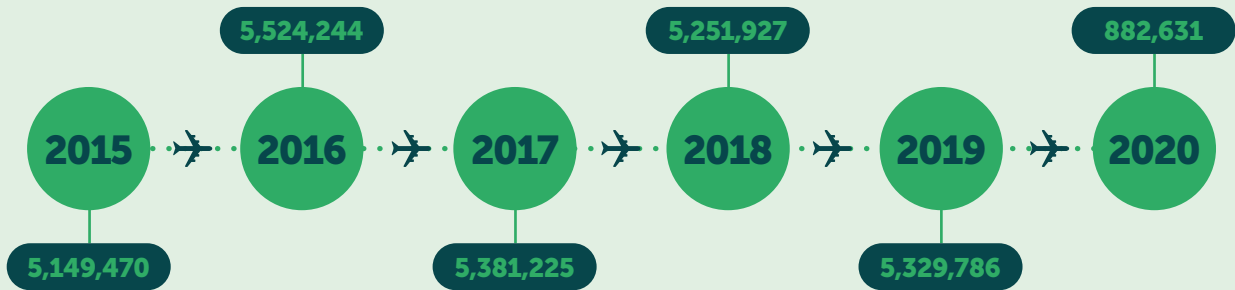
NO.	COUNTRY	RM
1	SAUDI ARABIA	10,762.2
2	INDIA	4,759.1
3	UNITED KINGDOM	4,742.6
4	CHINA	4,495.8
5	AUSTRALIA	4,387.9
6	SOUTH KOREA	4,245.5
7	CANADA	4,228.7
8	TAIWAN	4,164.0
9	JAPAN	4,143.7
10	SWEDEN	4,109.6

Source: Tourism Malaysia

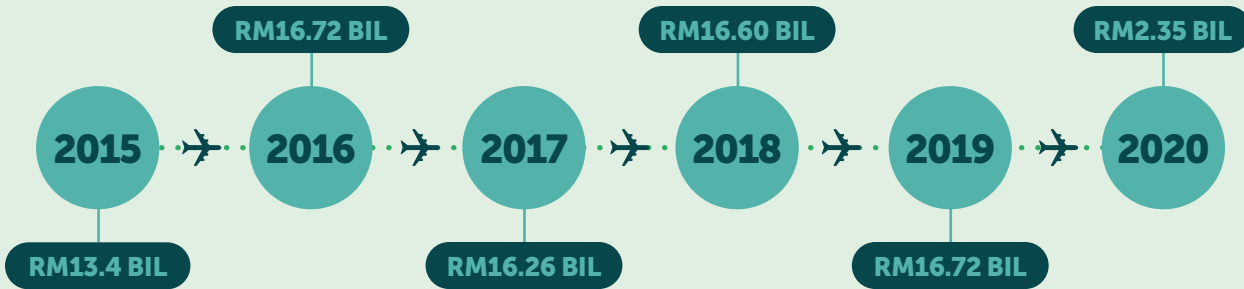


Muslim TOURIST ARRIVALS AND RECEIPTS (2015-2020)

MUSLIM TOURIST ARRIVALS TO MALAYSIA (2015-2020)



MUSLIM TOURIST RECEIPTS (2015-2020)



Top 10 MUSLIM TOURIST RECEIPTS TO MALAYSIA

2019	
NO.	COUNTRY
	RECEIPTS (RM)
1	INDONESIA
2	SINGAPORE
3	BRUNEI
4	SAUDI ARABIA
5	INDIA
6	PAKISTAN
7	IRAN
8	CHINA
9	OMAN
10	THAILAND

2020	
NO.	COUNTRY
	RECEIPTS (RM)
1	INDONESIA
2	SINGAPORE
3	SAUDI ARABIA
4	BRUNEI
5	INDIA
6	CHINA
7	THAILAND
8	UNITED KINGDOM
9	FRANCE
10	AUSTRALIA



Top 10
MUSLIM TOURIST
ARRIVALS TO
MALAYSIA IN
2019

1	INDONESIA	2,053,673
2	SINGAPORE	1,422,943
3	BRUNEI	958,305
4	BANGLADESH	158,236
5	SAUDI ARABIA	112,943
6	INDIA	104,414
7	PAKISTAN	101,950
8	THAILAND	81,025
9	CHINA	56,057
10	IRAN	46,280



Top 10
MUSLIM TOURIST
ARRIVALS TO
MALAYSIA IN
2020

1	INDONESIA	403,405
2	SINGAPORE	216,336
3	BRUNEI	107,184
4	INDIA	22,135
5	SAUDI ARABIA	21,753
6	PAKISTAN	17,137
7	THAILAND	16,960
8	BANGLADESH	15,588
9	CHINA	7,293
10	IRAN	7,036

A World View

For the Islamic Tourism and Muslim-friendly tourism industry, several sources of reference are available to give a broad picture of the industry's global performance. The DinarStandard State of Global Economy Report (SGIE) and the

MasterCard-CrescentRating Global Muslim Travel Index (GMTI) are two key reports used as a barometer to gauge the successes of the industry and individual destinations.

In addition, reports produced by Pear Anderson based in Malaysia also serve to provide insights into the Muslim travel market and global Islamic economy, with a focus on the Southeast Asia region.



In the State of the Global Islamic Economy (SGIE) Report 2022 Malaysia emerged, yet again, as the top global Islamic economy outperforming 81 countries, including Saudi Arabia, United Arab Emirates, and Indonesia.

Aided by governmental support and Islamic Tourism Centre's (ITC) push for excellence, Malaysia scored as the top-ranked country in the Muslim-friendly Travel sector. Similarly, Malaysia ranked first in the Halal Food, Islamic Finance, and Media and Recreation sectors. Meanwhile, Malaysia was ranked second and ninth respectively in the Pharma and Cosmetics and Modest Fashion sectors.

In Muslim-friendly Travel, Malaysia ranked highest in two out of five benchmark dimensions, namely in Governance which refers to regulations related to the tourism industry, and Awareness in terms of media coverage and stakeholder training.

In the Muslim-friendly Travel sector, 200.3 million Muslim travellers contributed USD194 billion in travel spend in 2019, attesting to its enormous potential. However, the COVID-19 pandemic has crippled growth in this sector.

State of the Global Islamic Economy Report

The State of the Global Islamic Economy Report (SGIE), an annual report by DinarStandard, provides a comprehensive index that measures the overall development of the Islamic economic sectors. In addition, various parts of the Islamic economy and their

performance are assessed to provide a broad outlook of the landscape.

The report covers these sectors: Islamic finance, halal food and beverages, halal cosmetics, halal pharmaceuticals, Muslim-friendly travel, modest fashion, and Islamic-themed media and recreation.

Muslim spend on tourism grew from USD58 billion in 2020 to USD102 billion in 2021. The upward trend is expected to continue, reaching USD154 billion in 2022 and USD189 billion in 2025 at a four-year CAGR of 16.5%.

Despite the grim environment, the report found that investors are still looking at long-term growth with an upswing in investments throughout 2021.

MasterCard-CrescentRating Global Muslim Travel Index

The MasterCard-CrescentRating Global Muslim Travel Index (GMTI) meanwhile analyses the global Halal travel market. The annual travel report provides a ranking of 138 destinations on how Muslim-friendly they are as a travel destination.

The ranking of destinations in the GMTI is based on the ACES (Access, Communication,

Environment, and Services) framework introduced by CrescentRating. It analyses a destination's ease of access to the destination, availability of effective communications by the destination, the environment at the destination, and the services provided by the destination.

Scores in each key factor are tabulated for the destinations being surveyed, resulting in the ranking. Among the criteria considered for accessibility include connectivity and visa requirements. Effective communications include the destination's digital presence, while a destination's environment takes into consideration safety aspects and if there are any faith restrictions. Finally, a destination's services provided to Muslim travellers are also taken into account, such as availability of prayer facilities and Halal food, as well as unique experiences.

In 2011, Malaysia was ranked as the No. 1 destination for Muslim travellers in CrescentRating's

first Halal travel market research publication on the top Muslim-friendly destinations for 2011. It was a recognition of Malaysia's wealth of touristic offerings and facilities for Muslim travellers.

The annual CrescentRating report continued to list Malaysia as the top Muslim-friendly destination from 2011 until 2014. Then, in 2015, the report was rebranded as the MasterCard-CrescentRating Global Muslim Travel Index (GMTI), and Malaysia again made it to the top of the ranking. In the following years and subsequent GMTI annual reports, Malaysia continued to maintain its top standing, with the exception of 2020 when, due to the COVID-19 pandemic, no such report was released.

In the GMTI 2022, Malaysia maintained its leadership position in the ranking with 74 points overall.

Malaysia's outstanding performance in the Muslim-friendly travel sector as indicated in the above reports is an acknowledgement of the potential that Malaysia has in serving the Muslim tourist market.

Pear Anderson Reports

Two reports of note by Pear Anderson focus on the Southeast Asian Muslim traveller and the readiness of National Tourism Organisations in catering to the Muslim tourism market.

The second edition of the Pear Anderson report, National Tourism Organisations' Online Muslim





Insights into Southeast Asian Muslim Travellers in the New Normal 2020



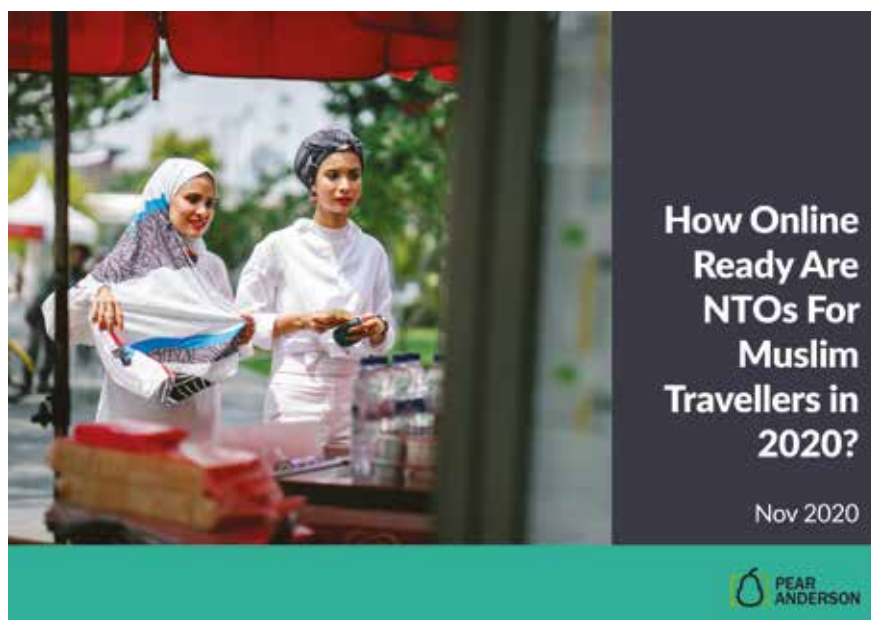
How Online Ready are NTOs for Muslim Travellers in 2020.

Travel Resources 2020, examines the online resources that National Tourism Organisations (NTOs) from the top 50 most visited non-Muslim countries worldwide have created to support Muslim friendly travel, including information about Muslim friendly food, prayer spaces and hotels. These are scored and ranked according to a Pear Anderson points framework.

In 2020, Hong Kong and Taiwan placed joint first, knocking Japan off the top spot.

South Korea, Australia, and Slovenia saw significant increases in their scores in 2020, as they sought to create new content and make it more accessible to Muslim travellers. A total of 6 countries also scored their first points in the 2020 edition of the report: Germany, Greece, India, Macao, South Africa and the United Kingdom.

According to the report, countries that improved their scores in 2020 did so by adding more online resource formats, enhancing their Search Engine Optimisation (SEO),



making their Muslim-friendly information more accessible and segmenting Muslim travellers by interest.

Meanwhile, its Insights into Southeast Asian Muslim Travellers in the New Normal report provides information about the key Southeast Asian Muslim travel market, namely Malaysia and Indonesia, and their travel preferences in light of the COVID-19 pandemic.

The report uncovers that Muslim tourists in Malaysia and Indonesia will continue to prefer destinations that make halal food and Muslim-friendly amenities readily available. However, there is more consideration in the new normal to prioritise hygiene protocols, safety and value-for-money when making travel decisions.



Accolades for Malaysia in Islamic Tourism

- Out of 57 countries, Malaysia is the only member of the Organisation of Islamic Cooperation (OIC) with a dedicated Islamic Tourism establishment, i.e. Islamic Tourism Centre (ITC), an agency of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) since 2009.
 - Malaysia has been named No. 1 destination for Muslim travellers for four consecutive years from 2011-2014 by CrescentRating of Singapore, based on its annual CrescentRating Annual Ranking survey that evaluates several criteria, including the availability of halal food, access to prayer facilities, Muslim-friendly services in hotels, and the country's stability and security.
 - Beginning 2015, the CrescentRating Annual Ranking was rebranded as MasterCard CrescentRating Global Muslim Travel Index (GMTI). Until 2022, there have been seven editions of the GMTI published (the COVID-19 pandemic disrupted the release of the GMTI 2020 report), and Malaysia has been declared the number one destination for Muslim travellers in each one. In the latest GMTI 2022 report, MasterCard and CrescentRating implemented global research on the Muslim travel market covering 138 destinations worldwide, in which Malaysia defended its pole position.
 - In September 2015, CrescentRating and MasterCard collaborated to release the Muslim Travel Shopping Index (MTSI) and named Kuala Lumpur the second-best global shopping destination for Muslim travellers after Dubai, United Arab Emirates (UAE). Penang was ranked at number nine.
 - In the State of the Global Islamic Economy report, Malaysia topped the report's halal travel indicator as the country with the most developed Islamic economy ecosystem for halal travel sector for the years 2014, 2015, 2017, 2019, 2020, 2021 and 2022.
 - Providing potential visitors with a range of information for an experiential and authentic Islamic experience has garnered Malaysia top spot in the best holiday destination during the fasting month category in CrescentRating
- and Mastercard's June 2016 Ramadan Travel Report. It is also forecasted that Malaysia will remain as the Ramadan destination of choice for travellers until 2026.
- In 2018, the global travel portal TripAdvisor named International Islamic Arts Museum Malaysia (IIAM) the top museum in the country and 8th in Asia under the TripAdvisor Travellers' Choice Awards for museums around the world.
 - From 2016-2018, several mosques were featured in the top ten of the best landmarks in Malaysia under TripAdvisor's Travellers' Choice Awards. The mosques ranked were the Sultan Salahuddin Abdul Aziz Shah Mosque, Shah Alam; Putra Mosque, Putrajaya; Zahir Mosque, Kedah; Melaka Straits Mosque, Melaka; and the National Mosque, Kuala Lumpur.





- The inaugural Muslim Women in Travel Report released in October 2019 by MasterCard and CrescentRating declared Malaysia as the No.1 destination for Muslim Women travellers based on a survey conducted with more than 3,300 respondents.
- In 2020, the Indonesian-Malaysia-Thailand Growth Triangle (IMT-GT) sub-regional cooperation appointed Malaysia as Chair of the Muslim-Friendly Tourism Focus Working Group (MFTFWG) to accelerate the economic and social transformation of the three nations. ITC was tasked to lead the working group.
- On 3 May 2021, ITC received the Strategic Business Alliance Award at The BrandLaureate World Halal Best Brands E-Branding Awards 2021, a recognition of its 12-year leadership in developing Islamic Tourism and Muslim-Friendly Tourism and Hospitality (MFTH) products and services in Malaysia.
- In 2020, ITC was appointed as Chair for the National Standard Committee I: Working Group Technical Committee 2-4 (WG/2-4) for the Revision of MS2610 Muslim-friendly Services. The revision is to widen the areas covered in the standard, this includes Muslim-friendly Spa.
- In 2021, the Department of Standards Malaysia, who is in the technical committee for standard development at the Standards and Metrology Institute for Islamic Countries (SMIIC) level, appointed ITC to be the lead coordinator for the Halal Spa Standards task force.
- ITC was presented with the "Best Islamic Tourism Leadership" award by the Malaysia Tourism Council at its Gold Awards 2021 ceremony on 9 December 2021.



Why There's Optimism in the Halal Industry Despite Covid Slump

DUBAI, UNITED ARAB EMIRATES, 11 DECEMBER 2021: Experts delivered upbeat forecasts for growth across the Gulf and ASEAN regions at the Global Business Forum ASEAN in Dubai. The forum, organised by Dubai Chamber in partnership with Expo 2020 Dubai, explored trade and investment opportunities between the GCC and ASEAN regions.

The halal industry was a high-potential avenue where companies in the UAE, GCC and Association of South East Asian Nations (ASEAN) could boost trade and build cross border partnerships, according to experts.

Despite a slump in the market from the impact of the pandemic, experts speaking at the inaugural

Global Business Forum ASEAN in Dubai cited their optimism for the halal sector, which globally is worth an estimated \$4 trillion.

Increasing growth was forecast for the industry, with new strategies and policies identified as key drivers, they said.

The forum, organised by Dubai Chamber in partnership with Expo 2020 Dubai, explored trade and investment opportunities between the two regions.

Dato' Dr. Mohmed Razip Hasan, Director-General, Islamic Tourism Centre, Malaysia, observed that consumer spending was returning and said, "With borders opening up and economies recovering, the halal

He said that while the number of Muslim travellers was growing, and remained influential, it was necessary for governments and businesses to build strategies and goals that could meet these demands and to expand the sector to make it attractive to non-Muslim consumers.

The forum was part of Dubai Chamber's flagship series, which also explored economic potential in emerging markets across Africa and Latin America.

Source: Arabian Business

travel industry will pick up momentum."





Sustainability and Muslim Tourist Market Among Key Topics Addressed at Sarajevo Business Forum 2022

SARAJEVO, BOSNIA AND HERZEGOVINA, 16 MAY 2022:

With travel bans being lifted worldwide following more than two years of the COVID-19 pandemic, questions arising post-pandemic include how will the industry players strategise to meet the needs of the market, what are the new travel behaviours, how should destinations position themselves, and how can investors play a role to reactivate tourism again?

At the 11th Sarajevo Business Forum (SBF) from 11 to 12 May 2022, and particularly at “The Power of Tourism to Fuel Economic Growth” panel session organised by Bosna Bank International in cooperation with USAID, global experts

weighed in on the matter offering great insights, with a focus on tourism growth and investment opportunities in Bosnia.

Panel speaker Dato’ Dr. Mohmed Razip Haji Hasan, Director-General, Islamic Tourism Centre (ITC), highlighted the Muslim market as a potential source market for Bosnia. “The Muslim market is a new ground and new segment that’s probably been overlooked for the last decade,” he said.

The size of the Muslim population is huge and not geographically limited to any particular country. There are 1.9 billion Muslims all over the world, 1.1 billion in the OIC countries and 255 million in ASEAN.

“The diaspora of Muslims in other parts of the world such as Europe, could also be a key source market of tourists for Bosnia,” he said.

Dato’ Dr. Mohmed Razip felt confident of Bosnia’s future growth in tourism and that the tourism industry players should prepare themselves well to serve the market better.

ITC’s participation in the Sarajevo Business Forum was part of its double mission to position Malaysia as a destination of choice for Muslims as well as to drive interest among global destinations towards the potential of the Muslim tourist market.

ITC also took part in the 4th Malaysia Tech Transfer Showcase organised by Human Life Advancement Foundation in conjunction with SBF 2022. It was an opportunity to showcase Muslim-Friendly Malaysia, along with ITC’s initiatives towards strengthening the Muslim-Friendly Tourism and Hospitality concept through its consultancy work, research, training and capacity building, and standards development.



