



ISLAMIC TOURISM: BRUNEI'S CONVICTION

Understanding Its Meaning, Uncompromising Islam Stance Doesn't Mean restricting,
Tourism for The Cause of Knowledge and Faith; Brunei's Conviction, Islamic Tourism Strategies,
Sultan Haji Hassanal Bolkiah Islamic Exhibition Gallery (BPIS) – Special Mention

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Overview

- Definition: The OED, when Islamic added
- Islam upholds Tourism; What is Islamic tourism? Beyond Current Understanding
- Quranic Perspectives of Tourism
- BPIS: Special Mention – Khazanah, Research & Development, Galleries
- Brunei's Conviction – Organisation, Faith, Heritage, Principles
- Islamic Tourism Strategies
- Conclusion: Islamic Tourism is knowledge and value oriented tourism, yet capable of delivering pleasure physically, mentally and spiritually ... Brunei has it all
- Video Presentation on BPIS: Animation of Its Permanent Building



Definition:

OED, When Islamic Applied to Tourism

- The Oxford English Dictionary (2nd Edition) says **tourism** means: **Theory and practice** of touring; travelling for **pleasure**; the **business of attracting tourists** and providing for their **accommodation and entertainment**; the **business of operating** tours.
- When Islamic is applied to tourism, there should not be elements of disobedience or **insubordination to God** at the level of ideas and faith; and must be **in conformity to shariah** at the level of practices



Islam Upholds Tourism: What is Islamic Tourism? Beyond Current Understanding

- Uncompromising stance of Islam in matters of insubordination to God and conformity to Shariah does not mean restricting the scope of tourism; Great Islamic civilization was very much attributable to travel
- What is Islamic Tourism? Knowledge tourism – to know God who reveals Himself in His Creations:
 - a) To understand unity in biodiversity (al-Quran [35:27-28](#))
 - b) To understand unity in cultural diversity (al-Quran [30:22](#))
 - c) To understand divine power and divine wisdom in God's creations (al-Quran [29:20](#))
 - b) To understand divine power and divine laws operating in the moral domain of human history (al-Quran [6:11](#))



Quranic Perspectives of Tourism

- Learning from the past ([3:137](#)), God reveals Himself in creations; eco-tourism, to appreciate the system and bio-diversity ([3:190](#), [35:27-28](#)), inter-cultural understanding which is one of the sign of divine wisdom ([30:22](#))
- Some other verses by which Quran calls on man to travel through the earth to see the historical sites with the view of learning about the historical fates of human communities who have led ways of life and lifestyles that went against the divine laws governing the moral universe (see [6:11](#); [12:109](#); [16:36](#); [27:69](#); [29:20](#); [30:9](#); [30:42](#); [35:44](#); [40:21](#); [40:82](#); [47:10](#))
- The purposes of it all are repentance, inspiration, aspiration, study dakwah etc for the good of oneself, humanity, life, environments and the like



Brunei's Conviction: Organisation, Faith, Heritage, Principles

- Brunei Islamic Tourism launched in 2011, new name of the Ministry; tourism got ministerial status
- Time came for Brunei to demonstrate the deep relevance of Islamic tourism to Islamic revitalization, to apply the principles of Shariah to tourism, to present Islamic perspectives on the objectives, meaning and significance of tourism for human life and thought at the societal level
- By virtue of Islam's holistic view of human life and its civilizational approach to development, it is desirable to present its perspectives on tourism which has become an important contemporary global culture



Islamic Tourism Strategy

- It must be true to its name: no elements of insubordination to God at the level of ideas and faith, and must be in conformity to Shariah at the level of practices
- It must be knowledge and value oriented tourism yet capable of delivering pleasure and satisfaction physically, mentally, spiritually
- Creating Islamic destinations, while maintaining heritage ones
- Generating potential tourists: bring and disseminate to the market all the knowledge and information on Islamic destinations, improve cultural literacy, learn the inner meaning of Islamic tourism, including understanding of pleasure, vacation and recreation, as the primary objectives of tourism
- R&D: some countries allocate big percentage off national budget for R&D, because it means productivity, sustainability, innovative capability and profitability

BPIS: Special Mention



- Knowledge Agenda; collecting Islamic heritage, researching & developing, disseminating the results thereof
- Exhibition galleries in its permanent house: one stop Islamic destinations in the forms of 9 galleries with total of 29 domains of knowledge supported by highly valuable articles (manuscripts, artefacts, fossils and the like)
- Highlighting: Gallery 1 on Wisdom of Mukmin King, Gallery 2 on al-Quran; how its authenticity maintained and the beauty of Islamic calligraphy, Gallery 3 on Anbia and extinct peoples (communities), Gallery 8 on creation of universe, Gallery 9 on Islamic designs. For pilgrimage, there is miniature of Haj & Umrah. There are special galleries on artefacts associated to Prophet ﷺ and companions



Conclusion

- Islamic Tourism is knowledge and value oriented tourism, yet capable of delivering pleasure physically, mentally and spiritually
- Brunei has it all: Unexpected Treasure, Tracing the Beauty of Islam, heritage destinations, destinations created, MIB is vehicle of this nation and Negara Zikir is its ultimate end; aqidah, ethic and shariah are rightly practiced – Ummatan wasathan



Video Presentation on BPIS:

