



THE  
ROLE OF GOVERNMENT  
*and* INDUSTRY PLAYERS  
IN DEVELOPING, IMPLEMENTING  
AND SUSTAINING MFT

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ZULKIFLY MD SAID, DIRECTOR GENERAL  
ISLAMIC TOURISM CENTRE

..... MINISTRY OF TOURISM & CULTURE MALAYSIA .....

# ROLE OF GOVERNMENT IN TOURISM

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+ Governments play a vital role in the development of the tourism industry

+ In certain infrastructure projects, government almost always play a leading role.

(Eg. airports, major land transportation projects, infrastructure, economy, Halal certification, hotels, resorts, tourism attractions)

+ Ease of Entry Facilities (visa policy)

+ Support for SMEs through the provision of guidance and subsidies to help develop products and services targeting Muslim travelers

+ Setting guidelines for Halal certification and support product and services obtain Halal certification



# ROLE OF GOVERNMENT IN MUSLIM FRIENDLY TOURISM

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Raising Awareness

Destination Marketing

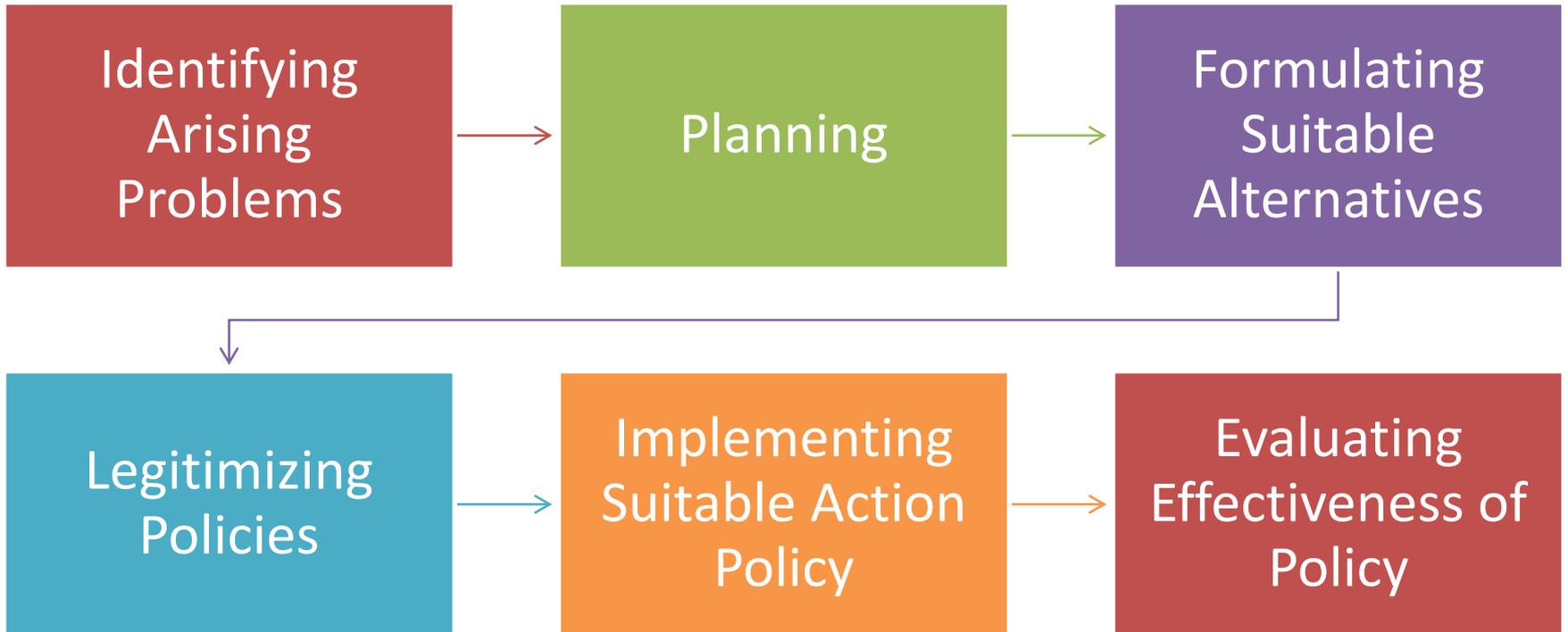
- Industry / Trade Events
- Muslim Visitor Guides
- Strategic Partnership

