



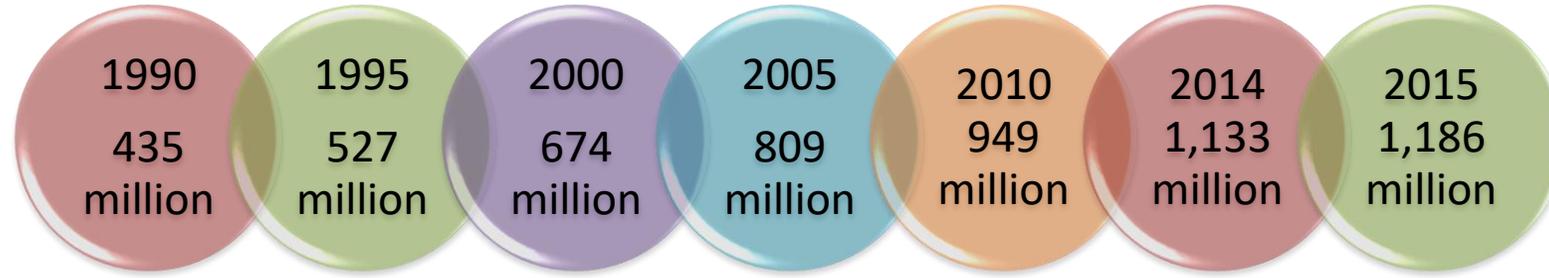
# EXPLORING ISSUES ASSOCIATED WITH MARKETING & PROMOTION OF MFT

---

**ZULKIFLY MD SAID**, DIRECTOR GENERAL  
ISLAMIC TOURISM CENTRE

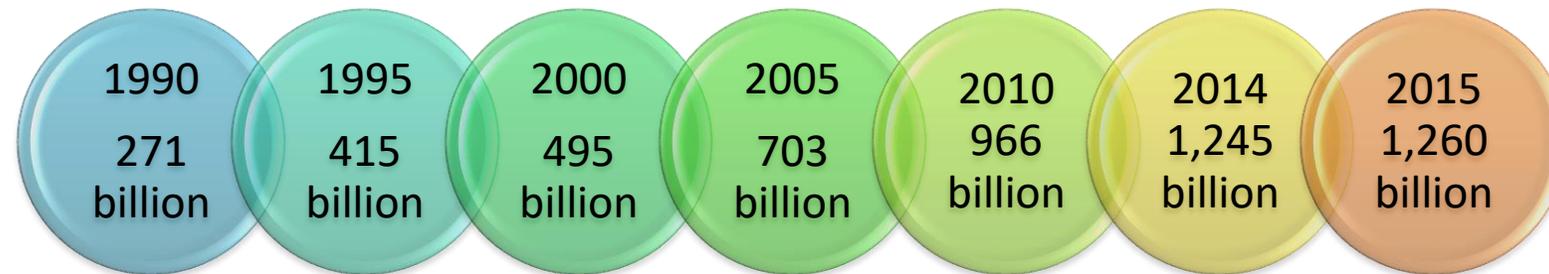
..... MINISTRY OF TOURISM & CULTURE MALAYSIA .....

# International Tourist Arrivals



---

# International Tourism Receipts (USD BILLION)



Source: UNWTO Highlights, 2016 Edition

## LONG TERM OUTLOOK AND FORECASTS

### International Tourist Arrivals Worldwide

increase by  
**3.3%**  
a year from  
2010 to 2030

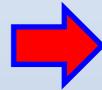
to reach  
**1.8**  
billion  
by 2030

# LONG TERM OUTLOOK AND FORECASTS

Between 2010 and 2030

# 4.4%

increase of yearly arrivals in emerging destinations \*



# TWICE

the rate of those in advanced economies (increase of 2.2% a year)

\*Emerging Destinations:

Asia, Latin America, Central & Eastern Europe, Eastern Mediterranean Europe, The Middle East, Africa.

# LONG TERM OUTLOOK AND FORECASTS

## Market Share of Emerging Economies

increased by

**45%**

In 2015

to reach

**57%**

In 2030



# THE GLOBAL MUSLIM MARKET

# GLOBAL MUSLIM POPULATION



**GLOBAL**

**1.7**

BILLION

Pew Research Centre



**OIC NATIONS**

**1.1**

BILLION

Pew Research Centre



**ASEAN**

**255**

MILLION

Pew Research Centre



**OTHER NATIONS**

**350**

MILLION

Thomson Reuters

**USD**

**155**

**BILLION**

**GLOBAL EXPENDITURE  
OF MUSLIM TRAVELLERS  
EXCLUDING HAJJ & UMRAH**

168

BILLION

**CHINA  
MARKET**

151

BILLION

**MUSLIM  
MARKET**

147

BILLION

**US  
MARKET**

80

BILLION

**UK  
MARKET**

Thomson Reuters

*State of the Global Islamic Economy 2016/2017*

**USD**

**300**

**BILLION**

**GLOBAL EXPENDITURE  
OF MUSLIM TRAVELLERS  
BY 2026**

# HIGHEST GLOBAL MUSLIM TOURISTS SPENDING PER CAPITA BY COUNTRY

USD (Billion)

<b>SAUDI ARABIA</b>	<b>19.2</b>
<b>UNITED ARAB EMIRATES</b>	<b>15.1</b>
<b>QATAR</b>	<b>11.7</b>
<b>INDONESIA</b>	<b>9.1</b>
<b>KUWAIT</b>	<b>9.0</b>
<b>IRAN</b>	<b>7.2</b>