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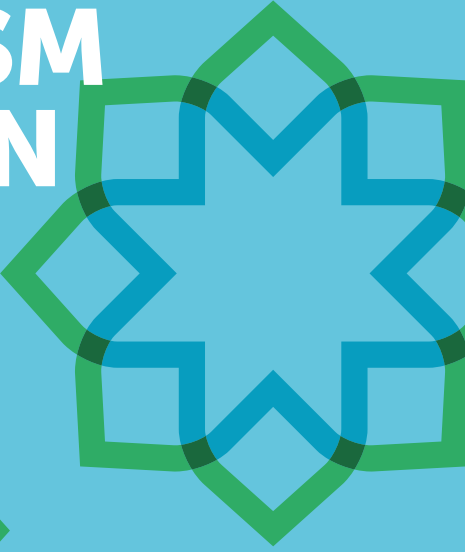
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CHAPTER TWO

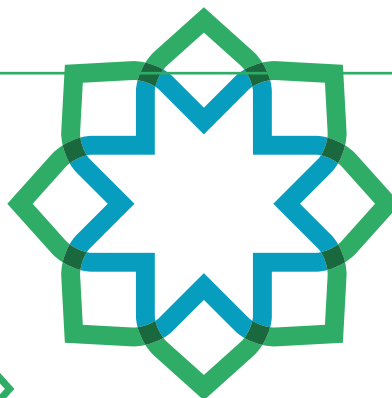
**ISLAMIC TOURISM
MANAGEMENT IN
MALAYSIA**



02

CHAPTER TWO

ISLAMIC TOURISM MANAGEMENT IN MALAYSIA



For years, the Ministry of Tourism, Arts & Culture Malaysia (MOTAC) had recognised the potential of Malaysia as an attractive Islamic Tourism destination. Therefore, the establishment of the Islamic Tourism Centre (ITC) in 2009 was a key moment in the country's history in stepping up efforts and leading the way in Islamic Tourism.

Formation of ITC as a Leading Agency in Islamic Tourism

The idea for the establishment of the Islamic Tourism Centre (ITC) was approved by the Malaysian cabinet of ministers on 20 February 2009. The first public announcement was made and ITC was launched on 16 March 2009 by Tuan Yang Terutama Tun Datuk Seri Utama Mohd Khalil bin Yaakob, the Yang di-Pertua Negeri Melaka. The historic event took place at Masjid Al-Azim in Melaka, witnessed by the then Minister of Tourism, YB Dato' Sri Azalina Othman Said.

ITC was later officially established on 22 June 2009 as an agency under the purview of the Ministry of Tourism (MOTOUR), which is presently known as the Ministry of Tourism, Arts and Culture (MOTAC). It was decided that ITC would be governed by a Board of Trustees, members of which would be key leaders hailing from diverse tourism, professional and academic backgrounds. Their role would be to advise and facilitate ITC in meeting its objectives.

And so ITC's journey began, with the vision to position Malaysia as the top-of-mind Muslim-friendly destination and become a centre of excellence itself. ITC mapped out its direction with a comprehensive study in the early years to create awareness and tap into the lucrative Muslim tourist market.

The intervening years saw ITC play a key role in supporting and encouraging Malaysian tourism industry players to focus on this market. This was done mainly through research and training, capacity building, standards and certification, consultancy, public relations as well as branding.

ITC actively collaborated with various government agencies, universities, Halal institutions, the media, and other private sector stakeholders to advance its vision for a robust and sustainable Islamic Tourism industry.

While the COVID-19 pandemic had slowed things down for the industry, ITC continued to make strides by actively participating in webinars as keynote speakers and panellists to discuss solutions beyond the pandemic. It also strengthened its Muslim-Friendly Accommodation Recognition (MFAR) initiative, the first of its kind worldwide, by piloting the programme with 52 local and international hotels and resorts based in Malaysia.

The third edition of the Islamic Tourism Journal was also published earlier this year, highlighting academic-driven studies of various aspects of Islamic Tourism and Muslim-friendly tourism and hospitality (MFTH), simultaneously enhancing the knowledge base of this specialised topic encompassing those niche segments of tourism.

ITC also took advantage of the pause in travel to provide training to tourism industry players to



 The historic launching of Islamic Tourism Centre, 16 March 2009.

cope better during the pandemic and prepare for the eventual re-opening of borders. Topics such as life-saving skills for tour guides, the importance of nutrition and physical fitness, and business coaching were offered to help industry players cope with the challenges of the lockdown period.

It also advocated for the potential of Muslim-friendly travel by highlighting opportunities in developing packages around such unique Malaysian assets, including heritage cuisines, Islamic education through the pondokstay concept, mosque tours and trails, and the like.

Recognising the vast opportunities in Islamic Tourism, ITC expanded the concept of Muslim-Friendly Tourism (MFT) to coin the term Muslim-Friendly Tourism and Hospitality (MFTH) in 2020 to reflect the depth and breadth of the potential growth within the Islamic Tourism economy. Its focus and efforts towards the Muslim-Friendly branding

encompassed areas such as wellness, education, business events, medical, and more.

Despite being a small outfit within the larger MOTAC entity, ITC is widely recognised internationally, especially among the Organisation of Islamic Cooperation (OIC) member states. Through its partnership with the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) and the Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation (COMCEC), both being key agencies within the OIC, ITC has delivered training programmes on MFTH development for its member states.

Today, Malaysia lays claim to several international tourism recognitions. In the State of the Global Islamic Economy (SGIE) Report 2022 by DinarStandard, Malaysia was placed atop the list of countries with regards to Muslim-friendly travel. In addition,



Malaysia has been named the top Muslim-friendly travel destination by CrescentRating for 11 years in a row since 2011.

On 3 May 2021, ITC received the "Strategic Business Alliance Award" from The BrandLaureate for its efforts in growing the MFTH concept through collaborations and branding.

VISION

To be the prime mover and a leader in positioning Malaysia as Islamic Tourism and Muslim-Friendly Tourism and Hospitality hub of global standard.

MISSION

To undertake the task as an internationally recognised centre of excellence and point of reference in Islamic tourism and Muslim-Friendly Tourism and Hospitality through strategic research, training, capacity building, standard and certification, and industry development, leveraging on destination diversity, an inclusive ecosystem, and technology advancement.

STRATEGIC ROLES & FUNCTIONS OF ITC



To develop and build the eco-system of Islamic Tourism and Muslim-Friendly Tourism and Hospitality in Malaysia and promote it abroad.



To consolidate the position of Malaysia as the world's preferred destination for Muslim-Friendly Travel and Hospitality (MFTH) and Centre of Excellence.



To establish Malaysia as the global centre for Muslim-Friendly Tourism and Hospitality Certification (MFTHC).

ITC Strategic Portfolios

In carrying out the roles and functions of ITC effectively and efficiently, ITC delivers according to the following portfolios:

- Strategic and applied research
- Capacity building, consultancy and training
- Product and infrastructure development
- Information exchange and network
- Standards and certification development
- Resource centre, publication and production
- Branding, marketing and PR and events

ITC Strategic Core Thrusts

Guided by the Ministry of Tourism, Arts and Culture's (MOTAC) Strategic plans 2021-2025, ITC has developed its strategic core thrusts as follows:

- Strengthening governance capacity
- Fostering economic development
- Embracing digital
- Strengthening content and infrastructure development
- Expanding strategic cooperation
- Improving the quality of product and service delivery
- Commitment to sustainability
- Developing the human capital
- Encouraging job opportunities

ITC exists to act and facilitate the government and stakeholders in undertaking the following strategic roles and functions for policy and strategy formulation in developing the Islamic Tourism sector and the Muslim-Friendly Tourism and Hospitality brands in Malaysia and pursuing Malaysia's interests abroad:



To become the world's leading repository of market intelligence and reference centre for Islamic Tourism and MFTH through research and studies and information exchange.



To position, market and sell MFTH brand establishments, services and products locally, regionally and internationally.



To establish Malaysia as the front runner in Islamic Healthcare and Wellness



To explore new opportunities in Islamic Tourism and MFTH sectors to elevate the economic, social, education and moral well being of the communities such as through Corporate Social Responsibility (CSR), WAQF and Cooperative Movement and other shariah-compliance platforms.



To brand Malaysia as the top venue for Islamic Contemporary Lifestyle through conferences, fashion shows, art and calligraphy exhibitions, gastronomy festivals and other related fields.



To promote tourism and hospitality based on Islamic principles and values with Al-Quran and Sunnah as the main sources of reference and actions.

ITC Basic Guiding Principles

In carrying its tasks, ITC is guided by the following principles:

- Islamic pillars, articles of faith, principles and teachings
- Shariah compliance and Muslim-Friendly
- Islamic and international best practices
- Integrity and transparency
- Sustainability and responsibility
- Community, green and environmentally friendly
- Innovation and creativity
- Healthy, higher standards and best quality
- Teamwork and inclusivity
- Trustworthy

ITC Enabler Ecosystem and Operations

Realising the importance of an ecosystem that enables and supports the development of Islamic Tourism and MFTH, ITC outlined the critical aspects needed for the robust growth and efficient delivery of products and services within this tourism space.

- Best governance and practices
- Dynamic management and operational structure
- Trained and qualified executives and managers
- Best Enterprise Architecture (EA) and legal framework
- Adaptable project management system
- Strategic collaboration and affiliation
- Capable data storage and cyber security
- High standards quality development and adoption
- Authorised certification body and rating agency
- Assets and financial resources
- Government and industry support
- Adequate operation and development fund
- Talents and training needs analysis and competency
- Training Modules Development System (TMDS)
- International recognitions

ITC Governance PAST AND PRESENT BOARD OF TRUSTEES

Tan Sri Dato' Dr. Ong Hong Peng
Chairman, 2009-2016

Dato' Haji Zainuddin bin Abdul Wahab
Trustee, 2009-2011

Dato' Amirrudin bin Abu
Trustee, 2009-2010

Prof. Emeritus Dato' Dr. Abdul Kadir bin Lebai Din
Trustee, 2010-2020

Datuk Mohd Ilyas bin Zainol Abidin
Trustee, 2010-2020

Ambassador Dato' Nazirah binti Hussain
Trustee, 2010-2011

Prof. Dr. Amran bin Hamzah
Trustee, 2010-2020

Dato' Mirza Mohammad Taiyab Beg
Trustee, 2010-2018

Tuan Haji Abdul Rahman bin Shaari
Trustee, 2011-2013

Ambassador Dato' Zainal Abidin bin Ahmad
Trustee, 2011-2013

Ambassador Zainol Rahim bin Zainuddin
Trustee, 2013-2015

Mr. Zulkifly bin Md. Said
Trustee, 2014-2018

Ambassador Zainal Abidin bin Bakar
Trustee, 2015-2017

Datuk Ab. Ghaffar bin A. Thambi
Chairman, 2017

Mr. Sazali bin Mustafa Kamal
Trustee, 2017-2018

Datuk Rashidi bin Hasbullah
Chairman, 2018-2019

Dato' Kennedy Jawan
Trustee, 2018-2019

Datuk Isham bin Ishak
Chairman, 2019

Ambassador Dato' Nadzirah binti Osman
Trustee, 2019-2021

Dato' Sri Abdul Khani bin Daud
Trustee, 2019-Present

Datuk Wira Dr. Noor Zari bin Hamat
Chairman, 2020-Feb 2022

Prof. Madya Dr. Mohd Hafiz bin Mohd Hanafiah
Trustee, 2020-Present

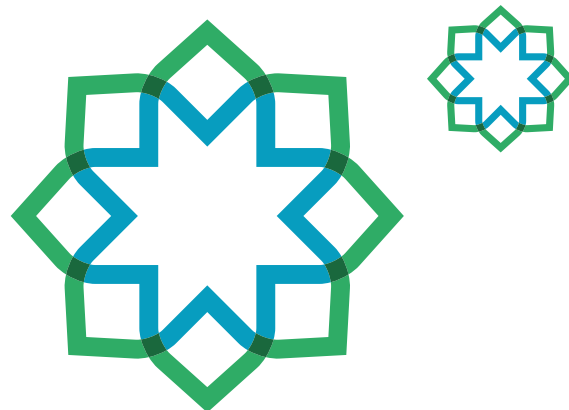
Mr. Ahmad Farid bin Ahmad
Trustee, 2020-Present

Tuan Haji Khairan bin Untoh
Trustee, 2020-Present

Tuan Haji Mohd Akil bin Mohd Yusof
Trustee, 2020-Present

Mr. Ahmad Kamrizamil bin Mohd Riza
Trustee, 2021-Present

Datuk Hajah Saraya Arbi
Chairman, 2022-Present



ITC Leadership PAST AND PRESENT DIRECTOR-GENERALS



**Dato' Haji Zainuddin
Abdul Wahab**
Director-General, 2009-2011

Dato' Haji Zainuddin was the first Director-General of Islamic Tourism Centre (ITC) when it was first established in 2009. During his time, ITC organised and premiered the International

Islamic Tourism Conference and Travel Mart (ITCM) in 2010 at Putra World Trade Centre Kuala Lumpur. It was the first platform organised by ITC to create awareness en masse for ITC and Muslim-Friendly Tourism potential among tourism industry players. The debut of ITC among industry at the time was received well, and the event became a success.



**Tuan Haji Abdul
Rahman Shaari**
Director-General, 2011-2013

Tuan Haji Abdul Rahman Shaari became the second Director General of ITC when he took office in 2011. During his tenure, the "Study on the Strategic Plan for Islamic Tourism Development in Malaysia", which became known as the Islamic Tourism

Blueprint 2012-2020, was initiated. The blueprint outlines the working definition and the underlying principles of Islamic Tourism and the way forward for its development for Malaysia.

In support of the blueprint, ITC initiated the Islamic Tourism Trail packages in Malaysia - a collaborative effort with local travel agents and product owners; Regional Seminars in Islamic Tourism (ReSIT) and Briefing and Workshop on Islamic Tourism (BWIT) - an educational platform for travel agents to learn about developing Islamic Tourism trails and products. In addition, he led efforts to establish Malaysia-Brunei Islamic Tourism packages through the Joint Effort on Islamic Tour Packages with Brunei launched at London's World Travel Market in 2012. He was also responsible for initiating the Joint Seminar on Islamic Tourism

(JoSIT), a collaboration with Indonesia in providing a shared platform for the industry players in the region to discuss and network for the development of the Muslim travel segment.

To advance the industry, Tuan Haji Abdul Rahman recognised the importance of establishing an Islamic Tourism standard as a reference for industry players, and subsequently initiated discussions on the matter with INHART and the Department of Standards Malaysia before his tenure with ITC ended.

This period was the first time Malaysia ranked as the No. 1 destination for Muslim travellers in CrescentRating's first Halal travel market research report, CrescentRating's Halal Friendly Travel Index (CRaHFT) 2011 ranking.



Encik Zulkifly Md. Said Director-General, 2013-2018

Encik Zulkifly Md. Said was the longest-serving Director General of ITC, establishing many significant “firsts” during his leadership in terms of branding, research work, training, and international partnerships.

The terms “Muslim-Friendly Tourism” and “Muslim-Friendly Malaysia” were first coined during his tenure, strengthening the branding of the concept not only locally but also internationally.

He continued the work of the previous Director-General, expanding on the idea of setting a standard for the Islamic Tourism industry. Working closely with the Department of Standards Malaysia, he refined the focus of the standard and initiated the framework that would become the world’s first Muslim-Friendly Hospitality Services Standards.

He maintained the initiative on JoSIT with Indonesia (Bandung Edition), and cooperation with several OIC countries were

established to collaboratively lobby and educate industry players about the Muslim tourist market. A key piece of research profiling about 80 mosques in Malaysia as well as collaborations with JAKIM during the National Imam Roundtable opened the door for the potential and development of mosque tourism in Malaysia.

During Encik Zulkifly Md. Said’s tenure, ITC was invited to become Meeting Chair on tourism at the OIC level, a testament of ITC’s standing in the international arena. It was also during this time that ITC hosted the first World Islamic Tourism Conference and developed training modules for Muslim-Friendly Tour Guides certification.



Dato’ Sri Dr. Abdul Khani Daud Director-General, 2018-2020

Dato’ Sri Dr. Abdul Khani Daud brought his extensive experience of destination promotion and marketing skills at Tourism Malaysia to ITC when he was appointed Director General in 2018.

To enhance the concept of Muslim-friendly Malaysia, he introduced one of ITC’s current key initiatives during his leadership. The establishment of the Muslim-Friendly

Accommodation Recognition programme has since become a key initiative by ITC, an extension of MOTAC’s star-rating system that sets the benchmark for Muslim-friendly hotel services and facilities.

As Director-General, he led ITC’s participation in several business events including Sarajevo Business Forum 2019 and the 11th HASIB Conference in conjunction with Thailand Halal Assembly 2018. He also participated in numerous forums organised by SESRIC and COMCEC to advance Islamic Tourism awareness and development.



Dato' Dr. Mohmed Razip Haji Hasan

Director-General, 2020-2022

Dato' Dr. Mohmed Razip took over the leadership of ITC during the challenging COVID-19 pandemic period, yet elevated ITC to a higher level by embracing the sentiment of "New thinking, New actions, New results" with a focus on cooperation with stakeholders, strengthening ties with industry, and fortifying the ITC branding at home and abroad.

During this period, he led ITC to support the Malaysian government's national immunisation programme, as well as helped tourism industry players cope with the pandemic challenges through the free upskilling and mental wellbeing training programme. He also saw the economic importance of expanding the Muslim-Friendly Tourism (MFT) concept to Muslim-Friendly Tourism and Hospitality (MFTH) for ITC to become a global player and advocated the concept as the way forward for sustainable tourism.

A number of partnerships were also forged and MoUs signed during his time with government agencies, academic and training institutions, tourism consultants, and foreign embassies in Malaysia, while the branding of MFAR was strengthened with a logo launch and media exposure on the 52 hotels and resorts involved in the programme.

Being an Adjunct Professor, he also engaged with higher learning

institutions to share ITC's aspirations and plans. A key initiative was the signing of the Memorandum of Understanding between ITC and JAKIM, through its agency, IPDAS, to establish a stronger Islamic Tourism curriculum in academia that aligns with ITC's vision for developing the human capital needed for a sustainable and robust Islamic Tourism industry. Similar partnerships were established with agencies such as International Centre for Education in Islamic Finance (INCEIF) to create specific and relevant content related to Islamic Tourism.

His intentions to strengthen human capital was also reflected within the ITC organisation itself. To equip ITC managers and executives with high-level thinking and capabilities needed to execute the organisation's plans and programmes, he introduced the Business and Leadership Coaching as part of their executive training programme. To further this, he also initiated forums such as the DG Lecture series, ITC Corporate Forum and ITC Business Forum.

Dato' Dr. Mohmed Razip also advocated for the potential of Muslim-friendly travel by highlighting opportunities in developing packages around such unique Malaysian assets, including heritage cuisines, Islamic education through the pondokstay concept, mosque tours and trails, and the like. This resulted in the launching of Islamic Tourism Week (20 June-3 July 2022) to showcase Malaysia's Islamic Tourism experiences to the public.

He also initiated the MFT ProHPack programme to recognise tourism products, hospitality, and packages that are Muslim-friendly in Malaysia with plans to expand them overseas.

He was also instrumental in driving the Mosque Visitor Guide (MosVi) programme and the Islamic Tourism Entrepreneurship and Leadership Seminar to expand the Islamic Tourism opportunities to more stakeholders. The expansion of the Muslim-Friendly Tour Guide training

programme also saw more trainings done in Sabah and Sarawak

Moreover, ITC was nominated by the Department of Standards Malaysia to become the lead coordinator at the SMIIC level to develop standards on the halal spa. In 2022, he was appointed as the Sectoral Roadmap Working Group Chairman for Muslim-Friendly Healthcare Tourism under Halal Development Corporation (HDC).

Recognising the importance of branding and publicity, Dato' Dr. Mohmed Razip leveraged the strength of industry and trade media and digital technology to reach out to the global Muslim community. He put focus on media engagement and networking, resulting in ITC enjoying positive media exposure in TV JAKIM, TV AlHijrah, and @Halal magazine, and the publication of Rest & Rehlah, an ITC-branded pullout magazine within @Halal. He introduced ITC further by becoming a strategic partner to World #QuranHour alongside the Warisan Ummah Ikhlas Foundation (WUIF) and TV AlHijrah.

His visionary ideas for ITC led to the foundations of the ITC Strategic Development Plan 2021-2025, a key document that details ITC's expanded roles as the way forward for Malaysia to remain competitive amid ongoing and stiff competition within the Islamic Tourism space.

During his time, he led ITC to participate in several Halal-related conferences including Global Business Forum ASEAN 2021 in Dubai, Sarajevo Business Forum 2022, Halal Expo London 2022, and Thailand Halal Assembly 2022.

As a marketing person, he gave special attention to reposition ITC as a leading global brand in Islamic Tourism. For his efforts in leading ITC through the COVID-19 challenges, ITC received the "Strategic Business Alliance Award" from The BrandLaureate on 3 May 2021 for its efforts in growing the MFTH concept through collaborations and branding.



Upskilling Tour Guides to Meet the Needs of the Muslim Tourist Market

PUTRAJAYA, MALAYSIA, 20 DECEMBER 2022: Islamic Tourism Centre (ITC) delivered five training courses this year to upskill Malaysia's tourist guides in preparation for the growth of the Muslim tourist market.

Three Muslim-Friendly Tourist Guide (MFTG) training courses were organised in Sarawak (12-15 September), Kuala Lumpur (12-13 October) and Sabah (5-7 December) to recruit those licenced by the Ministry of Tourism, Arts and Culture as new MFTGs.

The courses included topics on Understanding the Requirements and Managing the Expectations of Muslim Tourists, Islamic Tourism Concept, Effective Communications, and Basic Understanding of Halal.

Organised since 2017 to enhance tourist guides' knowledge and understanding of Muslim tourists' faith-based needs, the course

has since recruited a total of 131 MFTGs from all over Malaysia.

ITC also offered the MFTGs two refresher courses this year on dealing with emergency circumstances, a crucial skill in anticipation of the new wave of inbound tourists to Malaysia this post-pandemic.

The two courses were organised in Penang (14 March) and in Kuala Lumpur (23 June). It included an introduction to the American Heart Association (AHA) guidelines for CPR (Cardiopulmonary Resuscitation), an emergency lifesaving procedure performed when the heart stops beating. There was also a demonstration on the CPR and Hands-Only CPR techniques and on how to use the Automated External Defibrillator (AED). The course also taught participants to be familiar with the Heimlich Manoeuvre to rescue adults, children, and newborns from choking.





Delivering Empowering Knowledge and Skills to Industry Players

PUTRAJAYA, MALAYSIA, 15 DECEMBER 2022: In 2022, Islamic Tourism Centre delivered three workshops for tourism industry players to strengthen their presence within the Islamic Tourism ecosystem, with enhanced skills in social media marketing and writing.

The Islamic Tourism Social Media Marketing Workshop was organised from 6 to 7 September 2022 to support stakeholders in their branding and marketing of the Muslim-Friendly Tourism and Hospitality (MFTH) concept.

The workshop was conducted by social media marketing guru, Master Azriel, at Oakwood Hotel and Residence Kuala Lumpur, providing the participants with knowledge on how to utilise social media for marketing and branding purposes. Some 50 participants took part, comprising tourist guides, hoteliers, spa operators, and tourism entrepreneurs.

Meanwhile, two Islamic Tourism Writers Workshops were organised for media participants to empower and encourage them

to write positive narratives and stories on Malaysia as a Muslim-Friendly tourist destination.

The first workshop was conducted in the Klang Valley from 25 to 27 October 2022, while the second was held in Kuala Lumpur-Pahang from 12 to 14 December 2022.

A total of 21 bloggers, social media influencers and feature writers, including tourism students and public relations officers from government agencies took part. The workshop, which was themed "Stories of Sustainability," aimed to introduce Muslim-friendly tourism experiences that also embraced sustainability practices.

It was an opportunity for ITC to introduce the Islamic Tourism ecosystem including the Muslim-Friendly Tour Guides, the hotels with ITC's Muslim-Friendly Accommodation Recognition (MFAR) certification, Muslim-Friendly spa centres, and the mosque tourism attractions.

The workshops also included talks by senior editors and journalists to help writers improve their storytelling skills on Islamic Tourism.



The ITC Brand

A huge part of ITC's decade-long success lies in its strong and continuous push for a recognisable identity and branding. Over the 13 years of ITC's existence, it has made its presence felt through various branding, marketing, and partnership efforts locally, regionally, and internationally. It was felt that a recognisable identity was necessary to champion what was seen as a new tourism focus area -- the Muslim tourist market -- and gain the buy-in and confidence from the tourism industry players.

ITC's efforts have paid off, culminating in the increased awareness and demand from all sectors of the tourism industry wanting to seize the opportunities in the Muslim tourist market.

Today, it is a tribute to ITC's achievement that industry players have taken it upon themselves to initiate their own branding activities, aligning their efforts alongside ITC's own vision and mission. These efforts have proven their drive to strengthen, market, and brand themselves -- and Malaysia -- as Muslim-friendly tourism and hospitality products and services providers in support of ITC's own noble efforts.



ITC received the "Strategic Business Alliance Award" from The BrandLaureate on 3 May 2021 for its efforts in growing the Muslim-Friendly Tourism and Hospitality concept through partnerships and branding.



Malaysia Tourism Council awarded ITC with the "Best Islamic Tourism Leadership" recognition on 9 December 2021.

ITC Corporate Branding Initiatives

- **The premier of International Islamic Tourism Conference and Travel Mart (ITCM) in 2010 at Putra World Trade Centre Kuala Lumpur**

Among the first international events pioneered by ITC upon its establishment.

- **Coining of “Muslim-Friendly Tourism” and “Muslim-Friendly Malaysia” in 2014**

Malaysia was the first to pioneer the branding of “Muslim-Friendly Tourism”.

- **Initiated the framework for the first Muslim-Friendly Hospitality Services Standards in the world, MS2610:2015**

The groundwork for the enhancement of Muslim-Friendly Tourism by incorporating hospitality into the concept.

- **Joint Seminar on Islamic Tourism in Kuala Lumpur and Bandung**

A pivotal collaboration to bridge Malaysia and Indonesia’s Muslim-Friendly Tourism efforts.

- **Mosque Tourism development**

A major initiative to develop mosques and leverage on its potential as an Islamic Tourism product.

- ✓ **World Islamic Tourism Conference organised in 2017**

The first international conference organised by ITC themed “Understanding and Embracing Muslim-Friendly Tourism”.



- ✓ **Symposium on Islamic Tourism in 2017**

A platform to stimulate inter-disciplinary discussions and networking among stakeholders, both academia and non-academic, to enhance and enrich knowledge on Islamic Tourism.



Muslim-Friendly Tour Guide training >

The development of a specialised module to equip licensed tour guides with skills and knowledge of the Muslim tourist market.



Muslim-Friendly Accommodation Recognition (MFAR) >

The leading recognition by a government-backed agency that provides assurance of Muslim-Friendly hotel services.



Initiation of MFT ProHPack guidelines >

ITC leads the way in establishing Muslim-Friendly Tourism and Hospitality guidelines in the areas of tourism products, hospitality and packages.



● **“New thinking, new actions, new results”**

The new slogan that determines ITC’s forward-thinking amid the COVID-19 pandemic challenge.

● **The expansion of MFT to MFTH**

Muslim-Friendly Tourism was expanded to Muslim-Friendly Tourism and Hospitality, a concept that ensured a broader scope of Islamic Tourism branding.

● **Lead Coordinator for halal spa standards task force at the SMIIC level**

An international-level committee in which ITC leads key discussions towards a halal spa framework.

● **ITC Strategic Development Plan 2021-2025**

A medium-term strategy to put forward ITC’s 5-year plans into action.

● **ITC Corporate Forum**

A high-level forum that provides insightful perspectives of the Islamic Tourism and Muslim-Friendly Tourism and Hospitality concept by academic and industry practitioners.

● **ITC Business Forum**

A platform for ITC to share insights on Islamic Tourism from a business and economic perspective.

● **3rd World Islamic Tourism Conference 2022**

Held at World Trade Centre from 17-19 October with the participation of 37 local and international moderators and speakers, 460 delegates, and 80 booths at the debut Islamic Tourism exhibition.



◀ **ITC as the recipient of the “Strategic Business Alliance” Award by The BrandLaureate**

An international-level branding recognition for ITC’s efforts in collaborations and partnerships.



◀ **ITELS**
A collaboration among ITC and strategic partners to deliver Islamic Tourism training to strengthen leadership and entrepreneurship within the Islamic Tourism space.



◀ **SEED**
A series of talks organised by ITC to share, enrich, enhance, and develop, with topics that relate to Islamic Tourism.

● **Recognition for “Best Islamic Tourism Leadership”**

ITC was awarded the “Best Islamic Tourism Leadership” award by Malaysia Tourism Council, an industry recognition, for its efforts to support tourism industry players.



Muslim Tourist Market is the Future, says World-Renowned Hotel Chain, Doubletree by Hilton Kuala Lumpur

PUTRAJAYA, MALAYSIA, 7 MAY 2021: International hotel brand DoubleTree by Hilton Kuala Lumpur (DTHKL), managed by Hilton Worldwide, is committed towards the development of the Islamic Tourism in Malaysia, which it says presents many opportunities to grow.

The hotel, a Muslim-friendly Accommodation Recognition (MFAR)-certified hotel by Islamic Tourism Centre (ITC), is nestled in the downtown area within the Golden Triangle district of the Malaysian federal capital city hence providing easy access to not just shopping havens and public transport but also landmarks such as the Petronas Twin Towers and Suria KLCC.

Commercial Director of DTHKL, Mr Bishoui Khamis, opined: "The Muslim travel market has been a very important part of our business within Malaysia and we see it as a key opportunity in future."

"There are many reasons that guided us in arriving at our decision to obtain the Muslim-friendly Accommodation Recognition (MFAR) certificate. We realise the potential of the Muslim travel market, and the certification is one of many steps taken to

cater to this market and ensuring our Muslims guests a peace of mind while staying with us."

One of the highlights of DTHKL's Muslim-friendly features is the Makan Kitchen, an all-day dine-in restaurant, inspired by Malaysia's diverse demographic, the Malay, Chinese and Indian populations.

All guest rooms display the qiblat direction and bathrooms are equipped with hand bidets. Prayer mats and the Quran are also available upon request. Suhur and Iftar meals are also provided during the month of Ramadan. The hotel also has musollahs.

Commenting on the future of the tourism industry in Malaysia, he said: "I strongly encourage all who are part of the travel industry to apply for the MFAR certification as our ultimate goal is to deliver the best service to all guests."





Sunway Hotels & Resorts Strengthens Muslim-Friendly Hospitality with MFAR Recognition

PUTRAJAYA, MALAYSIA, 11 FEBRUARY 2021: Established property, lifestyle, and hospitality brand, Sunway Hotels & Resorts, was among the first to apply for Islamic Tourism Centre's (ITC) Muslim-friendly Accommodation Recognition (MFAR) programme in 2020. Today, three of its properties in Sunway City Kuala Lumpur, namely Sunway Resort, Sunway Pyramid Hotel, and Sunway Clio Hotel, have each received their Muslim-friendly recognition.

Alex Castaldi, Senior General Manager of Hotels in Sunway City Kuala Lumpur, says the group is aware that Muslim-friendly tourism is a growing market segment worth tapping into. Currently, the group is seeing a 25% share of Middle East tourists in its total hotel business at the three MFAR properties.

"Indonesia is also a big market for us. With medical tourism in Malaysia for Indonesians on the rise, we hope to capture a larger market share being so close to Sunway Medical Centre," he says.

Besides international tourists, the group also caters to a huge

volume of domestic tourists. In 2019, domestic tourism made up 64% of the hotels' total room nights, giving more reason for the group to provide travel comforts and conveniences that cater to the local Muslims' faith-based needs.

The journey towards becoming a Muslim-friendly accommodation was smooth for the group. "Being a Muslim country, Malaysia has always placed great emphasis on the comfort and convenience of its Muslim residents and guests. The group has always catered to our Muslim travellers by providing Muslim-friendly facilities and services, and we will continue to do so while improving and enhancing our offerings as we move along."

What moved them to get the recognition, then?

Castaldi says: "Partnering with Islamic Tourism Centre, we realised that the MFAR programme would bring great value to us by further enhancing

the Sunway City destination as a preferred choice for Muslim travellers from all over the world who are looking for Muslim-friendly hotels and holiday destinations. By having this MFAR recognition by ITC, it gives the hotel an extra edge from the rest and will directly drive more arrivals to the hotel."

He notes that partners and clientele are "definitely more confident in the Sunway brand, knowing that our Muslim-friendly facilities and services are now recognised and acknowledged."







CHAPTER THREE

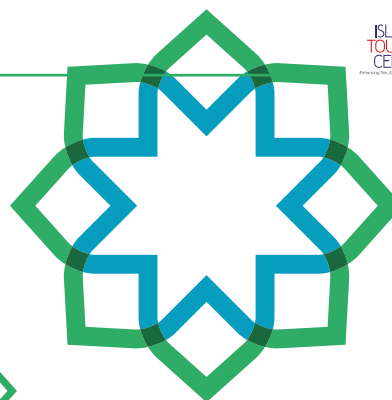
**STRENGTHENING
ISLAMIC TOURISM
DEVELOPMENT IN
MALAYSIA**



02

CHAPTER THREE

STRENGTHENING ISLAMIC TOURISM DEVELOPMENT IN MALAYSIA



When Islamic Tourism Centre (ITC) was established in 2009, it was a bold initiative to develop a strategic approach in developing and addressing the emerging Islamic Tourism market. Since the beginning, ITC embraced the role of a dedicated agency overseeing matters relating to Islamic Tourism and providing much-needed direction for the industry. It has since supported the Ministry of Tourism, Arts and

Culture (MOTAC) in undertaking strategic tourism research and market intelligence as well as providing training and capacity-building services in relation to Islamic Tourism.

Today, ITC also plays a pivotal role as an advisory body in matters of Islamic Tourism. Over the years, ITC has evolved into a Centre of Reference among stakeholders and industry players to meet

the needs and challenges of an ever-evolving Islamic Tourism landscape.

ITC continues its commitment to serving the government of Malaysia and stakeholders by providing an objective and impartial understanding of tourism issues at national, regional, and international levels and using tourism to promote goodwill among mankind.



⌚ The 2nd World Islamic Tourism Conference (WITC) was a key event organised by ITC from 5-7 November 2021 at World Trade Centre Kuala Lumpur and streamed live on Zoom and Facebook.



Muslim-Friendly Tourism and Hospitality -- a business model for the future

The Government of Malaysia recognised the new economic opportunities in Islamic Tourism and Muslim-Friendly Tourism and Hospitality (MFTH) when a sizeable number of Muslim tourists began travelling abroad since the dawn of the new millennium. As a result, this segment became one of the key generations of activity for tourism marketing and slowly as a new brand.

In 2012, ITC commissioned a study to investigate the potential of Islamic Tourism towards 2020. As a result, a final report, "Strategic Plan for Islamic Tourism Development", was produced for ITC to implement.

Since then, there has been no turning back. Since ITC's formation and alignment with the strategic plan, ITC began establishing its network of partners, strengthening its products and services,

and creating frameworks and guidelines for implementation.

The plan was further enhanced with a review that resulted in the creation of the Islamic Tourism Centre Strategic Development Plan 2021-2025. This strategic plan took into consideration the ambitions of the National Tourism Policy 2020-2030 developed by the Ministry of Tourism, Arts and Culture.

While it was unpredictable and unprecedented that the COVID-19 pandemic had impacted so many businesses globally, it also crystallised the fact that Islamic Tourism and MFTH could be the solution for business continuity and resilience, especially during hard times.

The MFTH market provides huge potential for businesses to rebound and stay resilient in the future. For one thing, the Muslim tourist market, with a global population of 1.8 billion and inclination for extended stay and high-value consumption, is largely untapped. For another, it is a market that is dispersed globally and not limited to a particular country or region -- a safeguard against local or regional market contractions.

players are beginning to see the potential. They are beginning to cater to this market through products and services that fulfil Muslim tourists' faith-based needs so they may travel in comfort.

But with this comes another enlightenment. That MFTH could be far more than just a marketing tool to achieve sales KPIs, far more than a branding manoeuvre to be inclusive, and certainly, far more than simply a goldmine to be pursued for profitable ends.

The more significant realisation is that MFTH is a business model or outlook that can help industry players navigate the future better, Insha Allah, driving job creation, investment, and economic growth.

With collaborations across economic sectors such as tech, education, and finance, MFTH can open doors beyond the tourism economy. With innovative thinking, Islamic Tourism and MFTH can correlate to Islamic finance and banking, education and become an essential element within the overall Halal economy.

Industry players can prepare for this by expanding their understanding of the Muslim tourist market, Islamic Tourism and MFTH, and start thinking of it as the way forward to being resilient and sustainable for the long term, Insha Allah.

◆ With education and awareness, industry



Formation of ITC to Lead and Strengthen Islamic Tourism

For some years following the 9/11 incident, Malaysia had been welcoming Muslim tourists to its shores. The promotions and marketing of Malaysia to Muslim source markets especially in the Middle East were led mainly by Tourism Malaysia.

However, there was also a need back home to lay a strong foundation in the tourism infrastructure, facilities, and services that would cater to the specific needs of these tourists. It was on this basis that Islamic Tourism Centre (ITC) was set up to build up a tourism ecosystem that understood the needs of Muslim tourists and delivered the

necessary tourism products and services.

ITC's formation was strengthened based upon a key piece of research conducted in 2012 that fortified the foundations of the agency. The Strategic Plan for Islamic Tourism Development Report was commissioned to study the overall Islamic Tourism landscape and current trends and behaviours, propose a strategic direction to develop and promote Islamic Tourism specifically in Malaysia and identify the prerequisites needed for the successful implementation.

To further solidify ITC's position, in 2020, ITC developed the Islamic Tourism Centre Strategic Development Plan For 2021-2025, an essential guide for the next five-year period. The plan was developed in view of ITC's operational expansion and burgeoning opportunities within the Islamic Tourism and Muslim-Friendly Tourism and Hospitality economy.



During this exercise, the vision and mission of ITC were refined to be consistent with the new National Tourism Policy 2021-2030 and the Ministry of Tourism, Arts and Culture's Strategic Plan 2021-2025, as well as to respond to recent developments within the tourism industry.

Aligning ITC's Roles with Government Policies

The launch of the National Tourism Policy 2021-2030 by the Prime Minister of Malaysia in December 2020 -- at a time when the world was battling COVID-19 challenges -- gave concrete direction for the future of Malaysia's tourism industry over the next ten years, including Islamic Tourism.

Emphasising recovery, connections, and sustainability, the National Tourism Policy, zeroed in on Islamic Tourism as the way forward for Malaysia. This was a clear signal that ITC had grown in importance and was deemed critical in the long-term success of Malaysia in this industry. Given this huge task, it is clear that ITC is required to increase its responsibilities and capacities to enhance, upgrade, secure, and maintain Malaysia's position as the global leader in Islamic Tourism and Hospitality economy.