Certification of Products & Services

Products and Services Development

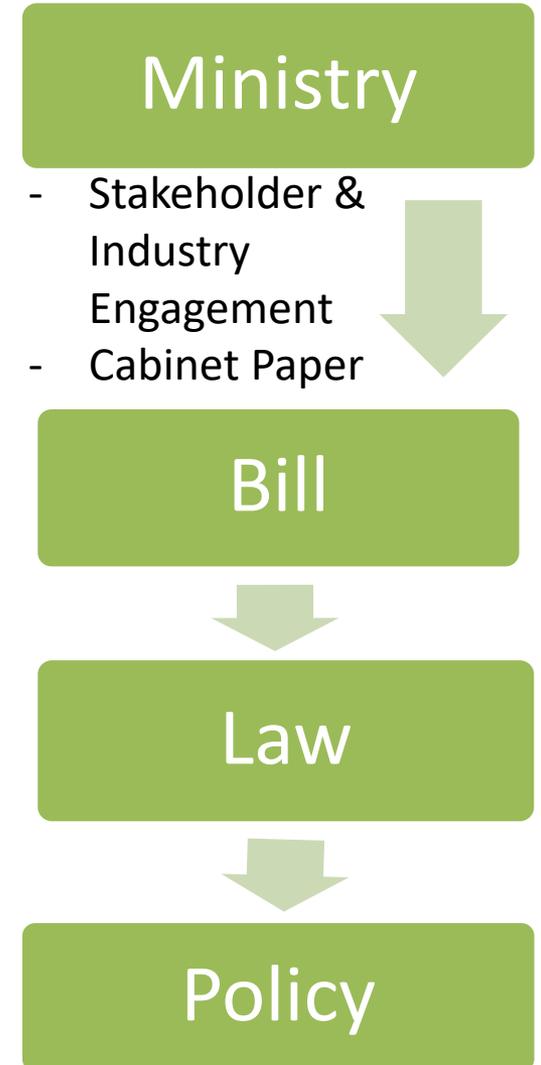
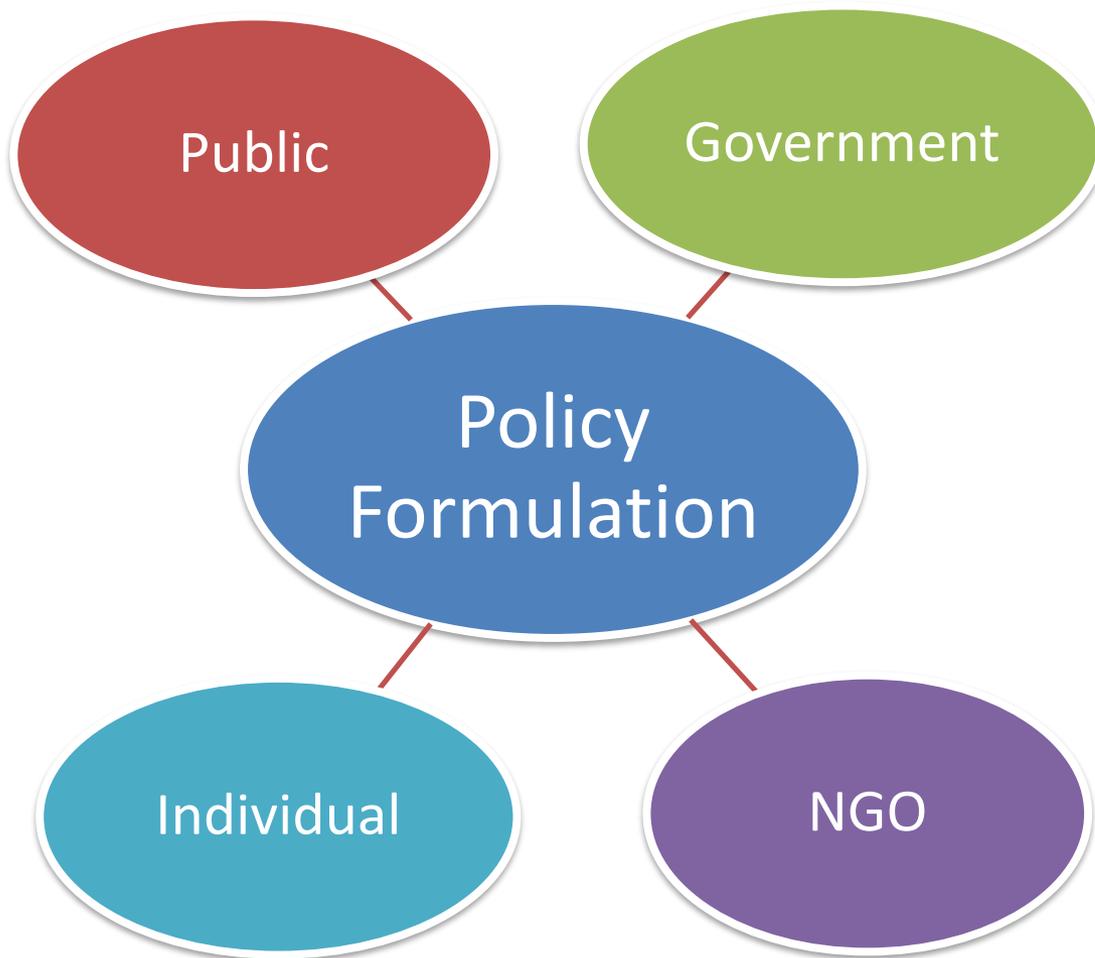
# POLICY MAKING PROCESS

