ISLAMIC TOURISM: sharing Malaysia’s best practices on being the top Muslim Friendly holiday destination

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DEFINITION OF ISLAMIC TOURISM

Islamic tourism is defined as

“Any activity, event and experience undertaken in a state of travel that is in accordance to Islam”

Islamic Tourism Centre, 2011

- Good intention (niat)
- What to see, do
- Where to eat, pray
- Appreciation for greatness of God
- Strengthen faith and teachings
OVERVIEW OF TOURISM INDUSTRY IN MALAYSIA

KEY INDICATORS

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOURIST ARRIVALS</td>
<td>27.4 MILLION</td>
</tr>
<tr>
<td>TOURIST RECEIPTS</td>
<td>RM 72.0 BILLION (Est USD 17.4B)</td>
</tr>
<tr>
<td>AVERAGE PER CAPITA EXPENDITURE</td>
<td>RM2,624.10 (Est USD 635)</td>
</tr>
<tr>
<td>AVERAGE LENGTH OF STAY</td>
<td>6.6 NIGHTS</td>
</tr>
</tbody>
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TOP 10 TOURIST ARRIVALS IN 2014

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

Source: Tourism Malaysia
ESTIMATED MUSLIM TOURIST ARRIVALS TO MALAYSIA

<table>
<thead>
<tr>
<th>REGION</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEAN</td>
<td>4,682,637</td>
</tr>
<tr>
<td>EAST ASIA</td>
<td>30,640</td>
</tr>
<tr>
<td>SOUTH ASIA</td>
<td>403,542</td>
</tr>
<tr>
<td>WEST ASIA</td>
<td>313,914</td>
</tr>
<tr>
<td>EUROPE</td>
<td>68,026</td>
</tr>
<tr>
<td>OTHERS</td>
<td>40,198</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>5,538,958</strong></td>
</tr>
</tbody>
</table>

Source: Tourism Malaysia
TOP 5 TOURIST ARRIVALS FROM OIC COUNTRIES IN 2014

- Indonesia 2,827,533
- Brunei 1,213,110
- Bangladesh 204,418
- Saudi Arabia 113,921
- Pakistan 97,144

Source: Tourism Malaysia
TOP 5 TRAVEL SPENDERS IN MALAYSIA IN 2014 (per capita)

Saudi Arabia: RM9,459 (Estimate: USD2,287)
Kuwait: RM8,494 (Estimate: USD2,053)
Oman: RM7,938 (Estimate: USD1,919)
UAE: RM 7,389 (Estimate: USD1,786)
Iran: RM5,881 (Estimate: USD1,422)

Source: Tourism Malaysia
Connectivity with Muslim Countries

Total flight frequency: 2,762 weekly
Flight frequency from OIC countries: 810 weekly
Avg. occupancy of seats: 156,823 weekly

As of 30 September 2015
Source: Tourism Malaysia & Malaysia Airports Berhad
Promotions / Marketing

+ Malaysian government have promoted tourism to the Middle East long before the September 11 crisis.

+ Tourism Malaysia overseas offices in OIC countries include Almaty, Brunei, Dhaka, Dubai, Istanbul, Jakarta, Jeddah, Medan and Tehran

+ Activities:

* Arabian Travel Market (Since 1993)
* Middle East sales mission
* TVC / Outdoor advertisements
* Fam trips (Media/Corporate/Agents)
* Online Campaigns
* Joint Campaigns with Airlines
Print advertising
Outdoor advertising

www.tourism.gov.my

tourismmalaysia.gov.my
Halal Tourism Smart Phone Apps

MALAYSIA TRIP PLANNER
+ Official travel app from Tourism Malaysia
  Developed by: Tourism Malaysia

HALAL APP
+ Halal restaurants and products in Malaysia
  Developed by: HDC

SOLAT MALAYSIA 2015
+ Accurate solat time in Malaysia
  Developed by: M-Village (MSC)

MOSQUE TOURS ACHEEN ST MALAY MOSQUE
+ Acheen Street Mosque tourism in Penang
  Developed by: Penang Islamic Foundation

PENANG HISTORICAL MOSQUES APP
+ Guides to 40 mosques in Penang
  Developed by: INSPIRE and Think City
Prayer Facilities
Easily Accessible

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

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

+ Global Halal Market earns USD2.3 Trillion Annually*

+ Vibrant and government regulated Halal industry in Malaysia

+ Pioneer of Halal standards and certification

+ Halal Certification provides assurance as it fulfils the Syariah law, which is a must for Muslims.