Similarly, the course of Islamic Tourism as championed by ITC would be influenced by the National Culture Policy 2021 (Dasar Kebudayaan Negara 2021), unveiled in October 2021. In this notable piece of documentation, seven core strategies were outlined, namely, high-value culture, community harmony, preservation and conservation of cultural heritage, cultural development and expansion, cultural empowerment, generation of cultural economy, and cultural excellence.



Islamic Tourism

Economy Offers Opportunities for Women to Thrive in Tourism



PUTRAJAYA, MALAYSIA, 8 JULY 2021: Given the high participation rate of women in the tourism workforce and the number of women travellers globally, it is important to make tourism a safer, more inclusive, more meaningful, and more sustainable space for the growing number of women who are in the tourism industry as both practitioners and travellers.

This was the message delivered by YB Dato Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture (MOTAC), in her keynote address at the launch of the first Islamic Tourism Centre (ITC) Corporate Forum this morning which led with the theme "Women in Islamic Tourism Economy."

The Minister noted that women were a key consumer in the travel segment, and tourism businesses would benefit by marketing to them. According to a George Washington University School

of Business report, nearly two-thirds of travelers are women. In fact, in 2018 alone, there were an estimated 63 million Muslim women travellers around the world that altogether spent approximately USD80 billion on tourism and travel.

"With females representing a huge and high-spending consumer group when it comes to travel and tourism, it makes sense for the industry to cater to this group," she surmised.

She further commended the efforts of ITC for playing a key role in developing Malaysia as a safe tourist destination by championing the concept of Muslim-Friendly Tourism and Hospitality. She said: "While the concept is driven by the faith-based needs and requirements of Muslim tourists, it also encompasses prioritising the safety, privacy, and comfort of women travellers."

One of ITC's key efforts is the Muslim-Friendly Accommodation Recognition (MFAR) programme. The programme recognises hotels and resorts that cater to the Muslim tourist market needs, among which is the provision of gender-separated facilities such as swimming pool and gym. Such a provision benefits women, regardless of religion.

The Minister also emphasised the importance of women in the tourism workforce, saying: "Women are the driving force of tourism as they represent 54% of the industry's workforce globally. Their involvement provides necessary diversity and innovations that lead to improved corporate governance and financial performance, variety of products and services."

Having women in the tourism workforce would give insights and perspectives into what women consumers want and need, the Minister said.

She added: "Women in the travel workforce would know how to cater to the female tourist market and would be able to share ideas and create products that cater to female consumers of all levels, be it solo travellers, mothers with young children, female business travellers, women friends travelling together, senior female travellers, and the like."

She urged tourism industry players to provide greater support to ensure women are able to continue their contribution to the tourism economy, and encouraged tourism industry players to address issues of women bosses stereotyping, gender discrimination, underrepresentation, and underpaying of women.

Strategic and Applied Research

ITC, being the only governmental agency of its kind in the world, has its focus on the development of Islamic Tourism. It aims to elevate the awareness of the economic

potential of the Muslim tourist market to a destination.

One of the ways it does this is by enhancing the knowledge base of Islamic Tourism and Muslim-Friendly Tourism and Hospitality. As such, a key area of focus for ITC is research and the creation of knowledge. ITC has collaborated with academic institutions to

conduct studies and produce reports and publications related to Islamic Tourism and MFTH.

ITC's Islamic Tourism Research Grant (ITRG), Islamic Tourism Journal (ITJ), and the studies that ITC conducts contribute to the development and better understanding of the Muslim-Friendly Tourism landscape.



To date, ITC has conducted two research studies on Islamic Tourism under the 10th and 11th Malaysia Plan and has commissioned 24 research projects under the Islamic Tourism Research Grant. These are among ITC's efforts to share knowledge, encourage innovative ideas, and expand the potential of the Muslim-Friendly Tourism and Hospitality space through academic research.



Successful recipients from various academic institutions in Malaysia are required to study diverse areas of Islamic Tourism, including Muslim travellers' perceptions, Muslim-friendly spa requirements, branding of Muslim-friendly destinations, medical tourism for Muslim tourists, models of sustainable Islamic Tourism, and so forth.

The grant is relatively small due to the limited resources available. Thus ITC has a strict set of criteria in selecting recipients to ensure that the research conducted and findings presented are beneficial in strengthening existing policies and the entire Islamic Tourism ecosystem to better serve the needs of this growing and high-value tourist market.

Islamic Tourism Research Grant

To encourage and explore new knowledge and experiences in

Islamic Tourism and MFTH, ITC has introduced an incentive to extract qualified research through its own Islamic Tourism Research Grant (ITRG) programme.

Islamic Tourism Journal

To date, ITC has published three volumes of Islamic Tourism Journal (ITJ) since 2018. The journal consists of articles on various topics related to Islamic Tourism and Muslim-friendly and Hospitality (MFTH) presented by Masters and PhD students as well as academicians from established

universities throughout Malaysia at ITC Symposium on Islamic Tourism (SIT).

The publication of this journal serves as a good platform for stakeholders, both academia and non-academic, to present and share their research and findings related to Islamic Tourism and MFTH.



Studies conducted by ITC on the potential of Islamic Tourism

ITC conducted two significant studies focusing on the Shariah-readiness of Malaysia's hospitality sector and the potential of mosque tourism as an Islamic Tourism product.

Study on the Readiness of Malaysia Accommodation Towards Shariah Compliance Accommodation

This study was carried out by ITC and Universiti Malaya Consultancy Unit (UPUM) between July 2015 and January 2016 to analyse the readiness of accommodation providers in Malaysia to adopt the concept of shariah compliance. The findings of the research gathered feedback and insights of stakeholders deciding to venture into shariah-compliant accommodation. Among other things, the findings of the study

revealed that stakeholders were more comfortable adopting the terms "Muslim-friendly," "Family-friendly," and "dry hotel concept" to promote themselves to the Muslim travel market without alienating non-Muslim travellers. The research also provided insights to stakeholders on the potential of developing a shariah-compliant concept or Muslim-friendly accommodation.



Profiling of Mosques with Tourism-Related Attractions within the Tourism Corridors in Malaysia

ITC commissioned the Universiti Malaya Consultancy Unit (UPUM) to conduct a study on the potential of mosque tourism in October 2017. The findings were documented in two volumes encompassing analysis of the current situation and the prospects of mosque tourism in Malaysia. The report benefits those involved in the planning,

strategising, and development of mosque tourism and provides specific action plans to be adopted for the success of this tourism initiative.

In addition, the study also delivers a comprehensive profile of some 80 mosques throughout the country that are recommended for mosque tourism development.



Research on Islamic Tourism and Muslim-Friendly Tourism and Hospitality Commissioned and Published

by Islamic Tourism Centre in the Islamic Tourism Journal



- Exploring the Factors Influencing the Non-Compliance to Shariah Standard Among the Hoteliers in Malaysia
- Assessment of Technology-Assisted Audit Tools on MS2610:2015 among Muslim-Friendly Hospitality Services in Malaysia
- Hospitality Services of Muslim-Friendly Hotels: A Study based on Al-Dayf Ethics (*Khidmat Tamu Hotel Mesra Muslim: Kajian Berasaskan Etika Ikram Al-Dayf*)
- Mobile Application Development for Islamic Tourism Industry in Malaysia and its Impact on On-Site Travel Behaviour
- A Study into the Potential of Education Tourism of Pondok Institutions (*Kajian Potensi Pelancongan Ilmu di Institusi Pondok*)
- Through the Lens of Nusantara: Rebranding the Uniqueness of Islamic Architecture in Malaysia as the Prime Symbol of South-Asian Islamic Tourism Hub
- The Wizard Khalifa Tourism for Quadruple Helix Benefits



- Hospitality Services Manual based on Ikram Al-Dayf: A Study on its Implementation in Selected Muslim-Friendly Hotels (*Manual Khidmat Tamu Berasaskan Ikram Al-Dayf: Kajian Pelaksanaan di Hotel-Hotel Mesra Muslim Terpilih*)
- Mapping the Potential of Muslim-Friendly Social Tourism in Malaysia
- Management of Intellectual Model (Islamic Values) Towards the Development of a Muslim Friendly Tourism Industry (*Pengurusan Model Intelek (Nilai Islam) ke Arah Pembangunan Industri Pelancongan Mesra Muslim*)
- Mobile Application Development for Islamic Tourism Industry in Malaysia (Version 2)
- A Study into the Readiness and Needs of Pondok Institutions to develop Pondokstay Programmes into EduTourism Products (*Kajian Kesediaan dan Keperluan Institusi Pondok Untuk Program 'Pondokstay' sebagai Produk Pelancongan Pendidikan*)
- Negotiating Needs and Readiness of Pondok Warga Emas (PWE) for Sustainability Islamic Tourism Destinations in Malaysia
- Attracting Turkish Tourists to Malaysia: Understanding Their Expectations, Motivations and Decision-Making Behavior



- Requirement Analysis on Developing Smart Mobile Travel Apps for Gen X, Gen Y, and Gen Z among Muslim Populations in Malaysia
- The Evolving of George Town Festival From 2010-2020: The Case of Cultural Promotions of Multi-Ethnic Muslim Community in UNESCO George Town World Heritage Site, Penang, Malaysia
- Developing 'Heritage Fund' Islamic Crowdfunding Platform as a Source of Fund for Sustainability and Development of Heritage Tourism Sites
- Big Data Analysis of Muslim Travellers' Behaviour in Malaysia
- Investigating Critical Factors Contributing Towards The Enhancement of Islamic Medical Tourism Through Syariah Compliance (SC) Hospitals Model in Tertiary Hospitals in Malaysia
- Islamic Sustainable Tourism Practices at Tourism Destinations in Malaysia from Tourist Perspectives
- Development of Audit Checklist Tool for Muslim-Friendly Spa
- Sustainable Destination Facilities Model (SDFM) for Muslim Friendly Tourism (MFT) in Malaysia
- What People Say About Us?: Understanding the Projected Muslim Destination Image through Tourist Review via Text Mining in Social Network



ITC Collaborates with INCEIF to Research the Potential Use of Cryptocurrencies in Malaysia's Muslim-Friendly Tourism Industry

PUTRAJAYA, MALAYSIA, 22 NOVEMBER 2021: Realising the huge potential of Islamic Tourism under the concept of MFTH, Islamic Tourism Centre (ITC) and the International Centre for Education in Islamic Finance (INCEIF) signed an agreement on 22 Nov to conduct a study on the potential use of cryptocurrencies in Malaysia's Muslim-friendly tourism industry. In addition, a study will also be conducted to look into the possibility of harnessing the sustainable and responsible tourism aspect of the industry.

The studies will be conducted under the INCEIF's Action Based Learning (ABL) programme which would provide much needed facts and statistics to optimise the potentials of the MFTH sector. It is important that Malaysia leverage on the potential of Islamic Tourism to prepare for the reopening of travel and the recovery of Muslim tourists to the country.

INCEIF Deputy President Academic & Dean of School of Graduate and Professional Studies Prof Dr. Mansor H.

Ibrahim represented INCEIF at the agreement exchange ceremony held at INCEIF Campus while ITC was represented by Dato' Dr. Mohmed Razip Haji Hasan, Director-General of Islamic Tourism Centre. The event was witnessed by MOTAC Secretary-General Datuk Wira Dr. Noor Zari Hamat.

Other areas of research that ITC and INCEIF will collaborate on in future are:

- sustainable tourism of Malaysian UNESCO heritage sites;
- the trend and value of Islamic Tourism ecosystem in Malaysia;
- the socioeconomic impact and opportunities of Malaysia as the hub of modest fashion.

Datuk Wira Dr. Noor Zari said: "ITC is pleased to collaborate with INCEIF to expand the knowledge base of Islamic Tourism and to share just how dynamic it is as a sector,

even equal in importance to Islamic finance and economy. These studies, providing deep insights into the Muslim consumer market, will enhance Islamic Tourism and its role in driving the Islamic economy. In turn, such knowledge will motivate more business participation and investment in Islamic Tourism. ITC is always looking to support tourism industry players and provide them with knowledge to drive product and service innovation to cater to the needs of Muslim tourists. The research presented will be the critical foundation for decisions made to grow the tourism industry and economy."



Capacity Building, Consultancy, and Training

As a dedicated agency responsible for the development of the Islamic Tourism landscape in Malaysia, ITC has a responsibility towards strengthening Malaysia's tourism ecosystem in the area of Islamic Tourism and Muslim-Friendly Tourism and Hospitality through capacity building and training.

Since its establishment, ITC has organised various training courses, workshops, and seminars to create awareness and share knowledge on the current trends and development of Islamic Tourism and MFTH in Malaysia, as

well as equip industry players with the necessary skills to tap into this market.

In July 2020, ITC was registered as a training provider certified by HRD Corp (formerly known as Human Resources Development Fund). This is significant to ITC positioning itself as a leader in Islamic Tourism training and capacity building in Malaysia and abroad. In addition, this has enabled ITC to develop training modules and programmes that are designed according to new demands and trends.





ITC and JAKIM Collaborate Towards Development of Human Capital in Islamic Tourism

PUTRAJAYA, MALAYSIA, 24 AUGUST 2021: 24 August 2021 marked a momentous occasion for ITC where it signed a Memorandum of Understanding (MoU) with the Department of Islamic Development Malaysia (JAKIM). The MoU focuses on human capital development in the Islamic Tourism industry and the enhancement of Islamic Tourism-related programmes and curriculum in tertiary education. Signatories to the MoU were Directors-General of ITC and JAKIM, Dato' Dr. Mohmed Razip Haji Hasan and Datuk Abdul Aziz Jusoh, respectively.

The event also saw the presence of Institut Pengajian Islam dan Dakwah Sabah (IPDAS), a body under JAKIM. As an institution of learning providing tertiary education in Islamic studies, this will allow IPDAS to enhance their academic curriculum where Islamic Tourism is concerned as aspired by the MoU.

That flows from the fact that IPDAS had undergone a restructuring in December 2018, which will now see the institution offer new programmes such as the Diploma in Islamic Tourism, Diploma in Creative Teachings, Diploma in Digital Teachings,

and Bachelor of Contemporary Teachings, among others.

Those new additions will go along with existing programmes being offered by IPDAS at present, in the certificate, foundation and diploma levels, such as the Certificate of Foundation in Islamic Studies and Teachings (SAPID), Certificate of Islamic Studies (SPI) and the Diploma in Islamic Teachings (DDI).

In the non-curricular aspect, the MoU will also see the provision of training services by ITC to IPDAS' academic staff and industry players to enhance their understanding of Islamic Tourism and Muslim-Friendly Tourism and Hospitality (MFTH), and the holding of seminars on curriculum development and conducting of research in the mentioned fields.



Enhancing Knowledge and Developing Skills

In 2017, ITC developed the Muslim-friendly Tourist Guide (MFTG) training course for the first time. It was a collaborative effort with International Halal Research and Training (INHART) of International Islamic University Malaysia (IIUM) and supported by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC).

Its primary purpose was to help train and equip existing licensed tourist guides with the necessary knowledge and information on Muslim-Friendly Tourism and Hospitality, particularly on the needs and requirements of Muslim visitors. To date, 131 tourist guides have undergone the ITC MFTG training course.

As part of its Corporate Social Responsibility initiative during

the COVID-19 pandemic, ITC conducted an online and physical MFTG training course to help tourists guides who had lost their source of income during the Movement Control Order (MCO).

ITC pledges that more licensed tourist guides will be trained for MFTG in preparation for steady arrivals of Muslim tourists to Malaysia in the coming years.



Muslim-Friendly Tourist Guide (MFTG) Refresher Course: CPR (Cardiopulmonary Resuscitation), Hands-Only CPR and AED (Automated External Defibrillator) Kuala Lumpur, 2020.

ITC as International Training Provider

Reputed as a one-of-a-kind government agency focused on Islamic Tourism and Muslim-Friendly Tourism and Hospitality training, ITC is looked upon globally for its expertise, leadership and knowledge in this area. In this regard, ITC supports the global growth of Islamic Tourism through its consultancy and training programmes to global clients as well as through participation in international events held physically and online.

One of the key programmes ITC takes part in is the Malaysian Technical Cooperation Programme (MTCP). First launched on 7 September 1980 in New Delhi, India, it remains one of the Malaysian Government's commitments to developing the South-South Cooperation through the exchange of resources,

technology, and knowledge between developing countries.

As a training institution under the MTCP, ITC has organised almost 20 training programmes on Islamic Tourism, Muslim-Friendly Tourism and Hospitality (MFTH), community-based tourism (CBT), sustainable tourism, and ecotourism.

More than 200 participants from more than 50 countries have participated in ITC-organised MTCP courses since 2009 to date. Among the participants who have attended the training programme are from Cambodia, Egypt, Georgia, Indonesia, Ivory Coast, Malawi, Morocco, Palestine, Tanzania, Thailand, Vietnam, and Uzbekistan.





MFTGs *Certified*
by ITC

TOTAL
NUMBER OF
MFTGs
131

52
KUALA LUMPUR/
SELANGOR

1
NEGERI
SEMBILAN

3
MELAKA

27
PENANG

1
PERAK

20
SABAH

27
SARAWAK

Knowledge Enhancement in Times of Crises

Due to the COVID-19 pandemic, the Malaysian Government imposed the Movement Control Order (MCO), limiting gatherings, including educational seminars, training, and workshops. ITC responded and supported the new norm by initiating and taking part in online training sessions. The main goal was to facilitate the transfer of knowledge and learn about the potential of the Muslim tourist market and how to plan for tourism recovery post-pandemic.

Among the online training and webinars organised and participated by ITC as keynote speaker and panellist are as follows:



- Domestic Tourism in the New Normal Webinar organised by the Central Bank of Malaysia and the Ministry of Tourism, Arts and Culture Malaysia on 9 July 2020
- Muslim-Friendly Tourism Development Post-COVID-19 (*Pengembangan Pariwisata Ramah Muslim Pasca-COVID-19*) organised by Majelis Ulama Indonesia on 4 August 2020
- Online Halal Mini Symposium: Turning the COVID-19 Crisis into Opportunities in the Halal Industry organised by Universiti Malaya on 13 August 2020
- World Halal Tourism Exchange (WHTE) Virtual Event 2020 organised by PENASATRIA Event Sdn. Bhd., 20-13 July 2020
- Dialogue on New Economy: Sustainability of Shariah-Compliant Hotels through the COVID-19 Pandemic and New Norms (*Dialog Pembaharuan Ekonomi: Ketahanan Hotel Patuh Syariah dalam Melalui Norma Baru Ekoran Pandemi COVID-19*) organised by Majlis Dakwah Negara (MDN) on 26 August 2020
- Langkawi Tourism and Hospitality International Conference 2020 co-organised by Universiti Utara Malaysia and Langkawi International Tourism and Hospitality (LITH) Research Centre from 27 to 28 September 2020
- Tourism Promotion Organisation for Asia Pacific Cities (TPO) Regional Meeting For Malaysian Member Cities organised by TPO on 21 October 2020
- International Webinar on Pondokstay Development in Islamic Tourism (Webinar Antarabangsa Pembangunan Pondokstay dalam Pelancongan Islam) organised by ITC and Universiti Teknologi MARA (UiTM), Pasir Gudang, Johor, 26 October 2020
- Malaysian Tourism Council Gold Summit, organised by Malaysia Tourism Council, 13 November 2020
- Malaysia Forum at Uzakrota Travel Summit 2020, 1 December 2020 organised by Tourism Malaysia Istanbul
- Halal Tourism and Muslim-friendly Hospitality Services Training for Union of Comoros, a collaboration between ITC and SESRIC, on 22-26 March 2021



- International Roundtable on “Challenges and Prospects of Development of Ziyarah Tourism amid COVID-19 Pandemic” organised by the Senate of the Oliy Majlis (Parliament) of the Republic of Uzbekistan in cooperation with the Ministry of Tourism and Sports of the Republic of Uzbekistan on 28 April 2021
- ITC-CrescentRating Muslim-Friendly Malaysia Webinar, 29 July 2021
- ITC-CrescentRating Muslim-Friendly Malaysia Webinar for Malaysian Tourism Stakeholders, 5 August 2029
- Understanding Muslim-Friendly Webinar organised by ITC for IMT-GT, 19 August 2021.
- ITC-Tourism Malaysia (Bangkok office) webinar on Muslim-Friendly Malaysia for Thailand tourism industry players, 29 June 2021
- #ApaKhabarTourism, an online talk show organised by Santai Travel on 26 July 2021
- Reimagining Port Dickson Tourism, organised by iPortal and DHS & Asiana Hospitality Academy, 28 July 2021



Product and Infrastructure Development

Banking on its expertise in Muslim-Friendly Tourism and Hospitality and knowledge base in research within the area, ITC takes on the role to advise and initiate ideas to enhance Malaysia's Islamic Tourism offerings.