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# POLICY FORMULATION PROCESS

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# ROLE OF MALAYSIA GOVERNMENT IN MFT

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## Policy and Strategy

- > Establishment of Islamic Tourism Centre (ITC) 2009
- > Development of Malaysia's Islamic tourism blueprint
- > Development of Muslim Friendly Tourism standard
- > Researches and gathering of market intelligence
- > Capacity building seminars/workshops
- > Information exchange at local and international platform
- > Industry stakeholder's engagement programmes



# RAISING AWARENESS

The logo for KPK Tourism Malaysia, featuring the Malaysian national emblem (Gelanggang Bersempurna) on the left, followed by the letters 'KPK' in a large, bold, blue font, and 'TOURISM MALAYSIA' in a smaller, blue font to the right. The background of the logo is a light yellow color.

KPK TOURISM MALAYSIA

# ABOUT ISLAMIC TOURISM CENTRE

# MINISTRIAL STRUCTURE



GOVERNMENT OF  
MALAYSIA

- PRIME MINISTER'S OFFICE
- PRIME MINISTER'S DEPARTMENT
- 23 OTHER MINISTRIES



MINISTRY OF  
TOURISM & CULTURE

## TOURISM



TM



ITC



MyCEB



NDCA



CRAFT



ARCHIVES



NT (IB)



LIBRARY



Balai Seni Lukis Negara  
National Art Gallery Malaysia

ART GALLERY



MUSEUM



ASWARA



HERITAGE

# ISLAMIC TOURISM CENTRE

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Approved by the government on 20 February 2009  
Officially launched on 16 March 2009



Registered as a *Company Limited by Guarantee* on 22 June 2009



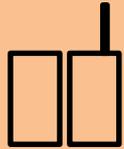
Operations is in accordance with the office manual, approved by the Board of Trustees



Supervised by a Board of Trustees, chaired by the Secretary General of the Ministry of Tourism & Culture

# MOTIVATIONS FOR ESTABLISHING ITC

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Influx of Middle-Eastern tourists post 9/11



Need to develop a new segment of the tourism and travel industry



Promote industry players to cater for special needs of Muslim tourists



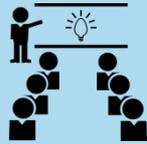
Capitalise on the huge potential of Islamic tourism

# ROLES AND RESPONSIBILITIES

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Undertaking strategic research on market intelligence for policy formulation



Providing capacity building in tourism human resource and professional service standards



Information exchange and sharing of sustainable tourism best practices



Developing strategic partnership with governmental, inter-governmental and NGOs

# VISION

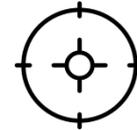
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To be the leading centre in providing strategic market research inputs for policy formulation in the development and promotion of sustainable Islamic tourism in Malaysia

# MISSION

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ITC is to be the Centre of Excellence for Islamic Tourism strategic market research, capacity building and in promoting goodwill among the Muslim and non-Muslim people via Islamic tourism



# MS2610:2015 Standard Muslim Friendly Hospitality Services – Requirements

**Initiated in**  
December 2012

**Public review period**  
September – October 2015

**Released in**  
January 2015

**Launched in**  
December 2015 **at**  
Putra World Trade Centre, Kuala Lumpur



# MUSLIM FRIENDLY HOSPITALITY SERVICES STANDARD



“  
*Standard Muslim Friendly Hospitality Services - Requirements merupakan satu dokumen yang dikeluarkan sebagai panduan dalam sistem jaminan untuk memelihara dan melindungi integriti produk dan perkhidmatan pelancongan Islam Malaysia dalam aspek pengipanan, pakej pelancongan dan Pemandu Pelancong.*  
”

**YB Dato' Sri Nazri Abdul Aziz**  
Menteri Pelancongan & Kebudayaan, Malaysia  
RM20.00 senaskah // [www.msonline.gov.my](http://www.msonline.gov.my)

