Contribution of Islamic Culture and Its Impact on Asian Tourism Market

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Word of Thanks

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- Dr Taleb Rifai, Xu Jing, Omar Nawaz, Hyeon-Jin Lee,
- All the staff in Brunei
About the study

- First broached with Dr Taleb Rifai more than a year ago.
- First of its kind ever done in travel & tourism.
- Started with Asia first because of the importance of the Islamic market here.
- Covers social, economic, historical and tourism facts and figures.
- The Chief Study Coordinator Mr. Nawaz will be giving you more details later.
Main Conclusion

- Asia abounds with majestic Islamic monuments, heritage sites, national parks, museums
- The rich-poor income gap that one sees in economic terms also applies in cultural terms.
- Islamic tourism can help level the playing field
If the quality of these monuments, sites, museums can be upgraded, the result will be more valuable for the Ummah than all the oil and gas in Brunei.

Not as a charity or aid but as a business proposition.
Why?

- Islamic world will run out of energy, or the world will start using less energy, whichever comes first.
- Will still need to create jobs for millions of young people and existing population.
- What will the Islamic world sell?
Value of Islamic monuments

- Huge number of monuments across Central Asia, Pakistan, Iran, Indonesia, Malaysia
- All are architectural masterpieces.
- Many are located in non-Islamic countries such as China, India, Russia, Thailand.
- Probably more than any other in the world
History of Islam in Asia

- Amazing how it spread
- By Trade, Exploration, Conquest
- Everywhere it left its trail of mosques, monuments, music, dance, calligraphy.
Case for tourism

- All Islamic countries are trying to promote tourism
- In line with all the OIC resolutions and communiqués
Case for tourism

- Poor countries (Bangladesh): To get out of poverty
- Rich countries: (Brunei, Gulf countries, CAR) to reduce dependence on energy exports
- Other countries: (Iran) to build a post-sanctions era
Monuments, mosques, historic sites, museums are at the heart of this tourism promotion
But nobody will have any interest in them if they are in poor condition
Methodology

- Put together a consortium of banks and financial institutions
- Identify the sites in cooperation with local governments, ISESCO and ISDB, travel & tourism sector
- Prioritise them and invite their proposals.
- Do a five-year plan to totally transform them to a new level
Financial prospects

- Funding not as charity or aid but as investment, like a hotel or theme park.
- Returns guaranteed due to captive audience
- Will make money from restaurants, souvenir shops
- Will pay dividends years into the future
Corollary opportunities

- Become study centres, libraries, conservation units
- Lectures, exhibitions
Benefits

- Will help bring peace to region
- Create local jobs, attract visitors, boost economies and give hope to the young generation.
- Will help create more inclusive societies
Benefits

- Encourage a new era of intra-Islamic and transcontinental travel from Africa to Asia and v.v.
- Africa and Asia are going to be the dominant continents of this century
Huge Opportunity for Brunei

- Uniquely placed to be a key part of this initiative
- In line with Islamic values, improve global Islamic image.
- Contribute to an uplifting of the Ummah.
Thank you!

Terima Kasih

Khob Khun Khrab

Wassalaam