Mosque Tourism

One of the areas that ITC has excelled in is the development of Masjid (Mosque) Tourism. In many Muslim countries, as well as countries with a sizeable Muslim population, the masjid has always become a central attraction, drawing interest from both Muslims and non-Muslims alike who appreciate the unique architectures, history and cultural significance of their design, as well as the surrounding landscapes.

This development gave rise to a demand for mosque tours to be conducted and tourist-related facilities to be built to serve the needs of those who visit.

In realising this new demand, ITC worked closely with JAKIM and the Department of Islamic Affairs at state-level, as well as academia to develop the potential of Mosque Tourism in Malaysia.

There are presently 6,510 mosques in Malaysia recorded by JAKIM, with several featured in TripAdvisor's Travellers' Choice Awards between 2016 and 2018.

Among ITC's initiatives to develop Mosque Tourism include the following:

- Organised the Malaysia Mosque Tourism Convention (Konvensyen Masjid-Masjid Pelancong Malaysia) together with JAKIM, Majlis Agama Islam Wilayah Persekutuan (MAIWP), and Masjid Putra, 2 October 2014, Putrajaya.
- Organised the National Imam Roundtable Conferences in 2016, 2017 and 2019.
- Commissioned the study on "Profiling of Mosques with Tourism-Related Attractions within the Tourism Corridors in Malaysia", where more than 80 mosques around the country were identified to possess the potential for Mosque Tourism development.
- Organised Mosque Tourism Seminars for mosque administrators and management to promote awareness for Mosque Tourism potential.
- Developed the Mosque Visit Guide Programme (MosVi) training module with Universiti Sains Islam Malaysia (USIM) to provide training and skills to volunteer mosque tour guides.
- Organised technical visits and media familiarisation trips to mosques.
- Provided media exposure on Mosque Tourism, highlighting the unique efforts of several mosques under the programme.

Speaking at the Sarawak Mosque Tourism Pre-Launch Ceremony held after a seminar on Mosque Tourism, both of which were organised by ITC on 27 November 2021, YB Dato Sri Nancy Shukri, former Minister of Tourism, Arts and Culture, said, "The development of an effective, efficient and sustainable Mosque Tourism is an opportunity to strengthen our efforts to prosper the mosque institution and its role as a dynamic house of worship for the local community and



Pre-Launch of Mosque Tourism in Kuching, Sarawak, on 27 November 2021, held in conjunction with the Mosque Tourism Seminar.

tourists alike. The mosque also plays a role as a centre of learning and intellectual growth that holds high regard for Allah SWT's beautiful and natural creations, while supporting the economic activities of the local community."

Commenting further, YB Dato Sri Nancy said that Mosque Tourism was a unique and innovative development, in line with the National Tourism Policy 2020-2030 strategy to enhance the touristic experience and satisfaction of visitors to Malaysia.

"At the national level, it is a positive development that can promote unity through tourism activities. At the international level, it is an ideal activity to introduce the Muslim community and culture in our country to tourists."

Early Efforts to Develop Mosque Tourism

One of ITC's early efforts in stepping up the development of Mosque Tourism was its involvement in the organising of the Malaysia Mosque Tourism Convention (Konvensyen Masjid-Masjid Pelancong Malaysia) on 2 October 2014 together with JAKIM, Majlis Agama Islam Wilayah Persekutuan (MAIWP), and Masjid Putra, Putrajaya. The convention was held at the Ibnu Sina Auditorium, Putra Mosque, Putrajaya, and among the resolutions made were:

- the agreement for major mosques to be given additional value as a tourism mosque for their support towards Malaysia's tourism industry
- the establishment of a Mosque Tourism Unit in major mosques
- the development of a Mosque Tourism Module to strengthen Mosque Tourism and diversify the tourism industry in Malaysia
- the inclusion of tourism activities as one of the criteria in the rating of mosques in Malaysia
- the strengthening of relations between ITC and JAKIM to pave the way for further developments in Islamic Tourism



Some of ITC's efforts to advance Mosque Tourism development included organising seminars, conferences, familiarisation trips, workshops, and media publicity.



Malaysia's Pondokstay Concept Lauded as Creative Islamic Tourism Product



PUTRAJAYA, MALAYSIA, 17 DECEMBER 2020: The Ministry of Tourism, Arts and Culture lauds the move of Malaysia's industry players diversifying their tourism product offerings to cater to the Muslim tourist market.

YB Dato Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture, applauded the initiative and said that pondokstay was a relatively new tourism product with potential to be explored as a key offering to appeal to the global Muslim tourist market.

She was commenting on the efforts of pondok operators, Yayasan Al-Jenderami in Selangor, Pondok Borakatul Qodiri in Melaka, and Pondok Sungai Durian in Kelantan, who offered touristic facilities such as accommodation and experiences such as silat performances, firework shows, and communal work with the local communities on top of religion-related classes.

"With adequate support in terms of research and marketing, pondokstay can become another exemplary tourism product that champions local communities and their culture, much like homestay and kampungstay," she added.

Dato Sri Hajah Nancy said that as the product is gaining attention, proper guidelines need to be in place to define what constitutes pondokstay to ensure a top quality, holistic, and inclusive product.

"The term pondokstay should reflect a dynamic concept taking into account various factors, such as economy, social and lifestyle, community sustainability, good values and best practices, structure and infrastructure, hygiene, health and safety, besides its religious contents," she said.

She also mentioned that ITC was always open to cooperate and collaborate with partners to enhance the value of existing tourism products as well as develop new ones under the Muslim Friendly Tourism and Hospitality concept. "ITC is actively strengthening existing Muslim-friendly tourism and Islamic Tourism branding," she added.

One of the efforts by ITC to develop Muslim-friendly tourism was through its Islamic Tourism Research Grant (ITRG). In 2019, ITC had commissioned a study on the conceptual development of pondokstay as an Islamic

edutourism product. A team of researchers from three universities – Universiti Teknologi MARA (UiTM) Pasir Gudang, Universiti Kebangsaan Malaysia (UKM) and Universiti Teknologi Malaysia (UTM) were awarded the funding to conduct the research and the outcomes of the study were presented at the "Pondokstay Development in Islamic Tourism" webinar recently.

Pondok or sekolah pondok has been regarded as Malaysia's earliest form of traditional Islamic learning institution which now has become an integral part of the Malay community. Over time, the pondok education evolved, and the term 'pondokstay' was coined to indicate a unique tourism niche that combines Islamic Tourism, edutourism, and community-based tourism (CBT). It has become a recommended option for tourists seeking to escape their day-to-day routine for the tranquility of the kampung life while experiencing Biah Solehah (an Islamic environment) and explore the Malay Muslim culture of Islamic education. Pondokstay enables visitors to live in a pondok environment, experience the lifestyle of the community, and interact directly with the locals during their stay.



Intensifying Islamic Tourism collaborations with Uzbekistan

PUTRAJAYA, MALAYSIA, 11 NOVEMBER 2022: Islamic Tourism Centre (ITC) strengthened its ties with Uzbekistan at a recent visit to the destination on the occasion of the Ziyarah Tourism Week organised from 1-7 November 2022 in several regions of the country. Various exhibitions, seminars, conferences and cultural and educational events were held aimed at the development of pilgrimage tourism.



ITC took the opportunity to strengthen its relations with various Uzbekistan agencies for the purpose of mutual Islamic Tourism development.

two organisations in terms of research and training, industry development, and knowledge sharing, among others.

ITC also took the opportunity to visit the Silk Road International University of Tourism and meet with its Vice Chancellor, Deans of Faculty, and International Heads of Department.

A Memorandum of Understanding between the Bukhara Regional Government of Uzbekistan and ITC was signed by Dato' Dr. Mohmed Razip Hasan, Director General, ITC, and Mr. Botir Zaripov, the Governor of the Bukhara Province.



The MoU was to recognise the immense possibilities of the establishment and development of ties between the respective members of the

Discussions between the two parties centred around possible collaborations and joint programmes on tourism and cultural and heritage partnerships.

The trip was also a networking opportunity for ITC to be acquainted with several key officials from Uzbekistan including the Deputy Prime Minister – Minister of Tourism and Cultural Heritage, Mr. Aziz Abdukaxarovich Abduxakimov, and the Deputy Mufti of Uzbekistan.

Information Exchange and Network

Among ITC's top leading edge is its standing among international destinations, governmental agencies, and tourism organisations overseas in leading the concept of Muslim-Friendly Tourism and Hospitality.

ITC is often seen as the industry expert when it comes to Islamic Tourism and Muslim-Friendly Tourism and Hospitality (MFTH). Since its inception in 2009, ITC has been actively conducting training sessions and seminars

as well as being invited as key speakers at international events to speak on the subject.

In addition, ITC has actively organised several key meetings and conferences to champion Islamic Tourism and Muslim-friendly Tourism and Hospitality. These events have paved the way for enhanced awareness for the potential of the Muslim tourist market as well as underline the importance of a strong Islamic Tourism ecosystem to support

demand. ITC's involvement in spearheading these intellectual and industry events have put the organisation at the front and centre of Islamic Tourism as a thought-leader and prime mover in the industry.

Besides platforms for knowledge sharing, ITC has also been sought out for advice and consultancy. Over the years, ITC has received courtesy visits from other countries that are keen to gain insights and receive valuable input on how to better develop Islamic Tourism and MFTH in their own countries.

ITC has worked and collaborated with international institutions, namely the Association of Southeast Asian Nations (ASEAN), the Asia Pacific Economic



✔ ITC Director-General and senior managers paid a courtesy visit to H.E. Ravshan Usmanov, Ambassador of the Republic of Uzbekistan to Malaysia, 18 November 2020.





⤴ ITC Director-General's courtesy call to H.E. Ardasher Saeedjaafar Qodiri, Ambassador of the Republic of Tajikistan to Malaysia, 12 October 2021.

⤴ ITC was invited to provide training to OIC member countries on improving the Islamic Tourism ecosystem with a focus on destination and industry development, 9-12 July 2018, Malatya, Turkey.

Cooperation (APEC), Organisation of Islamic Cooperation (OIC), the Standing Committee for Economic and Commercial Cooperation of the Organisation of Islamic Cooperation (COMCEC), the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRI), Japan International Cooperation Agency (JICA), Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), Taiwan Tourism Bureau, Gambia Tourism, and Bukhara Tourism Department in organising events and programmes for the development of tourism generally, and Islamic Tourism and MFTH specifically.

These opportunities have led to ITC expanding its network of contacts across the region and all over the world, developing partnerships with key organisations in the Islamic Tourism sector, and being known as a leader in the field.



TRAINING COURSE ON "HALAL TOURISM AND MUSLIM-FRIENDLY HOSPITALITY SERVICES"
 The Union of Comoros | 22 - 26 March 2021

FEATURED SPEAKERS:

- PROF. DR. AMRAN HAMZAH**
 PROFESSOR - TOURISM PLANNING
 UNIVERSITI TEKNOLOGI MALAYSIA
- FAEEZ FADHLILLAH**
 ENTREPRENEUR, FOUNDER
 TRIPPEZ AND SALAH STANDARD
- NUR ALYSSA CORALINE YUSSIN**
 MANAGER - RESEARCH & TRAINING
 ISLAMIC TOURISM CENTRE
- FITRA MOHD ALI**
 ASSISTANT MANAGER - INDUSTRY DEVELOPMENT
 ISLAMIC TOURISM CENTRE
- NADHIRAH ARIPIIN**
 SENIOR EXECUTIVE - RESEARCH & TRAINING
 ISLAMIC TOURISM CENTRE

In fact, through its partnership with SESRIC and COMCEC, both being key agencies within the OIC, ITC has delivered numerous

training programmes and consulted on MFTH development for its member states.



More Investment and Focus on Islamic Tourism Way Forward For Economic Recovery

PUTRAJAYA, MALAYSIA, 24 JUNE 2022: The inaugural Islamic Tourism Week was officially launched by the Minister of Tourism, Arts and Culture Malaysia (MOTAC), YB Dato Sri Hajah Nancy Haji Shukri at Zenith Hotel, Putrajaya.

Islamic Tourism Week was presented by Islamic Tourism Centre (ITC) to showcase Malaysia's diverse Islamic Tourism and Muslim-Friendly touristic experiences whilst encouraging tourism partners to come

together and rebuild following the reopening of borders post-Covid-19. It ran from 20 June to 3 July, 2022.

Held over 14 days with a variety of nationwide satellite events, Islamic Tourism Week was open to the public, tourists, tourism industry players and entrepreneurs highlighting the sector's niche products and services. ITC and its partners lined-up a range of educational, entertaining, relaxing and spiritual activities for both locals and tourists to enjoy.

In officiating the event, YB Dato Sri Hajah Nancy Haji Shukri noted that Malaysia had all the advantages to leverage on this sector being both a pioneer of Muslim-Friendly Tourism and Hospitality (MFTH) and a Muslim-majority country.

The Minister said: "I urge all tourism industry stakeholders – from local governments, tourism promotion boards and tourism and consumer product suppliers – to give special attention to and invest more in this market, with ITC being the bridge that links industry to Islamic Tourism."

She further noted that Malaysia's Islamic Tourism products, such as art, culture, food and heritage assets, Muslim-friendly facilities, products and services showcased during Islamic Tourism Week can be the bridge that connects tourism and culture to everyone. "Insha Allah, it presents a solution towards a more resilient, inclusive and sustainable tourism industry."





Sarawak Further Strengthens its Islamic Tourism Ecosystem with Islamic Tourism Centre



SARAWAK, MALAYSIA, 15 SEPTEMBER 2022: Minister of Tourism, Arts and Culture, YB Dato Sri Hajah Nancy Haji Shukri delivered the Keynote Speech at the Seminar Keusahawanan dan Kepimpinan Pelancongan Islam (Islamic Tourism Entrepreneurship and Leadership Seminar – ITELS) held at The Waterfront Hotel, Kuching on 14-15 September 2022.

The seminar was an Islamic Tourism Centre (ITC) organised programme, a Ministry of Tourism, Arts and Culture (MOTAC) agency tasked to oversee the development of Islamic Tourism in Malaysia. Its aim was to raise awareness of the advantages and opportunities that this billion-dollar worth sector can offer to the people of Sarawak. With the 2 billion Muslim population worldwide, Islamic Tourism and the Muslim tourist market have steadily become significant in many well-known destinations, including Malaysia.

“Islamic Tourism opens more doors of opportunity for the people of Sarawak to generate income through the tourism industry,” said YB Dato Sri Hajah Nancy. ITELS Sarawak saw the participation of 100 industry

practitioners and the local community interested in learning more about this growing sector, and to learn more about the entrepreneurial and employment opportunities it brings. “The Land of the Hornbills” was selected as the location of the fourth instalment of this seminar series for its ability to attract Muslim and non-Muslim tourists with its ethnic, cultural, heritage and flora and fauna diversity.

“Tourism product operators and the rakyat of Sarawak should grab the opportunities available in Muslim-Friendly Tourism and Hospitality space and leverage on the state’s natural and cultural gems, local customs, heritage cuisines and handicrafts to attract the Muslim tourist market,” said YB Dato Sri Hajah Nancy.

ITELS Sarawak featured a lineup of 11 speakers to share their expertise in leadership, entrepreneurship, financial management, Islamic Tourism-related standards and certification. Renowned industry players were also invited to talk about their success stories to further motivate and inspire the participants to contribute to the development of the country’s MFTH sector.

This was not the only capacity-building programme organised by ITC in the city of Kuching this week. The Centre also concluded the 3-day “Muslim-Friendly Tourist Guide (MFTG)” training yesterday. Some 30 licensed tourist guides from the Sarawak Tourist Guides Association (STGA) were trained with the skills and knowledge needed to attend to the Muslim tourist market. The participants attended classes on the relevant subjects of the Islamic Tourism Concept, Muslim Tourist Needs and the Malaysian Standard (MS) 2610 – Muslim-Friendly Hospitality by speakers from Universiti Sains Islam Malaysia (USIM) and the International Islamic University Malaysia (IIUM) and ITC.



World Islamic Tourism Conference (WITC)

Following Malaysia's achievement by various international quarters as the world's best Muslim-friendly tourism destination, ITC hosted the first-ever World Islamic Tourism Conference (WITC) 2017 from 24-25 July 2017. Themed "Understanding and Embracing Muslim-friendly Tourism", the conference featured renowned international speakers and leading thinkers in the hospitality and tourism industry.

The main objective of the conference was to promote opportunities and potentials in Islamic Tourism while addressing issues and challenges among tourism stakeholders eager to tap into this vast and lucrative market.

WITC 2017 also aimed at forging links between government officials and public and private sectors as well as tourism stakeholders to create the right

conditions to move Islamic Tourism forward and realise these opportunities.

The conference was attended by 167 participants, 43 of whom were international delegates, namely from Brunei, Hong Kong, India, Indonesia, Japan, the Philippines, Russia, Singapore, South Korea, Taiwan, Thailand, Yemen and Uzbekistan.

The 2nd World Islamic Tourism Conference (WITC) was held

from 15-17 November 2021 as a hybrid event streamed live via Zoom from World Trade Centre Kuala Lumpur, with the theme, "Islamic Tourism New Norms and Revitalisation,".

Subsequently, the 3rd World Islamic Tourism Conference (WITC) was held from 17-19 October at World Trade Centre Kuala Lumpur, with the theme "Islamic Tourism: Inspiring Balance, Transformations and Solutions."



Symposium on Islamic Tourism

The Symposium on Islamic Tourism (SIT) was first held in 2017 in Kuala Lumpur. It started as a mini-event and eventually developed into an annual event. The main aim of SIT is to stimulate interdisciplinary discussions and networking among stakeholders (academia and non-academic) to enhance and enrich knowledge, especially in the development of Islamic Tourism and Muslim-



Friendly Tourism and Hospitality (MFTH).

Papers on various topics related to Islamic Tourism and MFTH were presented at the symposium, and some of them were later published in ITC's Islamic Tourism Journal.

This symposium provided an ideal platform for students, researchers, academicians, and industry players to discuss issues related to Islamic Tourism and MFTH and, at the same time, provided the opportunity for networking between the higher learning institutions and tourism

stakeholders. To encourage active participation from industry players, speaking slots such as keynote presentations and industry updates (sharing sessions) are also held during the symposium.

National Imam Roundtable Conference

ITC partnered with the Department of Islamic Development Malaysia (JAKIM)

in organising a roundtable conference with Head Imams, Imams, and mosque representatives of tourist-friendly mosques in Malaysia to discuss and evaluate the growth of interest in mosque tourism.

The inaugural conference, held from 22-24 February 2016 at Pullman Putrajaya, was a critical milestone in the development of Mosque Tourism in Malaysia.