**SHARING MALAYSIA'S EXPERIENCE IN TOURISM  
MARKETING / PROMOTIONS & DEVELOPMENT OF  
MUSLIM FRIENDLY TOURISM**

# THE SET UP

MINISTRY OF TOURISM &  
CULTURE

TOURISM MALAYSIA  
(44 OFFICES OVERSEAS)

ISLAMIC TOURISM  
CENTRE

MALAYSIA  
CONVENTION &  
EXHIBITION BUREAU

9 OTHER AGENCIES  
(CULTURE BASED)

# The Marketing Plan

# Product Segmentation

- Muslim Friendly Tourism
- Shopping Tourism
- Eco Tourism
- Sports Tourism
- Cultural & Heritage
- Education Tourism
- Health Tourism
- Agro Tourism
- Marine Tourism
- Events Tourism

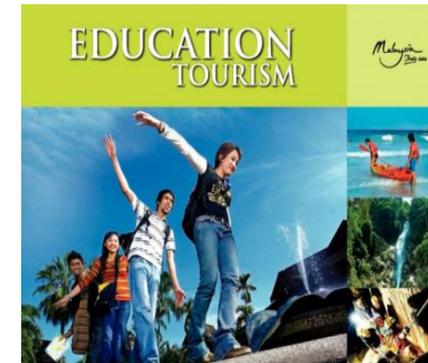
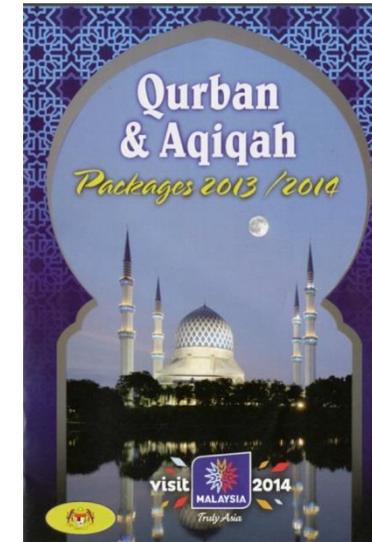
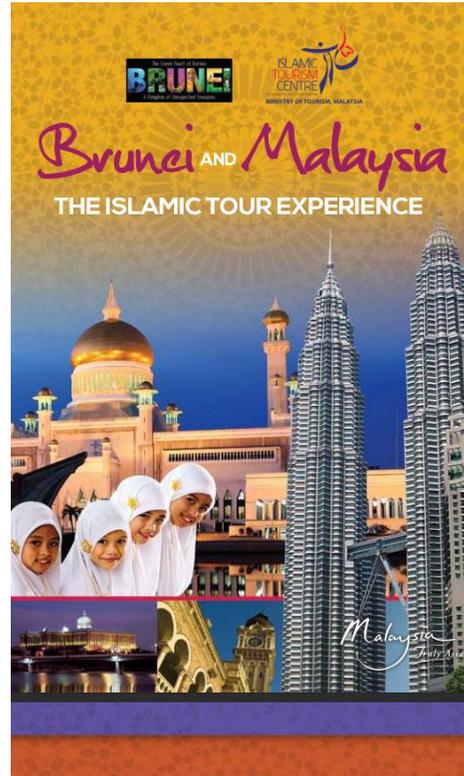


# Target Segment

- Seniors/Retirees
- Family
- Male & Female in their 20s to 40s
- Youth / Millennials / Students
- Special Interest / Niche
- MICE

# Development Of Tour Packages

- Local agents produce tour packages
- Distribute to all partners around the globe
- Agents have B2B deal with wholesalers
- Promotion of tour packages in various markets
- Multiple destinations (Regional)



# COMMUNICATING THE BRAND

*TM Overseas / Domestic Officers*

- Distribution Channels
- Advertising
- Public Relations And Media Relations
- Collaterals
- IT-based Marketing (Social Media)

# International & Domestic Travel Exhibitions

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

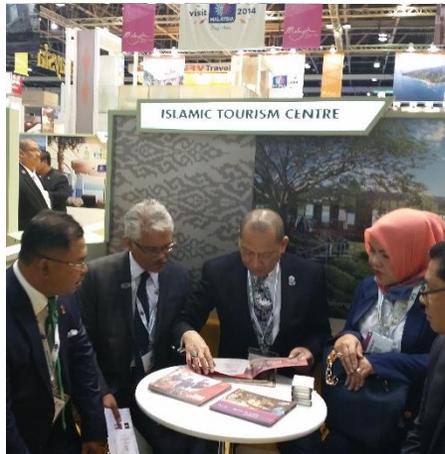
+ Tourism Malaysia overseas offices in Dubai & Jeddah implemented various promotional activities, including:

- \* Participation in the Arabian Travel Market since 1993
  - Middle East sales mission



Other Exhibitions participated by ITC under Tourism Malaysia :

- World Travel Market (London)
- Kazakhstan International Travel Fair
- Xi'An International Travel Fair, China



# SPEAKING ENGAGEMENTS, CONFERENCES, SEMINARS & INFORMATION EXCHANGE

Japan  
Korea  
Australia  
New Zealand  
Spain  
UAE  
Philippines



## 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

# ADVERTISING

(by Tourism Malaysia)