**ADOPTION IS VOLUNTARY**  
**NO CERTIFICATION SCHEME**



# LATEST ITC RESEARCH

## RESEARCH UNDERTAKEN

- i) ISLAMIC TOURISM BLUEPRINT
- ii) SHARIAH COMPLIANCE ACCOMMODATION

## UPCOMING RESEARCH UNDER RMK11

- i) PROFILING OF MOSQUES WITH TOURISM RELATED ATTRACTIONS WITHIN THE TOURISM CORRIDORS IN MALAYSIA



# Study on the Readiness of Malaysia Accommodation Towards Shariah-Compliance

**Initiated in**  
July 2015

**Launched on**  
15 July 2016 at  
Malaysia Tourism Centre, Kuala Lumpur

**Open for sale beginning**  
September 2016



# CAPACITY BUILDING SEMINARS/WORKSHOPS

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## **JOINT SEMINAR ON ISLAMIC TOURISM (JOSIT)**

WITH THE MINISTRY OF TOURISM, INDONESIA

i) KUALA LUMPUR (2014)    ii) BANDUNG (2015)

## **MALAYSIA TECHNICAL COOPERATION PROG. (MTCP)**

KL, JOHOR, MELAKA, PUTRAJAYA, KEDAH, PENANG, KUCHING, KOTA KINABALU

(CONDUCTED A TOTAL OF 13 SINCE 2006)

## **REGIONAL SEMINAR ON ISLAMIC TOURISM (ReSIT)**

JOHOR BAHRU, KOTA KINABALU, PORT DICKSON, KUALA TERENGGANU

## **INTERNATIONAL TRAINING**

TOURISM MARKETING, GAMBIA (2015)

- COMMISSIONED BY SESRIC, OIC

## **NATIONAL IMAM ROUNDTABLE**

PUTRAJAYA (FEB 2016)

**SHORT COURSE:** STRATEGIES IN ENHANCING TOURISM WORKFORCE WITHIN OIC COUNTRIES (2016)

- PROJECT COMMISSIONED BY COMCEC, OIC

## **SYMPOSIUM ON ISLAMIC TOURISM**

KUALA LUMPUR (APR 2017)



# INFORMATION EXCHANGE AT LOCAL & INTERNATIONAL PLATFORM

## **PARTICIPATION IN KEY INTERNATIONAL & DOMESTIC TRAVEL TRADE EXHIBITIONS :**

ARABIAN TRAVEL MART (ATM), DUBAI, UAE  
WORLD TRAVEL MART (WTM) , LONDON UK  
PUTRAJAYA INTRL ISLAMIC ARTS & CULTURE FESTIVAL (PIIACUF)  
M'SIA INTRL ARTS & TOURISM SOUK, SHAH ALAM (MIATS)

## **SPEAKING ENGAGEMENTS:**

AUCKLAND, NEW ZEALAND  
JAKARTA, INDONESIA  
ANDALUCIA - GRANADA, SPAIN  
TOKYO, JAPAN  
SEOUL, SOUTH KOREA  
DAVAO, PHILIPPINES  
MINDANAO, PHILIPPINES  
SYDNEY, AUSTRALIA  
ABU DHABI, UAE  
KONYA, TURKEY  
LONDON, UK

## **STAKEHOLDER ENGAGEMENT PROGRAMMES:**

- i) **SEMINAR HALAL INDUSTRI PELANCONGAN (SHIP)**  
PUTRAJAYA , KUALA LUMPUR, PENANG, TERENGGANU
- ii) **MASTERCLASS ON MUSLIM FRIENDLY  
HOSPITALITY SERVICES STANDARDS**  
KUALA LUMPUR, PENANG
- iii) **MUSLIM FRIENDLY HOSPITALITY SERVICES RATING TOOLS**