⤴ The then Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri Abdul Aziz, delivered a keynote address at the Persidangan Meja Bulat Imam Kebangsaan 2016.

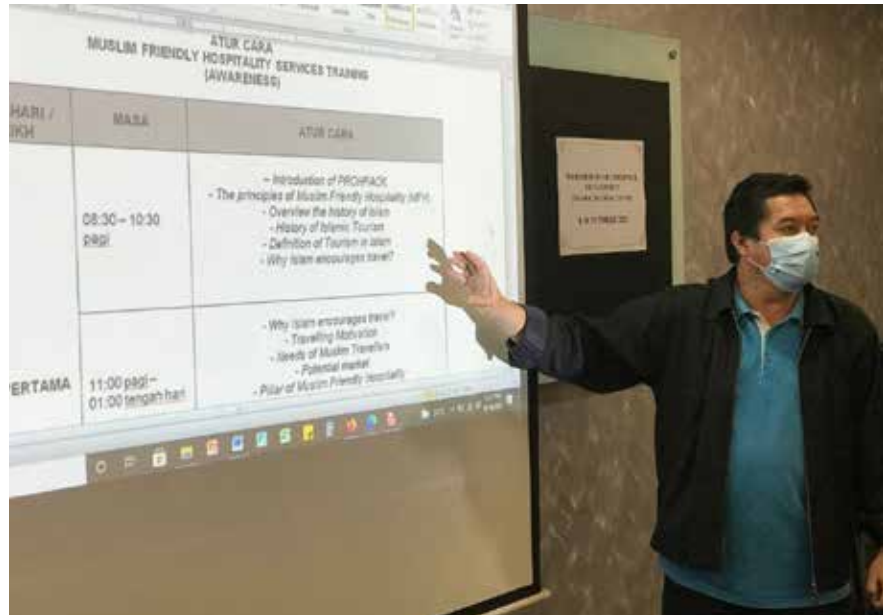
Standards and Certification Development



In further strengthening the Islamic Tourism ecosystem, ITC's role has been critical in developing a framework to guide industry players in creating tourism products and services that would meet the faith-based needs of Muslim tourists.

In 2012, ITC took the lead in initiating a Muslim-Friendly hospitality services guideline that would become the benchmark for industry players to follow. A collaboration was formed between ITC and Jabatan Standard Malaysia (JSM) to establish this standard for the Islamic Tourism sector in Malaysia.

Within three years, the MS2610:2015 Muslim-friendly Hospitality Services - Requirements was launched. It was a key piece of document in Malaysia's Islamic Tourism history that outlined an assurance system to preserve the integrity of products and services catered for Muslim travellers in three tourism sub-segment: accommodations, tour packages, and tourist guides.



Launch of the MS2610:2015 Muslim-Friendly Hospitality Services - Requirements by YB Datuk Mas Ermieyati binti Samsudin, then Deputy Minister of Tourism and Culture, on 2 December 2015 at Putra World Trade Centre, KL.

Adoption of this standard was purely on a voluntary basis and not subjected to any certification scheme.

Subsequently, ITC organised two Masterclasses on MS2610:2015 for tourism industry players in Kuala

Lumpur and Penang, attended by travel agents, hoteliers, and tour guides.

In 2021, ITC was appointed as Chair of the Standard Review Committee for the MS2610:2015 by JSM to review and redefine

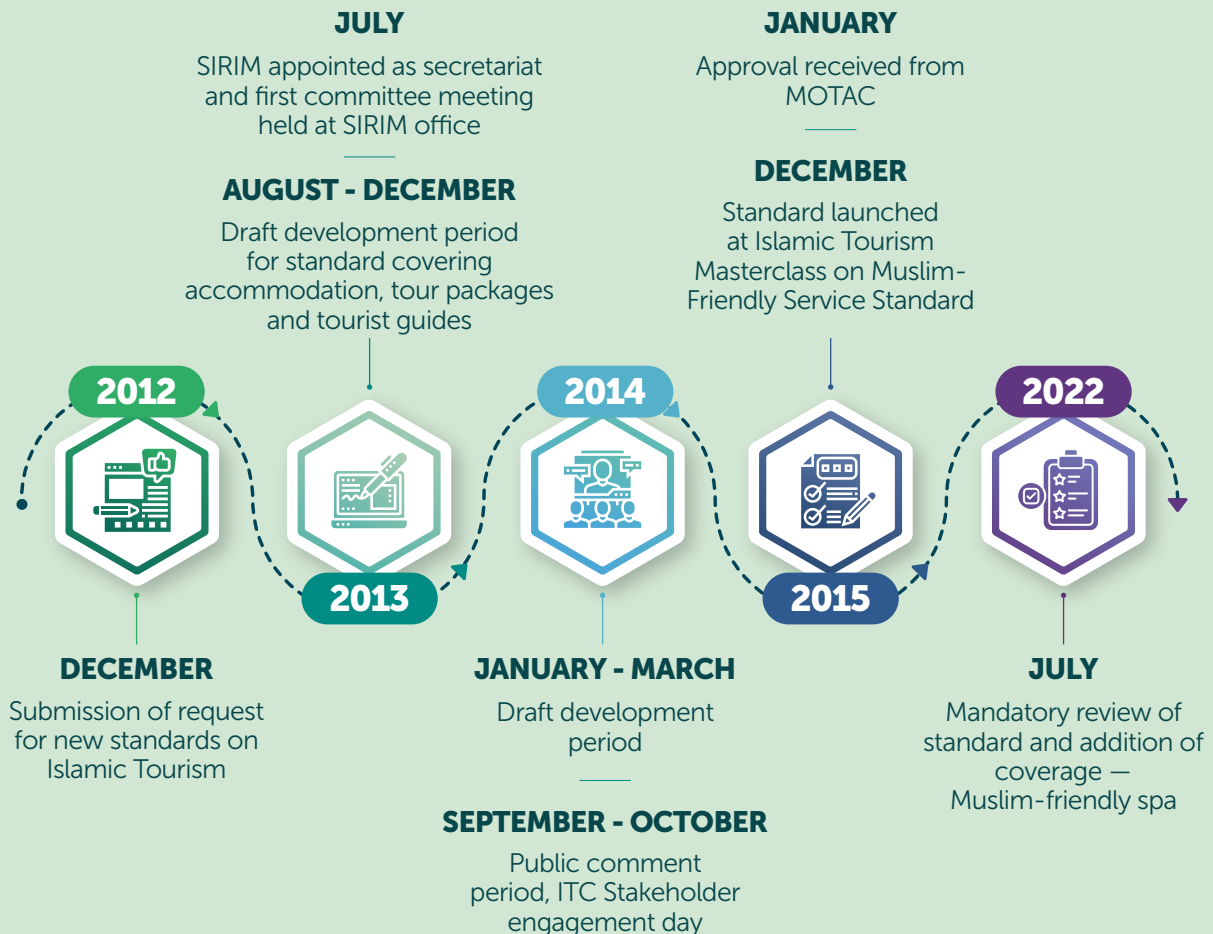
the standard according to current needs.

Among the feedback received from the two Masterclass sessions on MS2610:2015 was the interest for specialised training among Malaysia's tour guides to be certified as Muslim-Friendly tour guides. Based on this, ITC began identifying the specific criteria needed for Muslim-Friendly tour guides and developed a dedicated certification module for Muslim-Friendly Tourist Guides in 2014.

In 2021, ITC also initiated the guidelines for Muslim-friendly tourism products, hospitality services, and travel packages, working together with key people from the tourism industry, academic institutions, religious agencies, and other stakeholders. These guidelines would be used as a benchmark for tourism industry players to create and offer suitable products, services, and packages that would meet the specific needs of Muslim tourists.

ITC is also involved at the regional and international levels in developing standards for Muslim-Friendly Tourism and Hospitality, including being chair of several committees to establish guidelines and standards for Muslim-Friendly tourism services. This includes being the project coordinator for the IMT-GT Tourism Working Group for Muslim-Friendly Tourism Development and being nominated to be the lead coordinator for the development of Halal Spa at the OIC-SMIIC level.

Chronology of Standards Development MS2610: Muslim-Friendly Hospitality Services - Requirements



Recognising Muslim-Friendly Accommodation

ITC marked yet another significant milestone in Islamic Tourism development in Malaysia with the establishment of the Muslim-Friendly Accommodation Recognition (MFAR) programme in 2019.

The recognition is an extension of MOTAC's star rating system and is the first Islamic Tourism-related recognition in the world that is issued by a government agency.

With the growth of the Muslim tourist market, countries around the world have begun to recognise the importance of Muslim-Friendly Tourism and Hospitality (MFTH). This initiative by ITC aims to encourage hoteliers to embrace MFTH practices. It also gives Muslim tourists the choice to select accommodations that can help them fulfil their faith-based needs, including hygiene and cleanliness, halal food, safety, security, and other spiritual offerings.

MFAR has received the support from the Malaysian Association of Hotels (MAH), the Malaysian Association of Hotel Owners (MAHO), and the Malaysia Budget Hotel Association

(MyBHA). To date, there are 52 hotels and resorts registered under the Ministry of Tourism, Arts and Culture, that have been recognised under this programme. These include local chains like Sunway Hotels, Raia Hotels, and Perdana Hotels, and international brands such as Mövenpick, Hilton, Pullman, and Sofitel. More hospitality brands have also applied to be part of the programme, including Grand Hyatt and the Marriott group.

The programme has attracted the special attention of YB Minister of Tourism, Arts and Culture Malaysia, Dato' Sri Hajah Nancy Shukri, who said, "Hoteliers and accommodation providers are encouraged to apply for the Muslim-friendly Accommodation Recognition as it will enable hoteliers to generate a greater income from the Muslim tourist market and contribute to the nation's economy."



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



MFAR is an extension of MOTAC's star rating system, in which subscribers of MFAR provide value-added services for their clientele



Subscription is available for hotels in Malaysia, soon overseas





MFAR logo branding

Theme and concept

Rationale

The Muslim-Friendly Accommodation Recognition (MFAR) logo is intended to provide Muslim travellers with a greater sense of confidence and comfort that their chosen abode for recreational or business travel accommodation conforms to the tenets of Islam. This would include applying strict adherence to the concept of Halal and Haram in terms of the food and beverage served, cleanliness in terms of housekeeping, as well as the discreet separation of men and women where communal facilities (such as swimming pools, gyms and others) are available.

An overarching bold geometric Islamic design encompasses graphically shaped crescents within which lies a circle representative of the sun. This is intended to imply the 24 hours of a day safely ensconced within the security of a roof or building. The crescents represent the Islamic faith.

The design is further extended to underline the abbreviation, 'mfar,' which is in lower case and intended to provide a more cohesive overall brand signature.

Kept deliberately simple and distinct, the overall brand signature is intended to afford easy recognition and/or identification, such as has been accorded the 'Halal logo' globally.

In terms of colour, 60% black is used for the text to ensure that it does not intrude into the logo per se, and this allows for legibility yet does not overwhelm the overall brand signature.

The use of green has several implications, including, of course, being widely accepted as being the colour of Islam. In this instance, it has the additional meaning of representing the concept of cleanliness and hygiene as well as that of freshness and being invigorating. The orange 'sun' provides a burst of brightness and energy to the overall design and is also representative of the energy and vitality of the establishment.

The logo, therefore, strives to capture a sense of the primary needs of Muslim travellers where accommodation is concerned. It is intended to provide an easily identifiable image that exudes a sense of confidence and consistency insofar as the particular establishments that have been duly certified and/or recognised are concerned.

Guide to Muslim-friendly Accommodation Recognition (MFAR) hotels and categories

Silver MFAR



Provides information on locations of mosques, Muslim friendly tourist attractions and restaurants offering halal food and beverages



Has a surau with ablution facilities on the premises



Clear display of qiblat direction, as well as bidet in bathroom, prayer mat and Quran in the guest rooms



Has a kitchen with halal certification from JAKIM

Gold MFAR



Provides information on locations of mosques, Muslim friendly tourist attractions and restaurants offering halal food and beverages



Has a kitchen with halal certification from JAKIM



Clear display of qiblat direction, as well as bidet in bathroom, prayer mat and Quran in the guest rooms



Allocates certain hours for Muslim females to use selected facilities (gym, pool, etc.)



Has a surau with ablution facilities on the premises

Platinum MFAR



Provides information on locations of mosques, Muslim friendly tourist attractions and restaurants offering halal food and beverages



Allocates certain hours for Muslim females to use selected facilities (gym, pool, etc.)



Clear display of qiblat direction, as well as bidet in bathroom, prayer mat and Quran in the guest rooms



The majority of the hotel staff are Muslims and modestly dressed



Has a surau with ablution facilities on the premises



Employs a qualified Shari'ah Officer to monitor the operations of the hotel as shari'ah compliant



Has a kitchen with halal certification from JAKIM

List of Hotels with Muslim-Friendly Accommodation Recognition (MFAR)

By category | As at 2022

PLATINUM



GOLD



SILVER





3rd World Islamic Tourism Conference (WITC) Sharpens Focus on Muslim Tourist Market as a Growth Enabler

PUTRAJAYA, MALAYSIA, 5 OCTOBER 2022: The 3rd World Islamic Tourism Conference took place from 17 to 19 October to highlight the socio-economic growth benefits of tapping into the Muslim tourist market.

Organised by Islamic Tourism Centre (ITC), the conference returned to World Trade Centre this year with approximately 300 delegates daily and an international and local lineup of 40 speakers and moderators, along with a tourism exhibition component for the first time.

The conference's theme this year, "Islamic Tourism: Inspiring Balance, Transformations and Solutions," was chosen to re-

energise and motivate tourism industry players towards strategic action and tourism recovery by viewing the Muslim tourist market potential as a socio-economic driver.

Commenting on the Muslim tourist market potential, ITC Director-General, Dato' Dr. Mohmed Razip Hasan said: "One of the things that ITC has been observing and tracking is the growth of the Muslim tourist market. Malaysia has been seeing its healthy rise up until 2019 before the pandemic broke. It contributed approximately a 20 percent share to Malaysia's tourist arrivals and tourist receipts. It's a dynamic market."

Dato' Dr. Mohmed Razip added: "As we move into the tourism recovery phase now, it's critical for destinations and tourism industry players to gain their footing in the market and make a big push forward. But the tourism scenario now is different than before the pandemic. We are faced with new tourism preferences, advancements in technology, a changing workforce and working trends, climate issues, geopolitical challenges, and more. Industry players need the knowledge and a different way of thinking to thrive in this post-pandemic environment. The WITC conference will bring together some of the best minds from various industry backgrounds to weigh in on the matter."

"There are vast benefits in tourism, specifically when we deliver to the burgeoning Muslim tourist market. New businesses can evolve, products and services can expand, new jobs can be created, more people can benefit," he added.

To learn more about the potential of the Muslim tourist market, register as a delegate at the 3rd World Islamic Tourism Conference 2022 at www.witc.gov.my.



Resource Centre, Publication, and Production

Foremost among ITC’s goals is to create content that would enhance its key messaging for growth and development in the Islamic Tourism landscape. While ITC has been actively producing and curating relevant content for consumers and tourism industry players since its establishment in 2009, it was only in 2021 that a dedicated organisational unit was created within ITC to further enhance this role, given its growing importance.

The Islamic Tourism Journal (ITJ) is a notable publication produced by ITC to publish research work commissioned from among academic institutions. Some of the research published was a result of the ITRG funding by ITC. To date, ITC has published three volumes of ITJ.

Other publications created by ITC include the Ramadan Journal in 2021, which promoted and enhanced the understanding and appreciation for a more productive fasting month.

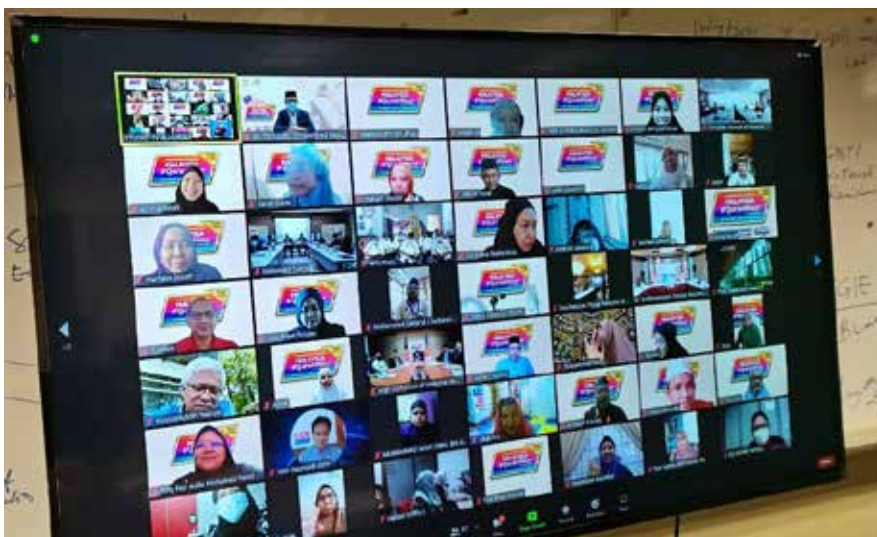
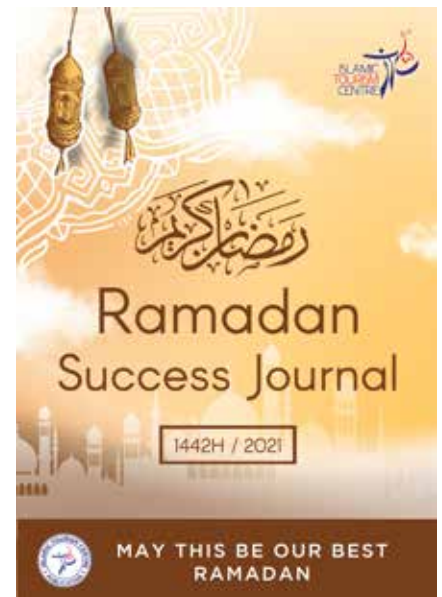
The ITC Digital Unit was also responsible for the creation of numerous corporate branding materials in the form of videos and social media posters in support of the National COVID-19 Immunisation Programme 2021 and to celebrate ITC’s 12th anniversary in June 2021.

Since face-to-face meetings and events were barred during the COVID-19 lockdown period between 2020 and 2021, ITC had pivoted to organising its events online, utilising digital technology in the most productive and efficient way. Among them were the ITC Corporate Forum on Women in Islamic Tourism Economy and the Ramadan SEED sessions, which highlighted specialist speakers engaging with ITC’s audience from the tourism industry.

In addition, ITC also stepped up its digital competencies to stream its keynote speeches and panel discussions at global events such as the CrescentRating Halal

in Travel Global Summit 2021, Uzakrota Travel Summit 2020, and the International Roundtable on “Challenges and Prospects of Development of Ziyarah Tourism amid COVID-19 Pandemic.”

ITC also maintains a resource centre for its repository of books, reports, documents, collaterals, and other forms of printed materials. To date, there are more than 500 books in the collection of ITC, ranging from Islamic Tourism to leadership, destination management and crisis preparedness, and many more.



Branding, Marketing, and Public Relations



As a government-backed organisation with an international presence leading the way in Islamic Tourism development, ITC places great emphasis on reputation management and branding. With all eyes on Malaysia as an exemplary Muslim-Friendly Tourism and Hospitality destination, ITC carries the responsibility to ensure that its corporate and brand values and messages are conveyed in all its communications.

Among the values that ITC stands for include good citizenship, pioneering leadership, quality of work, knowledge and continuous learning, and shared success. In past years, these values have been successfully communicated through its actions, social media messaging, industry and press releases, and overall communications. Platforms that serve as ITC's broadcast machinery include its official website, social media platforms,

blog, e-newsletter, and ITC publication materials.