## TELEVISION ADVERTISING

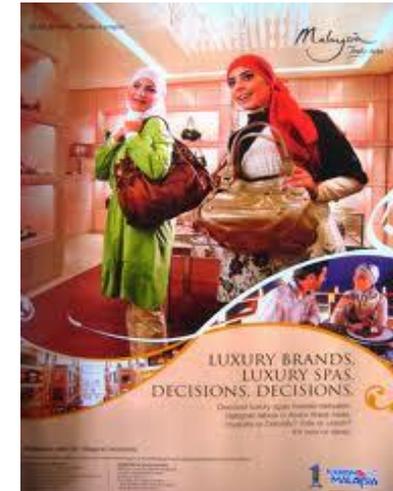
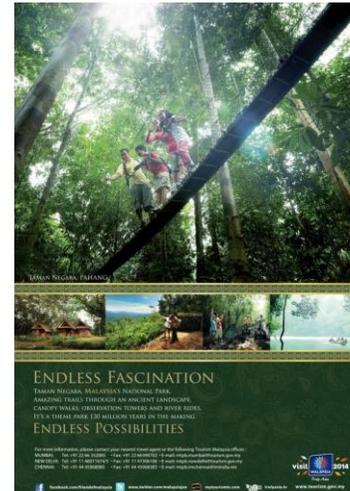
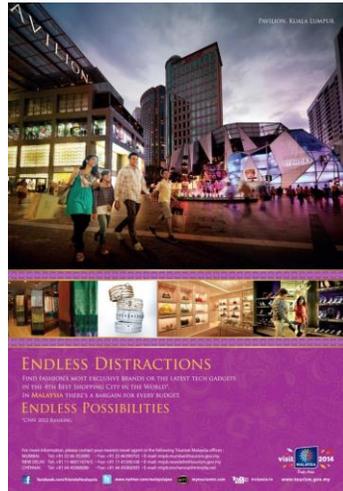


## OUTDOOR ADVERTISING



- + London double decker bus wrap
- + Taxi wrap
- + Billboard

## PRINT ADVERTISING



# PUBLIC & MEDIA RELATIONS

शुभ के शरार... मायावाचा  
वर्तुणे, साहस्येचा पूर्वे अर्धे  
पौराणिक कालखंडात  
भारतीय, समकालीन अर्थ, पुढचे अर्ध  
विश्वेतर विचार प्रवाह अर्थोत्सव...

## A MALAYSIAN GOLF ODYSSEY

Golf leaptfrogged from the sports pages to the cover headlines of the daily  
Lumpur in October last year as some of the world's best players descended  
Malaysia Capital for the... PGA  
MERAJ SHAH switched to...  
through some truly spectacular golf courses in Kuala Lumpur and



**KUALA LUMPUR**  
The CIMB Asia-Pacific Classic, the U.S. PGA Tour's one of only two stops in Asia, was being played out  
at the Mines Resort & Golf Club when I arrived in Kuala Lumpur. And from the sidelines, it seemed like

- + Familiarisation trip for international tour operators and media
- + Public Relation agencies in selected overseas markets (Tourism Malaysia)
- + Publicity & Press Releases



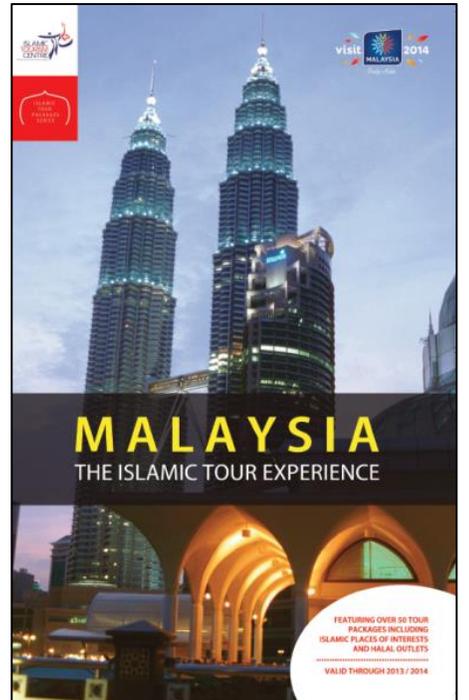
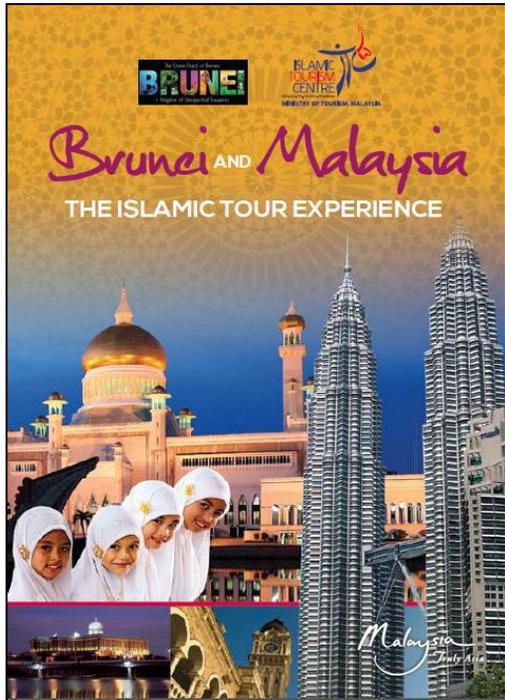
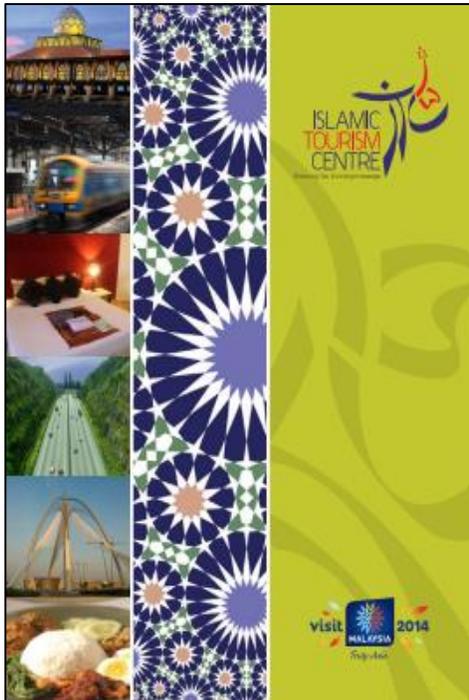
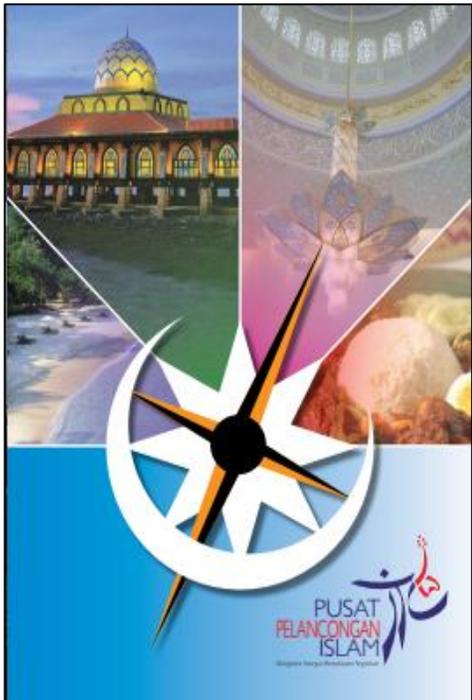
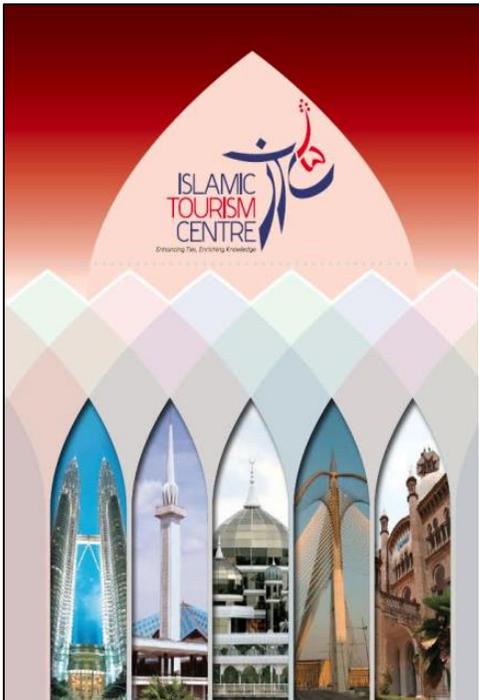
सलामत दातांग