## WITC 2017



IN BRIEF  
TOURIST MAP OF MALAYSIA

WITC™

THE FIRST  
**WORLD ISLAMIC  
TOURISM CONFERENCE™**

*Understanding and Embracing Muslim Friendly Tourism*

24 - 25 JULY 2017 . PACIFIC BALLROOM, SERI PACIFIC HOTEL  
KUALA LUMPUR, MALAYSIA

ORGANISED BY: ISLAMIC TOURISM CENTRE

SUPPORTED BY: MALAYSIAN ISLAMIC TOURISM CENTRE

IN CONJUNCTION WITH: VISIT ASEAN@50

OFFICIAL HOTEL: SERI PACIFIC

www.itc.gov.my

### World Islamic Tourism Conference 24 – 25 July 2017

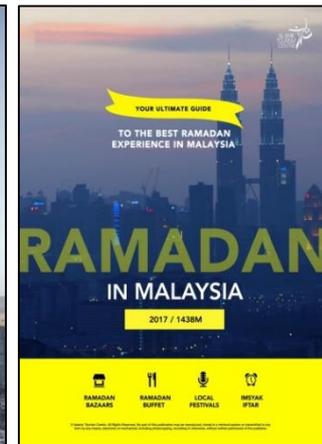
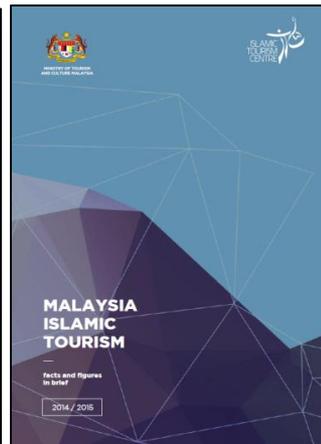
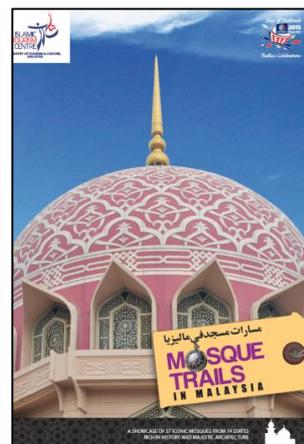
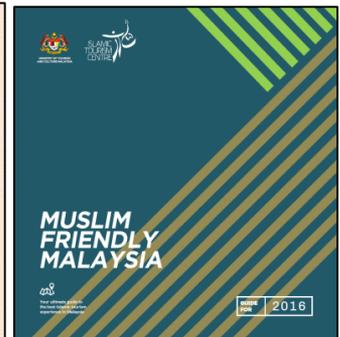
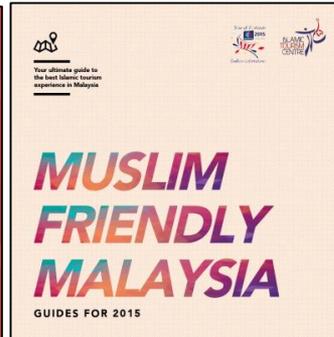
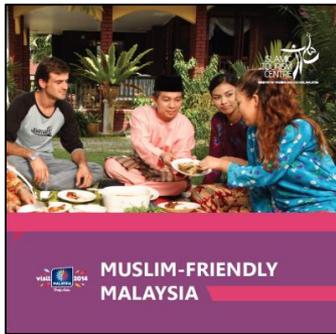
- First International Conference by ITC since 2010
- Pacific Ballroom, Seri Pacific Hotel
- Four sessions on various topics
- Participation Fee includes Conference Kit, Tea Breaks & Lunch
- Registration at [www.itc.gov.my](http://www.itc.gov.my) / [witc@itc.gov.my](mailto:witc@itc.gov.my)

# DESTINATION MARKETING



# MUSLIM VISITOR GUIDES

Development of Muslim visitor guides in a variety of formats suitable for different platforms



**SHORYUDO**  
CENTRAL JAPAN  
for Muslim Visitors  
Travel Guide

100% Halal  
Japan  
Ecotourism  
Discovery

Hotel Nikko Kansai Airport supports your comfortable stay.  
Muslim-friendly services are available at the hotel.  
Please refer to the website for more information. Please feel free to make use of the service.

■SERVICE CONTENTS (2017-2018)  
Dedicated prayer room in all guest rooms (20 rooms in total).  
Prayer services for guests' convenience.  
The prayer room is open 24 hours.  
Preparing both halal and non-halal food menus at the restaurant "MUSLIM RESTAURANT" and the Chinese restaurant "TOKALE".  
For details, please see the "Travel Guide".

■PRAYER ROOM FACILITIES  
Prayer mats, water, and ablution facilities are provided.  
Ablution facilities are provided in the prayer room and the hotel lobby.  
Ablution facilities are provided in the hotel lobby.

**HOTEL NIKKO KANSAI AIRPORT**  
TEL: +81-72-455-1111 <http://www.nikkokan.com>

See  
**MUSLIM VISITORS**

**JAPAN**  
Welcome Guide  
for Muslim Visitors

Plenty of information for enjoying Japan

**JAPAN**  
TRAVEL GUIDE  
for Muslim Visitors

A SLIM DESTINATION FOR MUSLIM TRAVELERS.  
**Gyeonggi-DO, SOUTH KOREA**

South Korea  
Gyeonggi-DO  
Tourism Bureau

MUSLIM FRIENDLY RESTAURANTS  
in Korea

100  
Search top 100 sites for you!

For Muslim Visitors  
**Korea Travel Guide**

Korea  
Be Inspired

Korea  
**RESTAURANT GUIDE FOR MUSLIM VISITORS**

**Muslim**  
— DINING IN TAIWAN —

Taiwan

Taiwan  
THE HEART OF ASIA

**TAIWAN Muslims Tour**  
台灣

**TRAVELING IN TAIWAN FOR MUSLIMS**

Tourism Bureau, Ministry of Transportation and Communications, Republic of China

**Muslim Guide to WESTERN AUSTRALIA**

Department of State Development  
Department of Agriculture and Food  
Tourism Western Australia

PERTH EDUCATION CITY

WORLDWIDE HALAL GUIDES

**NEW ZEALAND**  
A CULINARY HAVEN FOR MUSLIMS

FOOD + HOTELS + ACTIVITIES + SHOPPING + MOSQUES

WORLDWIDE HALAL GUIDES  
Halal Guides

**A MUSLIM TRAVELLER'S GUIDE**  
**Australia**

WORLDWIDE HALAL GUIDES  
Halal Guides

ISLAMIC TOURISM  
**BRUNEI DARUSSALAM**

BRUNEI TOURISM BOARD

wonderful indonesia

Welcome to **Indonesia**  
Visitor's Booklet

2015  
Muslim Friendly

حلال  
**HALAL**  
Check-in  
THAILAND

The Charming destination for Muslim tourists.