Its communication and branding efforts include supporting government campaigns, such as the National COVID-19 Immunisation Programme 2021. ITC had rolled out a special social media campaign promoting the successful vaccination of ITC staff, with messaging that encouraged and inspired the Malaysian public to also follow suit.



In addition, ITC also celebrated the 12th anniversary of the organisation's establishment in 2021 with a two-week-long social media campaign programme in June. The programme saw ITC's

milestone successes highlighted across its digital presence, alongside congratulatory messages from government, industry, academic institutions, and associations related to the tourism industry that attest to ITC's international standing.

Numerous media exposure provided positive branding of the organisation and its vision, and conveyed ITC's advocacy for a stronger Islamic Tourism ecosystem. Through consumer and corporate-focused articles that appeared in the media as well as the ITC-branded pullout magazine, Rest & Rehlah, ITC was able to share its goals for Malaysia, create awareness for the potential of the Muslim tourist market, and inspire industry buy-in for the concept of Muslim-Friendly Tourism and Hospitality.

Partnerships and collaborations with key organisations were also ITC's strategy for branding and

communications, as was the case with its partnership with Warisan Ummah Ikhlas Foundation (WUIF) as a strategic partner to the World #QuranHour for two consecutive years beginning 2020.

On 3 May 2021, ITC received the "Strategic Business Alliance

Award" from The BrandLaureate for its efforts in growing the MFTH concept through collaborations and branding. The award reflected ITC's efforts and success in embracing "new thinking, new actions, new results" during the pandemic in which ITC was seen to strengthen its efforts

through local, regional, and international collaborations, whilst engaging deeply with stakeholders and partners, and exploring technology and digital solutions, to deliver its products and services.



PPHI presents:

INA 3rd INDONESIA HALAL TOURISM SUMMIT

INTERNATIONAL CONFERENCE

With the theme: **Wellness Tourism: Journey for Healthy and Prosperous Life**

Held in conjunction with THE 8TH INDONESIA SHARIA AND ECONOMY FESTIVAL (ISEF) ORGANISED BY BANK OF INDONESIA

TUESDAY, 26 OCTOBER 2021
19 RABIULAWAL 1443H

10:35 AM - 10:45 AM (MALAYSIA TIME)

KEYNOTE SPEECH
DATO' DR. MOHMED RAZIP H. HASAN
DIRECTOR GENERAL, ISLAMIC TOURISM CENTRE
ACADEMIC PROFESSOR, UNIVERSITI TEKNOLOGI MALAYA (UTM)

Platform: in3.youcan.com / [HalaTourism](https://www.HalaTourism.com)

MAJLIS PRAPELANCARAN PELANCONGAN MASJID PERINGKAT NEGERI SARAWAK

Dilancarkan oleh:
YB DATO SRI HAJAH NANCY SHUKRI
Menteri Pelancongan, Seni dan Budaya Malaysia

HARI SABTU 27 NOV 2021
22 RABIULAKHIR 1443H

1-3 PETANG

LIVE Islamic Tourism Centre

Malaysia #QuranHour

30 August 2021 / 21 Muharram 1443H
12.00 pm - 1.00 pm

Al-Mulk & 7 Musabbihat Surah

· Nation of Compassion ·

MALAYSIA #QuranHour

...a beginning

21 MUHARAM 1443H / 30 AUGUST 2021

Islamic Tourism Centre, as a strategic partner to Warisan Ummah Ikhlas Foundation, is pleased to present this year's Malaysia #QuranHour in conjunction with the 64th National Day of Malaysia. Let's unite our voices for a powerful wave of prayer to free us from trials and tribulations.

Satu Jam Bersama alQuran

Register at bit.ly/MQH1443H

#QURANHOUR #STAYS SAFE #MUSLIMFRIENDLYMALAYSIA #ITC_MY

ISLAMIC TOURISM CENTRE

12th Anniversary

22 JUNE 2021 / 11 ZULQA'DAH 1442H

Alhamdulillah, Islamic Tourism Centre celebrates 12 years of its establishment on 22 June 2021 / 11 Zulqa'dah 1442H. We thank all our partners, tourism industry players, the media, peers, friends, and colleagues for being on this journey as we champion the development of Islamic Tourism and Muslim-Friendly Tourism and Hospitality globally.

LET US DOA TOGETHER

ITC invites the tourism and hospitality community to come together and pray to Allah SWT for forgiveness, to uplift Covid-19, and to save our lives, family, industry and country from this calamity.

اللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنَ الْبَرَصِ، وَالْجُنُونِ، وَالْجُدَامِ، وَمِنْ سَائِرِ الْأَشْقَامِ

'On Allah, I seek refuge in You from leprosy, madness, elephantiasis, and evil diseases'

MAY ALLAH PROTECT US FROM CORONAVIRUS COVID-19

#MUSLIMFRIENDLYMALAYSIA #ITC_MY

RISE WITH THE MUSLIM TOURIST MARKET



As borders reopen, tourists are taking to the skies and travelling again! One of the biggest forecasts is the rise of the Muslim tourist market, which is expected to reach *160 million arrivals in 2024 and 230 million in 2028.

It's time to explore this market potential and the concept of Islamic Tourism to revitalise economic growth, support communities and cultural preservation, and create long-term sustainability!

Islamic Tourism Centre has been advocating for this market since its establishment in 2009, and continues to do so, through training, research, standards and certification, and more.

Let's partner to explore the endless opportunities in the Muslim travel space.

*Global Muslim Travel Index (GMTI)



Tel: 603-8891 7177
Fax: 603-8881 0686
Web: www.itc.gov.my
Email: itc@itc.gov.my

  Islamic Tourism Centre   itc_my

STRATEGIC OPPORTUNITIES

- 1  Research
- 2  Industry development
- 3  Consulting services
- 4  Information exchange
- 5  Standards and certification
- 6  Training and capacity building

THE ITC ADVANTAGE

 13 years of experience
A champion of
Muslim-friendly Tourism
and Hospitality since 2009

 **Government-backed**
An agency under the
Ministry of Tourism, Arts
and Culture, Malaysia

 **Global partners**
Network of partners including
SESRIC, COMCEC, OIC,
and IMT-GT

 **The first and only**
The world's only dedicated
government organisation
focused on Islamic tourism
development

 **Centre of Excellence**
A strong and growing body
of knowledge on Islamic
tourism development

 **Award-winning partner**
Winner of The Brand's annual
World's Best Brands
+ Branding 2021

 **Registered
training provider**
ITC is registered as a training
provider with Malaysia's
HRD Corp

CONTACT ISLAMIC TOURISM CENTRE FOR FURTHER ENQUIRIES

ISLAMIC TOURISM CENTRE
(Ministry of Tourism, Arts and Culture)
Level 13, No. 2, Tower 1, Jalan P5/6, Presint 5
62000 Putrajaya, Malaysia



The Halal Logo

Malaysia has successfully attracted global Muslim travellers to its shores due to Malaysia's strong Halal branding, especially for food and beverages and consumer products.

Halal is a purely voluntary exercise in Malaysia. However, once applied, holders of the halal certificate and logo are regulated under the Trade Description Act 2011 with enforcement by JAKIM.

Outlets and services that are certified halal by JAKIM differentiate themselves over competitors while ensuring tourists of their compliance to the highest halal standards.

The widely accepted logo is easily recognisable and distinguishes a product as suitable for Muslims. This itself is a strong point that has helped drive Malaysia into being a preferred Muslim-friendly destination.



748

Number of halal certificates issued to hotels and resorts in Malaysia as at August 2021



71%

Percentage of halal certificates issued to non-Muslim companies in Malaysia as at June 2021



84

International halal certification and authority bodies recognised by JAKIM as at December 2020

Source: JAKIM





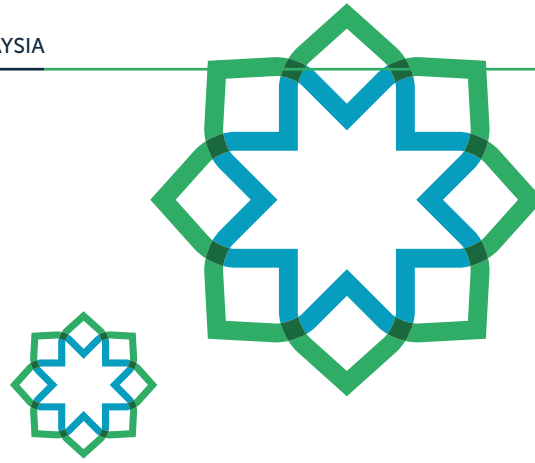
CHAPTER FOUR

**ITC STRATEGIC
PARTNERS**



CHAPTER FOUR

ITC STRATEGIC PARTNERS



ITC, being a dynamic agency under the Ministry of Tourism, Arts and Culture, leverages the strength of partnerships. By working together with

governmental agencies, associations, industry players, and the media, ITC is able to reach a global audience to create awareness for the value of the

Muslim travel market, market its potential, and develop the Islamic Tourism ecosystem within the tourism and hospitality sectors.

Ministries & Agencies



Higher Learning Institutions



Media



International Organisations



State Tourism Boards



Non-Governmental Organisations, Private Sector & Airlines





APAC NTOs *Best Globally* for Muslim-Friendly Online Resources – Again

KUALA LUMPUR, MALAYSIA, 17 OCTOBER, 2022: For the third consecutive edition, Asia Pacific (APAC) tourism boards have dominated the top 10 rankings of the report, *How Online Ready Are NTOs for Muslim Travellers in 2022?*, comprising of 62% of the top spots, and widening the gap between themselves and their European peers.

The 2022 report was a result of a first-time research collaboration between the Islamic Tourism Centre (ITC) and Pear Anderson,

a consultancy specialising in the Southeast Asian tourism industry and the Muslim friendly travel market.

It examines the online resources that NTOs from the top 50 most visited non-Muslim (non-OIC) destinations worldwide have created to support Muslim friendly travel, including information about Muslim friendly food, prayer spaces and hotels. Through analysing the top 50, the overall importance on which NTOs are placing Muslim friendly travel can be gauged.

Out of the 50 destinations studied, 54% of them now have some level of Muslim friendly travel information, compared to just



36% in 2019's inaugural report, and up from 46% in 2020, a signal of the continued importance destinations are placing on Muslim travellers to boost tourism recovery.

In the 2022 edition, Korea and Taiwan came in joint first place, with Japan and Hong Kong jointly in second place, and Singapore in third place.

Download the free report at <https://www.pearanderson.com/muslim-nto>.





Islamic Tourism and *Cross-Sectoral* Collaborations to Drive Global Economic Recovery

KUALA LUMPUR, MALAYSIA, 17 OCTOBER 2022: Islamic Tourism has been identified as one of the key sectors to encourage economic activities, job creation and employment opportunities in the tourism industry, thanks to the burgeoning demands for Muslim-Friendly products and services by the Muslim tourist market.

YB Dato' Sri Hajah Nancy Haji Shukri, Minister of Tourism, Arts and Culture confirmed this in her Officiating Address at the 3rd World Islamic Tourism Conference (WITC) organised by Islamic Tourism Centre (ITC). She said: "The enormous 2 billion Muslim population worldwide is driving a new and significant segment of Muslim travellers, which will positively impact the overall tourism industry, especially critical now as we work hard towards industry and economic recovery."

"The demand for Muslim-friendly tourism products and services to satisfy their leisure, business, spiritual and healthcare travel needs gives impetus to develop the tourism supply chain across all sectors," she added.

She also noted the potential demand ensuing from the rise of this tourist market in terms of

Muslimah fashion and activewear, cosmetics, green technology, Muslim-friendly media, digital entertainment and recreation, and Halal pharmaceuticals,

medical and wellness products and services. This is in line with key strategies outlined in Malaysia's National Tourism Policy (NTP) 2020-2030 in developing Islamic Tourism in the country.

"There are many opportunities for the tourism industry players and entrepreneurs to take advantage of this development and create products and services for this market. Increased Islamic Tourism activities drive product innovation and diversification, entrepreneurial opportunities, and job creation, thus paving the way for people to live improved, enriched and financially stable lives," she added.







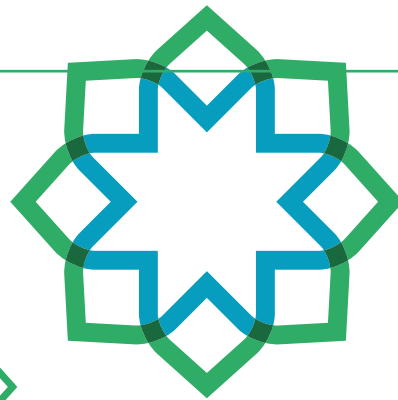
CHAPTER FIVE

ASPIRATIONS AND INSPIRATIONS



CHAPTER FIVE

ASPIRATIONS AND INSPIRATIONS



Being the only agency of its kind in the world so far, Islamic Tourism Centre's (ITC) intentions and plans in 2021 and beyond are to move forward locally and globally with new thinking and new actions, to yield new results.

Muslim-friendly tourism is a relatively new concept yet to be fully embraced by the global tourism and hospitality industry. Slowly but surely, Insha Allah, the demand is there, and what should follow is the supply of quality products and services in accordance with Islamic principles in fulfilling the travel needs and

requirements of both Muslims and non-Muslims in a particular destination.

No doubt challenges such as COVID-19 are hampering travel and tourism, but there are also opportunities that lie ahead. The new era and new norms require a different way of thinking, the right principles and habits, and effective tools and strategies.

For Malaysia and ITC, the Malaysia National Tourism Policy 2020-2030 and the National Culture Policy 2021 (Dasar Kebudayaan Negara 2021) are key guides

forward, emphasising recovery, connections, and sustainability. Yet, these are goals that apply not only to Malaysia but to any destination in the world that wishes to reset and rebound.

Again, the tourism and hospitality industry is dynamic, and ITC continues to be proactive and successful in this new ecosystem to offer its services and products, covering training and capacity building, standards and certification and industry development on Islamic Tourism.





Stepping Up Mosque Tourism Development Across Malaysia

PUTRAJAYA, MALAYSIA, 8 NOVEMBER 2022: Mosque Tourism is among the new products identified by Islamic Tourism Centre (ITC) to be uplifted as a key attraction to appeal to tourists.

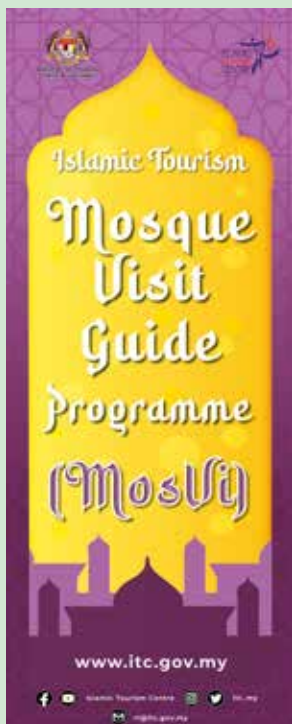
One of the efforts ITC made to develop the tourism product is through the Mosque Visit Guide (MosVi) training programme to nurture a lineup of trained guides capable of handling mosque tours effectively. The training is targeted at mosque administrators to understand and leverage the

potential of the mosque as a tourist attraction.

The first such training was conducted from 7 to 9 November in Kuching, Sarawak, for the state's mosque administrators. The MosVi training programme involved briefings by ITC and Universiti Sains Islam Malaysia (USIM) on a variety of topics including public speaking and communications skills as well as the history and roles of the mosque, etiquette of visiting mosques, and foundation in comparative religion. Participants also went on technical tours of several mosques and historical sites in Sarawak to

enhance their learning experience about Islamic Tourism and mosque tourism programmes.

ITC has always been active in helping the public and tourism industry players in Sarawak to strengthen their Islamic Tourism ecosystem. On 27 November 2021, ITC, along with Jabatan Agama Islam Sarawak (JAIS), an agency under Majlis Islam Sarawak (MIS), held the first-ever Mosque Tourism Seminar in Kuching. A total of 53 participants representing 15 mosques from all over Sarawak joined the programme to learn about the role of mosques in tourism. The programme was followed by a Mosque Trail Tour around Asajaya, Kuching and Sadong Jaya.



Highlights of Islamic Tourism in National Tourism Policy

The Ministry of Tourism, Arts and Culture revealed an important document in late 2020, Malaysia's National Tourism Policy 2020-2030, officially launched by the then Prime Minister of Malaysia, YAB Tan Sri Dato Seri Haji Mahiaddin Bin Haji Md Yassin, on 23 December 2020.

The publication of this document, which compiles the thoughts, concerns and aspirations of both the Government of Malaysia and tourism industry players, gives concrete direction for the future of Malaysia's tourism industry over the next ten years.

In his speech, the Prime Minister emphasised the importance of recovery, connections, and sustainability. These are ideal aspirations to be embraced, especially during this challenging period and the limitations imposed by the pandemic.

These three core ideas are emphasised further through the National Tourism Policy's six transformational strategies, namely:

- Strengthen governance
- Create special tourism investment zones
- Embrace smart tourism
- Enhance demand sophistication
- Practise sustainable and responsible tourism
- Upskill human capital

These core ideas align with ITC's strategic goals as well, understanding the need to continue efforts to revitalise the tourism sector with the best possible preparation in anticipation of a future where travel can resume.

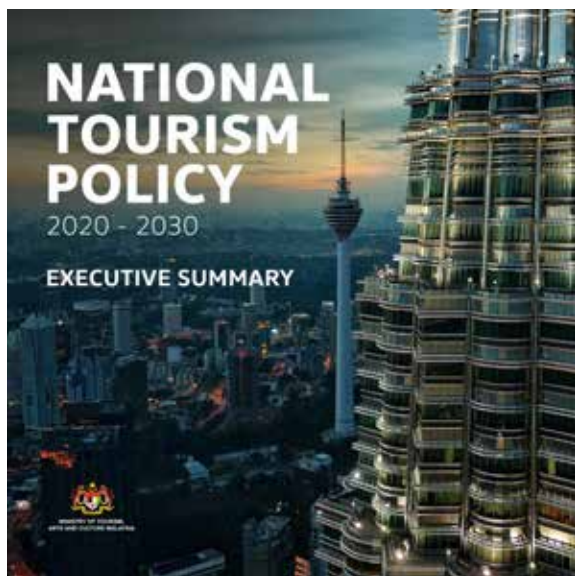
Moving forward, ITC has embraced the philosophy of "New thinking, new actions, new results." With this shift in perspective, the organisation has become more focused on engaging with key influencers, deepening our relations with industry players, and strengthening the ITC brand locally and internationally.

Under the National Tourism Policy, Muslim-friendly tourism has been

given priority to cement Malaysia's position as the global leader in an alternative and ethical form of tourism beyond rituals. Towards this end, ITC has been tasked to consolidate Malaysia's position as the world's top destination for Muslim-friendly travel by increasing the depth of Islamic hospitality.

ITC aspires to fulfil these goals through five key actions:

1. Creating smart partnerships with related agencies and organisations to establish Malaysia as the global centre for Muslim-Friendly Tourism and Hospitality certification programme
2. Positioning ITC as the leading repository of market intelligence and reference centre for Muslim-friendly tourism and hospitality
3. Branding Malaysia as the top venue for contemporary Islamic lifestyle through conferences, fashion shows, art and calligraphy exhibitions, and gastronomy festival
4. Leveraging on Islamic principles as the foundation to raise the service quality of Muslim-friendly products and service providers
5. Establishing smart partnerships between ITC and the Ministry of Health and the Malaysia Health Travel Council to turn Malaysia into a front-runner in Islamic healthcare and wellness as well as collaboration with higher learning and research institutions for more quality research on Islamic Tourism.