मलेेशियाची अर्थोत्सवाचे पर्यटनकार  
पर्यटनकारांचे  
मलेेशियाची  
कालखंडात  
भारतीय, समकालीन अर्थ, पुढचे अर्ध  
विश्वेतर विचार प्रवाह अर्थोत्सव...

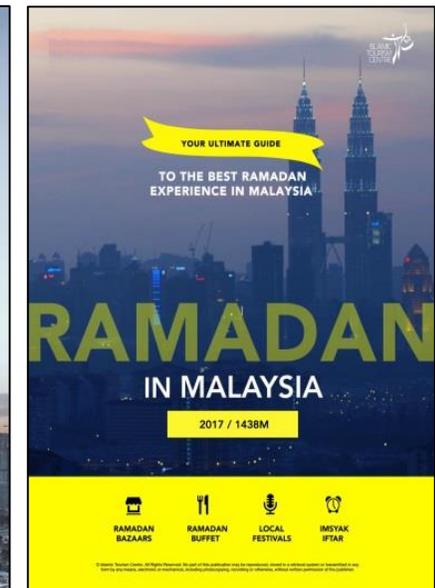
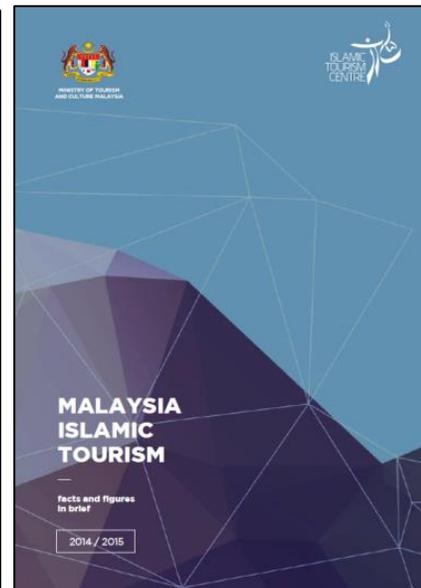
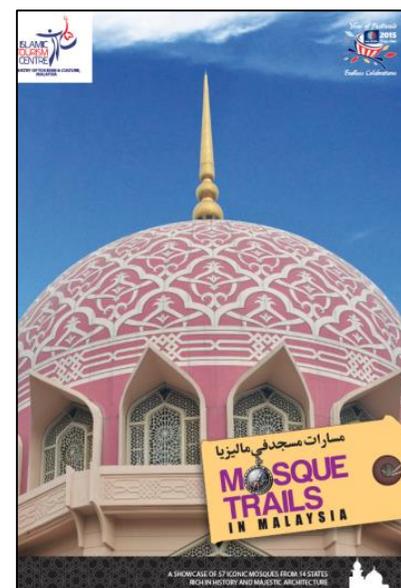
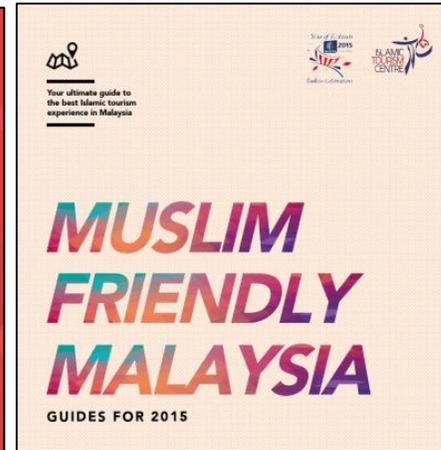
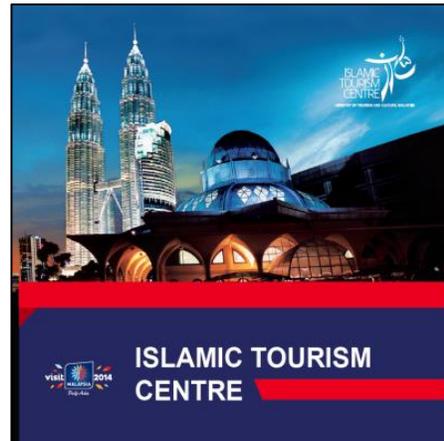
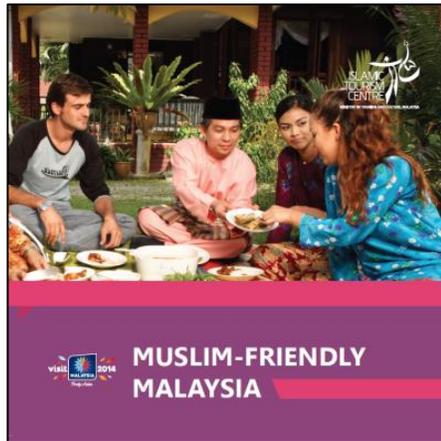