VIETNAM NATIONAL ADMINISTRATION OF TOURISM  
TOURISM INFORMATION TECHNOLOGY CENTRE

**VIET NAM**  
TOURIST GUIDEBOOK

VNA PUBLISHING HOUSE

# ISLAMIC FESTIVALS AND EVENTS



## Religious Events / Celebrations

- Awal Muharram, Maulidur Rasul, Ramadan, Eid-ul Fitr, Eid-ul Adha
- Iftar @ KL – Ramadhan Festival
- International Quran Recital (since 1958)
- Reviving the Islamic Spirit Convention

## Islamic Business Events

- World Halal Summit
- M'sia International Halal Showcase (MIHAS)
- ILM Arts Festival
- Putrajaya I'national Islamic Arts & Culture Festival
- World Islamic Economic Forum (WIEF)
- Twins of Faith

# STRATEGIC PARTNERSHIP

## Malaysia – Indonesia

### JOINT SEMINAR ON ISLAMIC TOURISM (JOSIT)

WITH THE MINISTRY OF TOURISM, INDONESIA

- i) KUALA LUMPUR (2014)
- ii) BANDUNG (2015)

## Malaysia – Japan

### MEMORANDUM OF COOPERATION

WITH 5 JAPAN MINISTRIES AND ORGANIZATIONS.

AREAS OF COOPERATION :

- i) providing assistance regarding halal to Japan in the preparation of the Tokyo 2020 Olympic and Paralympic Games;
- ii) promoting investments and trade for halal products and services between the Countries;
- iii) collaborating in promoting Halal integrity matters;
- iv) facilitating the development of Muslim-Friendly Tourism in Japan;
- v) promoting Islamic Finance and Banking; and
- vi) collaborating in the development of Halal Supply Chain and eco-system in Japan.



# CERTIFICATION OF PRODUCTS & SERVICES



フルーツ

¥150

抹茶パバロア

¥120

タピオカココナッツミルク



¥120

# THE HALAL FACTOR

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Global Halal Market Earns 2.3 trillion annually

\* Halal Market – Branding Malaysia as Global Halal Hub 2012, Malaysia External Trade Development Corporation (Matrade)