+ Malaysia Halal Logo is recognized and well-accepted worldwide

+ Recognition program for world Halal certification bodies (CB) led by the Halal Hub Division, JAKIM

+ As of 31 August 2015, 57 Halal CBs have been recognised by JAKIM

* Source: Halal Market – Branding Malaysia as Global Halal Hub 2012, Malaysia External Trade Development Corporation (Matrade)
A Halal Culinary Haven

+ Top International Fast Food Chains Certified Halal

+ Delicious Local Cuisines by Muslims

+ ASEAN Food Heritage Trail

+ Fabulous Food 1Malaysia

+ Street Food and Restaurant Carnival

+ World Curry Festival, Penang organised in conjunction with the Penang International Halal Expo & Conference
Iconic Mosques
Rich in History and Majestic Architecture

+ Over 6,000 mosques around the country

+ National Fatwa Council issued a fatwa in 2010 allowing mosque tourism

+ JAKIM has produced guidelines for mosque tourism in Malaysia

+ Tourist facilities at mosque:
  tourist robe, guided tour, souvenir shops
Islamic Festivals And Events in Malaysia

+ Islamic festivals in Malaysia are colourful, spirited and peaceful in nature, wrapped in the nation’s rich and diverse cultural heritage

+ Malaysia is also home to many international Islamic events including Business forums, Quran competitions and Halal exhibitions

* Awal Muharram (New Year), Maulidur Rasul (Prophet’s Birthday), Ramadan (Fasting Month), Eid-ul Fitr, Eid-ul Adha

* International Quran Recital (Since 1958)

* World Halal Summit

* Malaysia International Halal Showcase (MIHAS)

* Selangor Islamic Festival

* IFTAR@KL 2015 – Ramadhan Festival

* ILM Arts Festival

* Putrajaya International Islamic Arts & Culture Festival

* World Islamic Economic Forum
Islamic Tourism Attractions

+ Islamic Arts Museum Malaysia
  Ranked No. 1 museum in Malaysia and
  No. 10 Museum in Asia by TripAdvisor (2014)

+ Other attractions:

  * Islamic Civilisation Park, Kuala Terengganu
  * Morrocan Pavillion, Putrajaya
  * Restu Foundation Arts and Garden Complex, Shah Alam, Selangor
  * Halal Support Centre, Kuala Lumpur
  * Al-Khawarizmi Astronomy Complex, Melaka
  * Inscription Stone, Kuala Terengganu
  * Malaysian Homestay
Medical Tourism in Malaysia

- Malaysia Health Travel Council formed in 2009
- Halal certified kitchen in hospital food main kitchen
- Gender preferred physician
- Halal based medication
- Arab-speaking guest relation
- Russian-speaking doctors
Education Tourism in Malaysia

+ Developed by Ministry of Education

+ Malaysia’s political stability, peace, technological progress and research as well as the low exchange makes it conducive for education tourism

+ 20 public universities and 65 private Universities

+ Overseas Muslim students in universities studying in Malaysia, majority from OIC countries

+ Attractive courses including Islamic Banking & Finance, Islamic Revealed Knowledge & Human Sciences and Halal Management
Muslim Friendly Hospitality Services Standards (MS: 2610:2015)

- Developed by the Department of Standards, in collaboration with tourism stakeholders of Malaysia, including Islamic Tourism Centre (Ministry of Tourism & Culture)

- Completed and published in February 2015

- Focuses on 3 areas:
  - MFHS: Dalil Siyahi (Tourist Guide)
  - MFHS: Dhiyafah (Accommodation)
  - MFHS: Safar & Siyahah (Travel & Tour)

- Voluntary adoption by industry players

- Available for purchase at http://www.msonline.gov.my for RM20.00 only

Shipment information and other terms & conditions as per the website.
**RECENT ACCOLADES FOR MALAYSIA**

No. 1 holiday destination for Muslim travellers from 2011-2014
* Crescentrating

No. 1 holiday destination in 2015 Global Muslim Travellers Index
* Crescentrating and MasterCard

Leading country with the most developed ecosystem for Islamic tourism
* Thomson Reuters’ *State of The Global Islamic Economy Report for 2015/2016*

* Second best shopping destination for Muslims
*Crescentrating and MasterCard's 2015 Muslim Travel Shopping Index*
INITIATIVES BY NON-MUSLIM COUNTRIES

KOREA

JAPAN

AUSTRALIA

NEW ZEALAND
THANK YOU
TERIMA KASIH