Malaysia Truly for MICE

# COLLATERALS



# COLLATERALS



# COLLATERALS- VIDEO



# Social Media – Blogs, Facebook, Twitter & Instagram



## Online and social media



[www.motac.gov.my](http://www.motac.gov.my)  
[www.tourism.gov.my](http://www.tourism.gov.my)  
[www.itc.gov.my](http://www.itc.gov.my)



Available Apps

+ My trip Planner  
+ Go2homestay



# Muslim Friendly Tourism Websites: Popular in Malaysia



ISLAMIC TOURISM CENTRE



HAVE HALAL WILL TRAVEL



SALAAM GATEWAY



ZILZAR LIFE



HALAL TRIP



HALAL BOOKING dot com



GoASEAN's the Halal Foodie (youtube)

# Muslim Friendly Tourism Smart Phone Apps



**MALAYSIA TRIP PLANNER**  
+ Official travel app from  
Tourism Malaysia

Developed by: Tourism Malaysia



**MOSQUE TOURS ACHEEN  
ST MALAY MOSQUE**  
+ Acheen Street Mosque  
tourism in Penang

Developed by: Penang Islamic Foundation



**HALAL TRIP**  
+ Halal restaurants  
and prayer times

Developed by: HalalTrip, Singapore



**HALAL APP**  
+ Halal restaurants  
and products in Malaysia

Developed by: HDC



**PENANG HISTORICAL  
MOSQUES APP**  
+ Guides to 40 mosques  
in Penang

Developed by : INSPIRE and Think City



**SOLAT MALAYSIA 2015**  
+ Accurate solat time in  
Malaysia

Developed by: M-Village (MSC)



DEVELOPMENT  
PRODUCT AND SERVICES

## Role of Government

# Muslim Friendly Hospitality Services Standards (MS: 2610:2015)

- + Developed by the Department of Standards Malaysia, in collaboration with tourism stakeholders of Malaysia, including the Ministry of Tourism & Culture
- + Published and launched in 2015
- + Focuses on 3 areas:
  - Tourist Guide
  - Accommodation
  - Travel & Tour
- + Available for purchase at <http://www.msonline.gov.my> for USD5 only

*Shipment information and other terms & conditions as per the website.*



## MALAYSIAN STANDARD

MS 2610:2015

**Muslim friendly hospitality services -  
Requirements**

ICS: 03.120.01

Descriptors: muslim, islamic, friendly hospitality services, requirements

© Copyright 2015

DEPARTMENT OF STANDARDS MALAYSIA

# PRAYER FACILITIES EASILY ACCESSIBLE

Airports • Highway Rest Service Areas • Shopping Malls • Theme Parks • Office Buildings • Golf Resorts Stadiums • Convention Centres • Hospitals • Restaurants • Electric Train Services



helicopter, managed and operated by Cempaka Aviation, was sent to Subang from Kuantan.

recycle containers at terminals and Tuas checkpoints by the end of next year.