Vibrant and government regulated Halal industry in Malaysia

Pioneer of Halal standards and certification



Malaysia Halal Logo is recognized and well-accepted worldwide

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



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

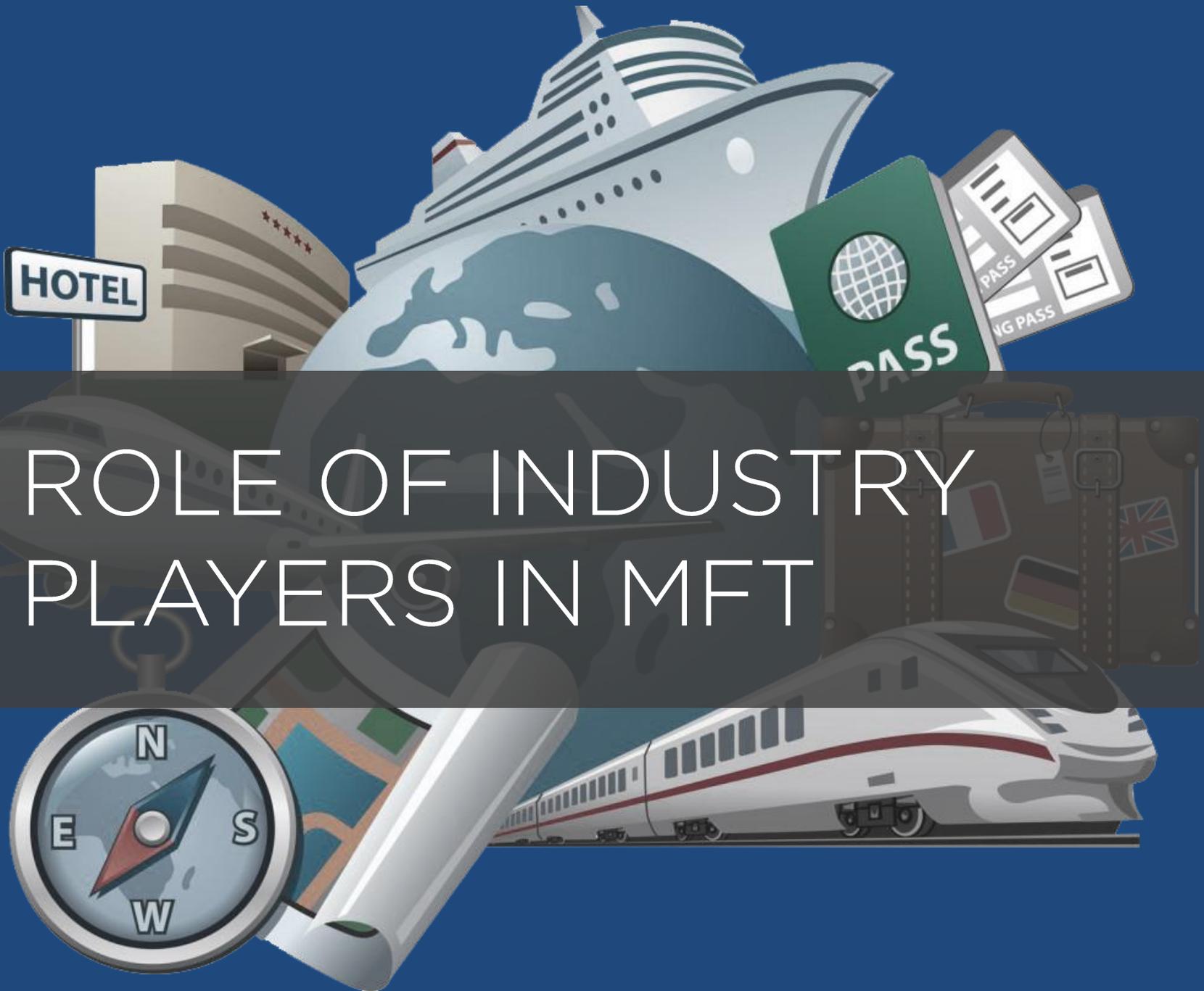
73 CBs have been recognised by JAKIM (60 countries, as of July 2016)

# OTHER MALAYSIAN GOVERNMENT POLICIES ON MFT

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- Under MOTAC, a **Tourism Development Infrastructure Fund** has been developed
  - Offering mortgage assistance
  - Purpose of this fund : to assist tourism entrepreneurs to develop or expand projects that contribute development of tourism industry
- Malaysian Investment Development Authority (MIDA) provided incentives to investors (local & foreign) that want to invest in Malaysia especially in the tourism industry.
- Halal Industry Development Corporation (HDC) – focus on SMEs within Halal industry in Malaysia
  - disseminating information on government incentives towards SMEs in the Halal industry
  - Providing business support and increasing the competitiveness of SMEs within Halal industry





# ROLE OF INDUSTRY PLAYERS IN MFT

# ROLE OF INDUSTRY PLAYERS IN MUSLIM FRIENDLY TOURISM

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- ACCOMMODATION
- TOUR GUIDE
- TOUR OPERATOR

# ACCOMMODATION - MUSLIM FRIENDLY HOTELS

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Popular MFT / Shariah Compliance  
Hotels in Malaysia :

- i. PNB Perdana On The Park KL
- ii. TH Hotels & Residences
- iii. Grand Bluewave Shah Alam
- iv. De Palma Hotel Kuala Lumpur
- v. Adya Hotel Langkawi

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

# MUSLIM FRIENDLY TOUR GUIDES

## Calling for Participants

+603 6196 5590 / 5595 / 5617

E-mail: [inhart@iium.edu.my](mailto:inhart@iium.edu.my)

International Institute for Halal Research and Training (INHART)

<https://twitter.com/OfficialIIUM>

<https://www.inhart.iium.edu.my>

### Organized by:

International Institute for Halal Research and Training (INHART)



### In Collaboration with:



## Muslim Friendly Tourist Guide TRAINING 2017

## MUSLIM FRIENDLY TOURIST GUIDE (MFTG) TRAINING PROGRAMME

- Initiated by ITC and INHART, IIUM
- Training course was designed as an extension of skills and knowledge specifically for the existing tourist guides

## Mosque Tour Guides

- Islamic Outreach ABIM Center has introduced a Mosque Tour Guiding volunteer program as well as provide training throughout the country
- There are >400 volunteers to date