Islamic Tourism in Digital Era 4.0

With the onset of the fourth industrial revolution, known as IR 4.0, economies and business operations, as well as consumer behaviour, are beginning to change. The Islamic Tourism landscape, too, will have to adapt itself and leverage various technologies for better customer engagement.

Malaysia can continue to reap the benefits of its Islamic cultural heritage by keeping pace with the rapid growth of digital and technological information.

A landscape that is defined by experience and connectivity will ensure sustainable economic growth in the tourism sector.

Muslim-friendly digital services such as e-Solat by JAKIM, HalalTrip, Halal Touch, and iMasjid Malaysia, to name a few, can communicate seamlessly with the Muslim travel market segment.

More than ever, information -- and the speed of its delivery -- will play a crucial role in engaging with the Muslim tourist market. As technology advances, so will consumers demand for fast information and service delivery.

Perhaps the experience of the global pandemic will also instil the need for more contactless services, engaging virtual experiences, and digital communications. The key in leveraging such technology will be to strike a perfect balance that takes into consideration personal

engagement and customer experience, among others.

With respect to ITC, its growth journey continues to be boosted by the utilisation of digital technology such as online resources and social media engagement. Using communications technology such as Zoom, Google Meet, and Webex, among others, as well as the Internet of things (IoT) technology, ITC is able to expand its reach and engagement with its audiences effectively, efficiently, and productively across a global platform.

Programmes and activities are now designed specifically to adapt to the new norms of business with

meetings, seminars, and training programmes all conducted online without compromising on the content and delivery quality.

Besides these outreach programmes and sessions being conducted virtually, the use of technology is anticipated to also facilitate the preparation of online training modules, while operationally, ITC has also started to move its administrative records and documents onto a cloud platform.

✔ ITC appeared in the MyDigital.KKMM online portal programme with (L-R): TV host, Hana Ismail; ITC Director-General, Dato' Dr. Mohmed Razip; and Managing Director, Mardhiyyah Hotel & Suites, Dato' Seri Mohamed Rafik bin Mohd Idris.







CHAPTER SIX

**VOICES FROM THE
INDUSTRY**



CHAPTER SIX

VOICES FROM THE INDUSTRY

TESTIMONIALS

“Partnering with Islamic Tourism Centre, we realised that the MFAR programme would bring great value to us by further enhancing the Sunway City destination as a preferred choice for Muslim travellers from all over the world looking for Muslim-friendly hotels and holiday destinations.”

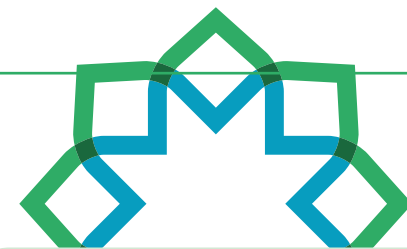
Alex Castaldi

Senior General, Manager of Hotels in Sunway City Kuala Lumpur

“With the MFAR recognition, our hotel brand has become popular among the domestic market. It gives the confidence for travellers to choose a high standard of food hygiene and personal cleanliness.”

Rita Abdul Rahim

Director of Sales, Amari Johor Bahru



“The Muslim tourist market is very important to us as we see it as one of the main target groups for our hotel. We understand the aim of Malaysia to be positioned as the halal hub in the Asian region, if not the world, with its comprehensive halal ecosystem. With this MFAR recognition, our guests recognise our efforts and show more confidence in our service and products.”

Prakash Kumaran

General Manager, Sunway Hotel Georgetown

“Though we already had all the basic services and facilities in place to meet the needs of our Muslim guests, we pursued the certification anyway so that we could use it to attract more Muslim tourists to stay with us and use our services. It makes a great marketing tool for us.”

Ishak Ibrahim

Cluster General Manager, Pullman Kuching & Pullman Miri Waterfront

“Now that we have successfully received the MFAR recognition, our partners and clients are very proud and happy because it is a national recognition, and they feel comfortable staying with us.”

Noralizan Abd. Rahman

General Manager, Permai Hotel Kuala Terengganu

Muslim-Friendly Accommodation Recognition (MFAR)

The course was great for me and gave me many ideas to take with me and apply to my homeland.

Sufyan Mahmoud Hassan Dies
Ministry of Tourism & Antiquities,
Palestine

Without a doubt, I can say that the courses have left me with great memories, knowledge, and experience that will be necessary in the future in my job. Thank you.

Azizbek Adxamovich Fayozov
State Committee of the Republic of
Uzbekistan on Tourism Development

"I have gained knowledge of Islamic Tourism and know exactly what halal means. This to me, is important because I can now apply some of the strategies used by Malaysia to enhance Islamic Tourism in Malawi."

Blandina Khondowe
Ministry of Tourism, Malawi

"Great influence as it helps in making me more innovative in developing tourism products and marketing the destination. Also, I would try to employ the Malaysia success story."

Adama Cham
Gambia Tourism Board,
The Gambia

I had the best learning experience. A heart-warming experience of Malaysia. Truly unforgettable. Terima kasih.

Almar Kudzai Chikonyora
Ministry of Small & Medium
Enterprise & Cooperative,
Zimbabwe

Malaysian Technical Cooperation Programme (MTCP)

This course gave me a whole new level of understanding of a Muslim-friendly destination. It made me realise that Muslim-friendly activities and services can also be viewed from an inter-cultural perspective. As teaching and research are part of my job, I will consider incorporating this topic into my course contents and future research.

Tanyada Limsiri
Department of Tourism & Sports, Thailand

The Muslim-Friendly Tour Guide course has been instrumental in helping me understand the needs of Muslim travellers from all over the world. Thumbs up to ITC for organizing such an informative and practical sessions for us, tourist guides.

Raja Mohd Hafiz bin Raja Nasharuddin

Muslim-Friendly Tour Guide, certified by ITC

When Islamic Tourism Centre (ITC) announced they were organising a training session on Muslim-Friendly Tour Guide, it caught my curiosity. Being a non-Muslim tour guide, I was eager to learn more about this market segment in the tourism industry. More importantly it was an opportunity to dispel Islamophobia that majority of non-believers were feeling. The training provided tremendous positive input that was essential for tour guides to offer our guiding responsibilities while conducting a tour for the Muslim tourist market.

Deanna Chin Mee Lian

Muslim-Friendly Tour Guide, certified by ITC

The Muslim-Friendly Tour Guide training caught my attention the moment I received the invitation from Islamic Tourism Centre (ITC) to attend the course. I can still remember I was the only registrant who signed up, and was told the course would be postponed to a later date. So disappointed, I quickly disseminated the information to get more tour guides to join in, and four tour guide members from Penang came along with me and we really enjoyed the course. As a non-Muslim tour guide, the training really opened up my understanding and perception in handling this niche tourist market and in providing Muslim-friendly tourism services in compliance with Sharia laws.

Chin Poh Chin

Muslim-Friendly Tour Guide, certified by ITC

The Muslim-Friendly Tour Guide course gave me better insights into the Muslim travellers' needs, expectations and business opportunities. I am now better prepared for tour itinerary planning and handling site visits.

Jane Rai

Muslim-Friendly Tour Guide, certified by ITC

Muslim-Friendly Tourist Guide (MFTG) Training

A thunderous round of applause to Islamic Tourism Centre (ITC) of which I am proud to be associated with. Your warm friendship and interesting programmes augur well with tourist guides which set an enviable standard to inspire other agencies in the tourism industry to follow. Through the Muslim-Friendly Tour Guide training and other collaborative avenues, ITC provided the platform for us to directly share our views, opinions and concerns relating to our high potential tourism industry which we hold dearly to our hearts.

Ab Razak Abu Bakar

Muslim-Friendly Tour Guide, certified by ITC

Congratulatory Messages on ITC's 12th Year Anniversary

"Your invaluable programmes and initiatives in training, capacity building, standards and certification, and branding efforts have helped empower our tourism industry players to cater to the Muslim tourist market. There is certainly great potential in the Muslim tourist market, and I encourage more industry players to partner with ITC to capitalise on this."

YB Dato Sri Hajah Nancy Shukri

the former Minister of Tourism, Arts and Culture Malaysia

"I urge industry players to tap into it with ITC's assistance. I have every confidence that ITC will continue to grow and innovate with the continued support of industry players, its business partners, and media friends. As for the Ministry of Tourism, Arts and Culture of Malaysia, we look forward to continuing our support for ITC and the plans it has going forward."

YBhg Datuk Wira Dr. Noor Zari bin Hamat

the former Secretary General of Ministry of Tourism, Arts and Culture Malaysia/former Chairman of Islamic Tourism Centre (ITC)

"Since its establishment, ITC has received recognition, trust, acclamation, and buy-in from various industry players to build their Islamic Tourism capacity. Over the years, ITC has strengthened its services and influences while solidifying its existence in the international tourism market as a leader in the Muslim-friendly tourism and hospitality (MFTH) sector."

HE Dato' Nadzirah Osman

Deputy Secretary-General, Ministry of Foreign Affairs Malaysia and Member of Islamic Tourism Centre (ITC) Board of Trustees

“Malaysia is seen as the leader in Muslim-Friendly Tourism and Hospitality concept and admired by various tourism destinations. This is a reflection of the success of ITC in promoting Islamic Tourism not only locally but internationally.”

**Associate Professor
Dr. Mohd Hafiz Hanafiah**
Deputy Dean Faculty Hotel and
Tourism Management, UiTM, and
Member of Islamic Tourism Centre
(ITC) Board of Trustees

“ We have been together in highlighting ziarah tourism...Uzbekistan Embassy in KL strongly and highly appreciates our longstanding and sincere friendship with ITC. I believe our joint efforts with ITC will continue to promote Malaysia and Uzbekistan at the forefront of Islamic Tourism.”

H.E. Ravshan Usmanov
Ambassador of the Republic of
Uzbekistan in Malaysia

Organisations like ITC are rare and unique. This is a great and extraordinary achievement because in tourism, there are many elements that can be viewed from the perspective of religion. In this regard, we have to learn about each other's differences and have respect for one another. I pray that ITC will grow as a reputable institution in developing a prosperous tourism segment for all Muslims worldwide, especially in Malaysia.”

Prof. Dr. Kim Soo-il
Secretary-General of Tourism
Promotion Organisation for
Asia Pacific Cities (TPO)

“We truly appreciate and value ITC for making Malaysia the preferred Muslim-friendly tourist destination. Let's pray for the best and more success in the coming years.”

**Captain Mushafiz
Mustafa Bakri**
Chief Executive Officer,
Malindo Air

Parviz Sharipov
Tajikistan Tourism Attaché to Malaysia

“ITC has achieved tremendous growth, and has built eminent goodwill in promoting Islamic Tourism to the world. Prising our outstanding experience and development of Islamic Tourism in Malaysia, emphasising that the contribution of Tajik scholars had a magnificent impact on Islamic civilisation, I would like to express our dedication to enhance cooperation between ITC and relevant stakeholders in Tajikistan.”

“ITC has long been one of the recognised Islamic centres locally and internationally. I hope ITC will continue to play its role in promoting Islamic Tourism in this country and keep strengthening its collaboration with local and international partners.”

Professor Dr. Mohd Sallehuddin Mohd Zahari
Dean of Faculty of Hotel and Tourism Management,
Universiti Teknologi MARA

Hannah Pearson

Director of Pear Anderson

“ITC is an organisation I greatly admire, being one of the few government-led organisations who are actively advocating for the promotion of Muslim-friendly tourism and building Muslim-friendly tourism infrastructure. They’ve undertaken lots of different innovative projects such as Muslim-Friendly Accommodation Recognition...They also conduct really valuable research into key new segments which need development as well as have a mission to educate stakeholders both international and domestically on Muslim-Friendly tourism requirements.”

“I’ve observed that ITC has achieved remarkable achievements throughout your 12 years of establishment. This is a testament to your ambition and great progression. I am sure that there are many more progress and achievement that you could achieve in the future.”

Dr. Zalina Zakaria

Director, University of Malaya Halal Research Centre, Universiti Malaya

“Heartfelt congratulations to Islamic Tourism Centre on its 12th anniversary. Wishing you and ITC success in the years ahead. Hoping as Turkish Airlines, we will make significant contributions into further growth of Islamic and Muslim-friendly Tourism in Malaysia as well as general tourism with our growing global network size and high aims for Malaysia.”

Hamza Arslan

Country Manager, Turkish Airlines

“We truly appreciate and value ITC for making Malaysia the preferred Muslim-friendly tourist destination. Let’s pray for the best and more success in the coming years.”

Riyanto Sofyan

Chairman, Indonesia Halal Tourism Association

“I pray that all staff of ITC will be blessed with good health so as to administer ITC to the best of its abilities and with ease. It is my hope that elements of Halal tourism will be implemented in the concept of Mesra Muslim.”

Ustaz Amri Abdullah

Analyst, MyHalal TV1

“We look forward to supporting your efforts in making Malaysia a strong and attractive Muslim-friendly destination. There is much potential to be tapped here in the European market with its large base of the Muslim population. Malaysia being a safe, Muslim-friendly destination with many unique cultural and heritage attractions, will certainly be a key draw for the Muslim tourist market in Europe. Looking forward to ITC’s future successes!”

Mohd Libra Lee Haniff
Director, Tourism Malaysia (Paris)

Imtiaz Muqbil
Editor of Travel Impact Newswire

“I think the opportunities are immense going forward to putting Islamic Tourism on the global map given the vast amount of economic impact that it has, as well as the broader social, cultural and geopolitical targets that it can meet. I think there is a lot of work still to be done and I wish Islamic Tourism Centre all the best in fulfilling its mandate and advancing all these activities that are becoming very important in this day and age.”

“Happy 12th anniversary to Islamic Tourism Centre, and may ITC continue to be an institution that strengthens the tourism industry of Malaysia, especially in the development of Islamic Tourism.”

Dato’ Azlie Halim
Publisher/CEO Santai Travel

Congratulations to ITC for its 12th anniversary and hope that the organisation will continue to be successful in assisting in the development of Islamic Tourism not only in Malaysia but also worldwide.”

Juhan Kamaruddin
Editor of Gaya Travel magazine

GLOSSARY OF TERMS AND ABBREVIATIONS

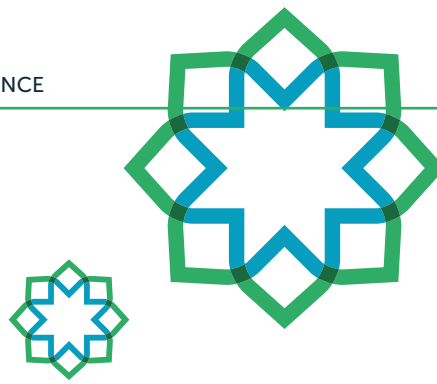


Glossary

BIT	Briefing on Islamic Tourism
BWIT	Business & workshop on Islamic Tourism/Briefing & workshop on Tourism (2009-2017)
CB	Certification body
CBT	Community-based Tourism
CCO	COMCEC Coordination Office
COMCEC	Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation
CRaHFT	Crescentrating's Halal Friendly Travel Index
DSM	Department of Standards Malaysia
HIS/SIH	Halal Industry Seminar/Seminar Industry Halal
HRDF	Human Resource Development Fund
GIEI	Global Islamic Economy Indicator
GIES	Global Islamic Economy Summit
GMTI	Global Muslim Travel Index
IUM	International Islamic University Malaysia
IMT-GT	Indonesia Malaysia Thailand-Growth Triangle
INHART	International Institute for Halal Research and Training
ISLAMIC TOURISM	Any activity, event, experience undertaken in a state of travel that is in accordance in Islam
ISLAMIC TOURISM FRAMEWORK	Interface with one or all of history, culture, way of life, economy, health, education, sports and recreation and other human interests

ISLAMIC TRAVEL	Travelling that is done in compliance with Shariah law and Islamic values as well as to gain knowledge and appreciation of the beauty of Allah's creation
ISO	International Organization for Standardization
ITC	Islamic Tourism Centre
ITELS	Islamic Tourism Entrepreneurship and Leadership Seminar, ITC
ITJ	Islamic Tourism Journal, ITC
ITRG	Islamic Tourism Research Grant, ITC
ITRTG	Islamic Tourism Research Travel Grant, ITC
JAKIM	Jabatan Kemajuan Islam Malaysia (Department of Islamic Development Malaysia)
JICA	Japan International Cooperation Agency
JoSIT	Joint Seminar on Islamic Tourism, ITC
KLN	Kementerian Luar Negeri (Ministry of Foreign Affairs), Malaysia
MAH	Malaysian Association of Hotels
MAHO	Malaysian Association of Hotels Owners
MATTA	Malaysian Association of Tour and Travel Agents
MFAR	Muslim-Friendly Accommodation Recognition, ITC
MFHS	Muslim-Friendly Hospitality Services, ITC
MFT	Muslim-Friendly Tourism, ITC
MFTH	Muslim-Friendly Tourism and Hospitality, ITC
MFT PROHPACK	Muslim-Friendly Tourism Products, Hospitality and Packages, ITC
MFTG	Muslim-Friendly Tourist Guide, ITC
MOTAC	Ministry of Tourism, Arts and Culture Malaysia
MS	Malaysian Standard
MTCP	Malaysian Technical Cooperation Programme, ITC

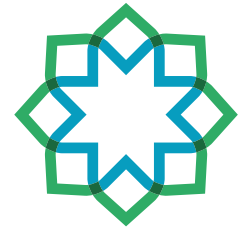
MTSI	Muslim Travel Shopping Index
MUSLIM-FRIENDLY TOURISM	The activities of Muslim travelers who do not wish to compromise their faith-based needs while travelling for a purpose
OIC	Organisation of Islamic Cooperation
PO	Project Owner/Purchase Order
PSMB	Pembangunan Sumber Manusia Berhad
QMS	Quality Management System
ReSIT	Regional Seminar of Islamic Tourism, ITC
SDGs	Sustainable Development Goals
SESRIC	Statistical, Economic and Social Research and Training Centre for Islamic Countries
SGIE	State of Global Islamic Economy
SIT	Symposium on Islamic Tourism, ITC
SMIIC	Standards and Metrology Institute for Islamic Countries
TCTP	Third Country Training Programme
TG	Tourist guide
TI	Training institution/institute
TM	Tourism Malaysia
TP	Training provider
UNWTO	United Nations World Tourism Organisation
WIT	Workshop on Islamic Tourism, ITC



ACKNOWLEDGEMENTS

ITC wishes to thank all our partners, friends, and staff for their unending support throughout the years.

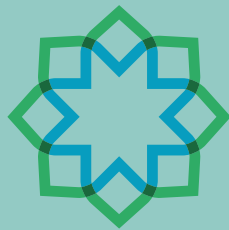
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- **Deputy Minister's office, MOTAC**
- **Secretary General's office, MOTAC**
- **Deputy Secretary General's offices, MOTAC**
- **Board of Trustees, ITC**
- **Past Director Generals of ITC**
- **All tourism and hospitality industry players**
- **Members of the media**
- **All agencies under the Ministry of Tourism, Arts and Culture, Malaysia**
- **All Central Agencies**
- **Management and staff of ITC**



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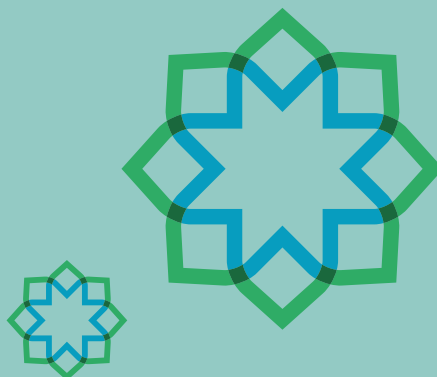
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