	SUBUH (am)	SYURUK	ZUHUR	ASAR (am)	MAGHRIB	ISYAK
Malacca	5:43	7:02	1:10	4:30	7:16	8:27
Penang	5:46	7:04	1:18	4:36	7:26	8:39
K. Lumpur	5:43	7:03	1:13	4:32	7:20	8:32
Johor Baru	5:37	6:56	1:04	4:24	7:09	8:20
Kuantan	5:38	6:58	1:07	4:27	7:13	8:25
Iphoh	5:45	7:01	1:15	4:34	7:23	8:35

**PRAYER TIMES**  
Sajakera bersama perlindungan IKHLAS  
Website: www.takaful-ikhlas.com.my  
Tel no.: 03-2723 9999 Call centre: 03 2723 9696  
Faks no.: 03-2723 9998  
TAKAFUL IKHLAS BERHAD (593075 U)  
(Wholly owned by MNRB Holdings Berhad)

ENJOY SEATS UP TO 25% ON THIS FESTIVE SEASON WITH IKHLASKEMBARA TAKAFUL VIA [www.ikhlas.com.my](http://www.ikhlas.com.my)



# MOBILE MUSOLLA

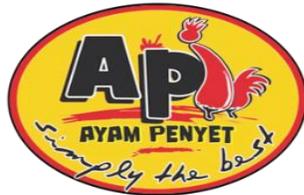
Launched at Maal Hijrah Celebration in  
Putrajaya  
2 October 2016

Initiated by Department of Federal  
Territory Islamic Affairs (JAWI)



# A CULINARY HALAL HAVEN

International Fast Food Chains Certified Halal • International & Local Halal Cuisines • Food Festivals



# CONNECTIVITY



Total Flight  
Frequency

**2,600** weekly



Flight Frequency  
from OIC countries

**810** weekly



Average seat occupancy

**352,116** weekly

Garuda Indonesia 

 **air astana**

**QATAR**   
AIRWAYS القطرية

هوایپسانی مازان  
**Mahan Air**

**malaysia**   
airlines

  
ROYAL BRUNEI  
AIRLINES

  
**Emirates**

**TURKISH AIRLINES** 

الإتجاه  
**ETIHAD**  
AIRWAYS

السعودية  
**SAUDIA**

  
الخطوط الجوية العراقية  
**Iraqi airways**

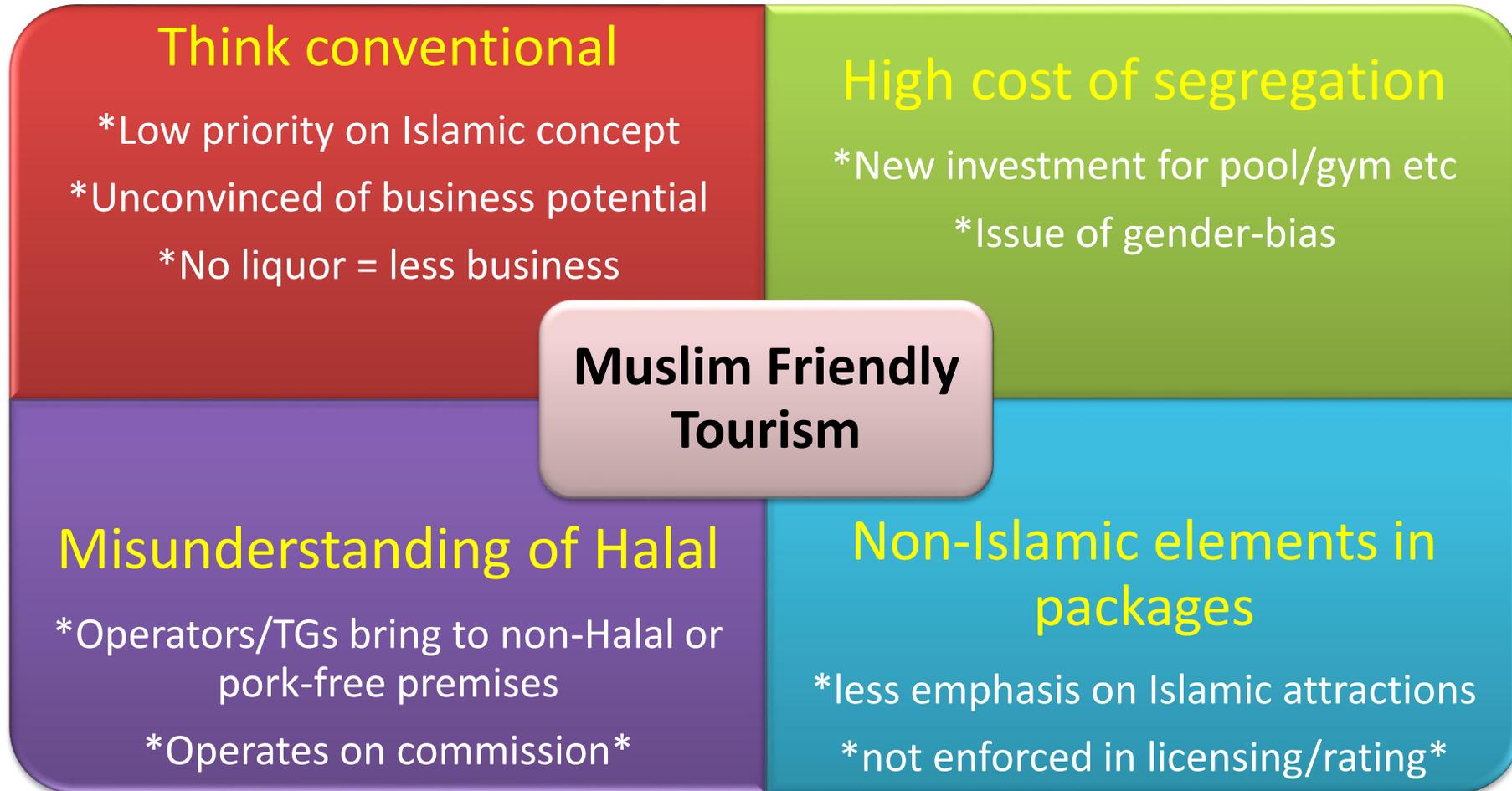
طيران الخليج  
**Gulf Air** 

الملكية الأردنية  
**ROYAL JORDANIAN** 



ISSUES & CHALLENGES

# Challenges to Muslim Friendly Tourism Industry



ISLAMOPHOBIA IN THE  
EYES OF GLOBAL  
COMMUNITY

SPINNING MEDIA FACTOR  
TRADITIONAL AND SOCIAL  
MEDIA OUTLETS

FACTIONS OF EXTREME  
AND RADICAL ISLAM

CONFLICTS IN MIDDLE EAST

**TERRORISM**

BAN Darth Vader's DEATH SQUAD..