# TOUR OPERATORS - MUSLIM FRIENDLY PACKAGES

**GREEN HOLIDAYS** **Taiwan**

**5D CUT-CUTI TAIWAN!**

**TOUR HIGHLIGHT**  
 TAIPEI - CHENGYI AIRMAN NANTOU - TAIYI - YESHUI  
 - TAIPEI GRAND MOSQUE  
 - G.K.O MEMORIAL HALL  
 - ALISHAN PARK  
 - FENCHU OLD STREET  
 - TAIYI LAGOONS FARM  
 - SUN MOON LAKE  
 - TAIPEI 101  
 - YESHUI  
 - HOTSPRING  
 - MIRAMAR SHOPPING DISTRICT  
 - XIMENDING

**TAIPEI 101**  
**TAIPEI GRAND MOSQUE**  
**SUN MOON LAKE**  
**MIRAMAR**

**PACKAGE INCLUDES:**  
 - 04/05 NIGHTS ACCOMMODATION WITH DAILY BREAKFAST  
 - TOUR & AIRPORT TRANSFER WITH ENGLISH SPEAKING GUIDE  
 - ENTRANCE FEES AND SPECIAL MEALS AS PER ITINERARY

**20 MEALS INCLUDE:**  
 Breakfast: 2 Lunch: 2 Dinner: 3

**30 MEALS INCLUDE:**  
 Breakfast: 3 Lunch: 4 Dinner: 4

**CUITI-CUTI TAIWAN**

RATES PER PERSON STARTING FROM	EXTENSION			
	60 PAX (PYAN)	7-9 PAX (COACH)	10-13 PAX (COACH)	14-20 PAX (COACH)
SD4N	830	870	765	715
			670	95
				40

Green Holidays Tours & Travel Pte Ltd  
 10th Floor, 105, Robinson Road, Singapore 068962  
 Tel: (65) 6228 7622 / 6222 3813 Fax: (65) 6227 7538 Email: sales@greenholidays.com.sg  
 Japan Dept: 10F, 105, Robinson Road, 102-103, Tanjong Pagar, Singapore 068962  
 Tel: (65) 6276 9080 Fax: (65) 6276 2836 Website: www.greenholidays.com.sg

**OKINAWA JAPAN MUSLIM TOUR**

**SHURI CASTLE** **WORKSHOPS**

**Muslim Friendly Tour in Okinawa Japan**

**DAY ONE:**  
 Arrive at Naha Airport, Welcome by local agent, Transfer to Hotel, Dinner, show at local restaurant  
 Meals: Okinawa Food with Halal

**DAY TWO:**  
 Ryukyu Village (Theme Park) / Manzanro Cliff / Lunch / Pineapple Park / Churumi Aquarium w/ Dolphin Show  
 Meals: Seafoods BBQ / Baked Halal set

**DAY THREE:**  
 Shikina Garden / Okinawa World with Drum Dance show / Lunch / Ryukyu Glass Factory / Ashibina Outlet Mall / Dinner  
 Meals: Okinawa Healthy foods with Halal / Halal Shabu Shabu

**DAY FOUR:**  
 Shuri Castle / Fukuhara Garden / Lunch / Shop and walk at International

**DAY FIVE:**  
 Hotel check-out, Transfer to airport, Depart Okinawa.

Street / Okinawa Prefectural Museum / Shopping at Shintoshin Commercial Complex  
 Meals: Japanese Foods (sashimi/omurice/yakisoba, etc) mixed with Halal (meat) / Buffet International Halal foods

Hotel check-out, Transfer to airport, Depart Okinawa.

**OKINAWA FOODS WITH HALAL** **PRAYER ROOM** **JAPANESE HALAL BENTO**

- Muslim Friendly Inbound & Outbound Packages
- >20 travel agencies providing Muslim Friendly packages in Malaysia
- Muslim tourists from China and Middle East tend to seek Muslim Friendly tour packages
- Non Muslim countries have started promoting Muslim Friendly Tour to attract Muslim travellers

**PELAYARAN ISLAMIK**  
 SYUKUR • TENANG • DAMAI

**1st ISLAMIC CRUISE IN THE WORLD**

**5\* SHERATON AND 5\* KEMPINSKI OR SIMILAR 2 night Stay**

**7D SICHUAN 5N MUSLIM TOUR**  
 CHENGDU - HUANGLONG - JIUZHAI VALLEY - DUJIANGYAN

**DEPARTURE DATE 27 AUG & 17 SEP**

**FROM MYR 3388**

**SPECIAL HIGHLIGHT**  
 PANDA MEAL, PANDA PUSK PILLOW & WIET IN COACH

**WI FI**

**MUSLIM GROUP SERIES**

**ONLINE TRAVEL RESERVATIONS**

Please click any one of our online travel reservation services and book your journey at your convenience and pace.

- Flights [Book Worldwide Flights](#)
- Hotels [Thousands of Hotels in China from](#)
- Car Hire [Car Rentals with Convenience](#)
- Sightseeing [Worldwide Sightseeing & Activities](#)



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THANK YOU

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