**OUT!**

A photograph of a busy city street at dusk. The scene is filled with a large crowd of people, many of whom are looking towards the camera. In the background, there are several tall buildings, including a prominent one with a grid-like facade. Colorful banners are hanging from a street pole. A traffic light is visible on the right, showing a green light. The overall atmosphere is that of a major event or festival.

# SYDNEY HOSTAGE CRISIS 2014



# JAKARTA ATTACKS 2016



**BRUSSEL ATTACKS  
2016**



**SYRIAN CIVIL WAR  
2015 - PRESENT**

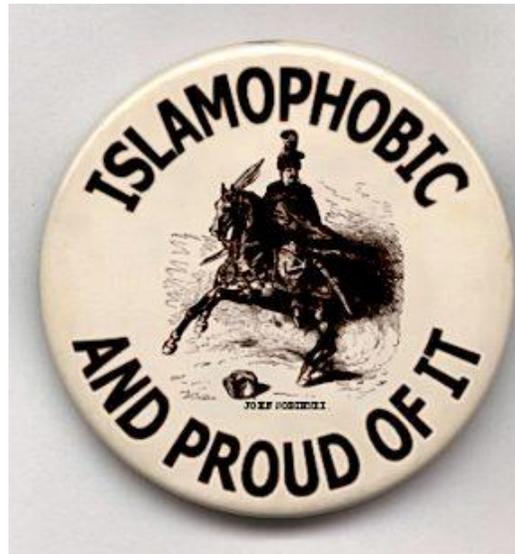


**TURKEY BOMBINGS  
2016**



**UK ATTACKS  
2017**

# Influence of the Media

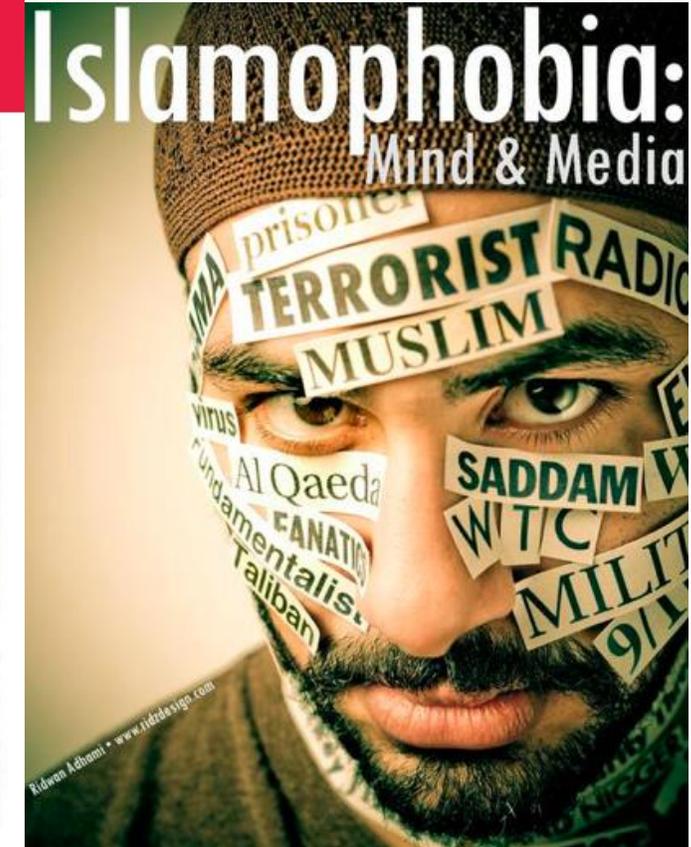


CHOOSING THE BEST ELECTRON ROSSCOPE TO HELP YOU FIND THE DIFFERENCES BETWEEN ROMNEY AND OBAMA | LEGALIZE IT! OBAMA ON TORTURE | THERE'S MONEY TO BE MADE IN THIS ECONOMY (JUST NOT FOR YOU) | RACE TO THE TOP: PAVING THE WAY TO A POST-LITERATE AMERICA

SEPTEMBER 24, 2012

## Newsweek

# MUSLIM RAGE



**DAILY EXPRESS**  
THE WORLD'S GREATEST NEWSPAPER

**FREE GUMMIE FACTORY SWEETS FOR EVERY READER**

**FREE BEAUTY TREATMENT FOR 2 PEOPLE WORTH £20 AT OVER 2000 OUTLETS**

WHSmith

# MUSLIM PLOT TO KILL POPE

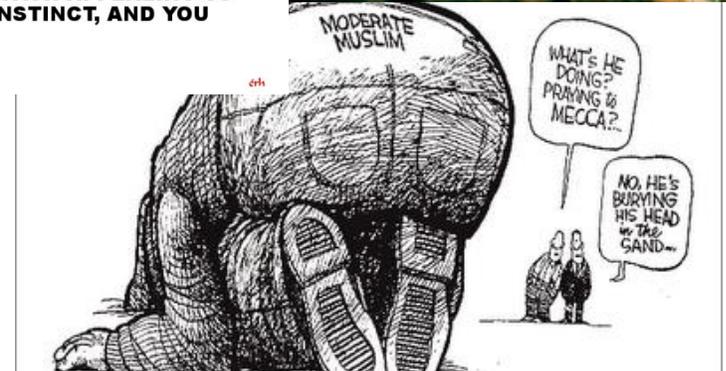
**Bogus street cleaners held**

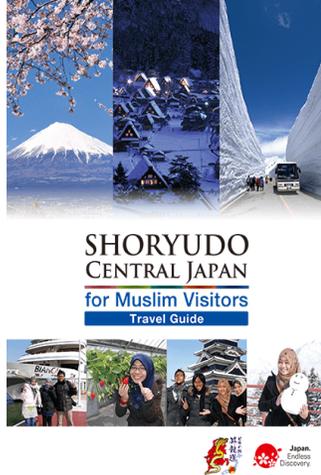
**The baby my dad never had the chance to see**

THE AMC terrorists disguised as street cleaners who were held at the...  
The baby my dad never had the chance to see...  
A 11 children died at...  
THE END



CASH APPEALING TO INSTINCT, AND YOU





Hotel Nikko Kansai Airport supports your comfortable stay.

Hotel Nikko Kansai Airport's new expanded customer service for Muslims to stay more comfortably. Please feel free to make use of the service.

本ホテルは、イスラム教の観光客に滞在をより快適にするため、新しいお客様サービスセンターを開設しました。

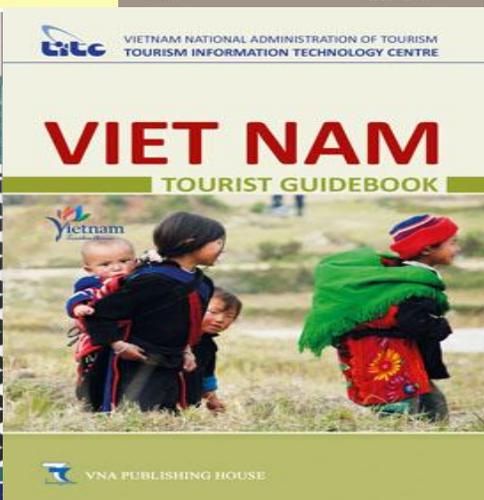
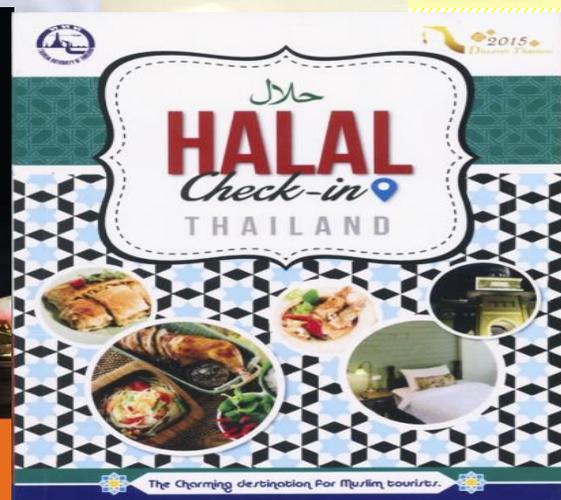
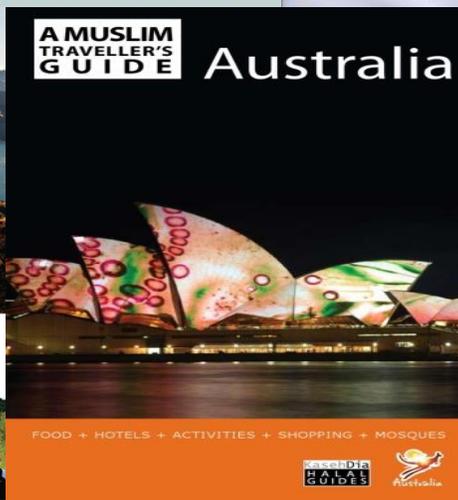
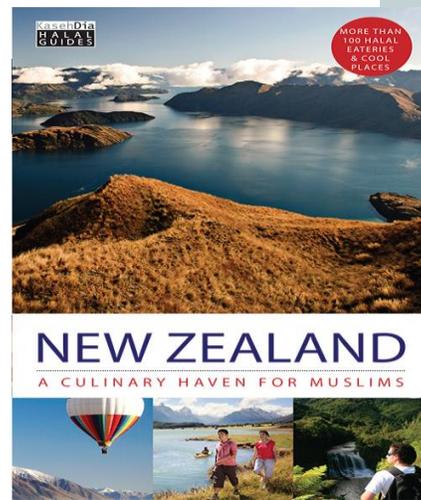
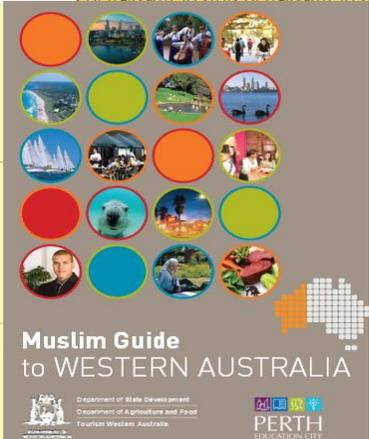
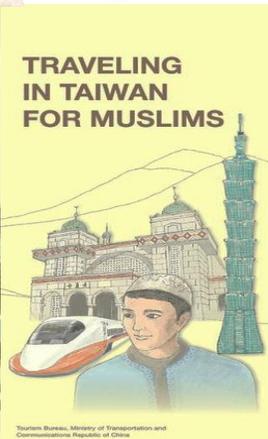
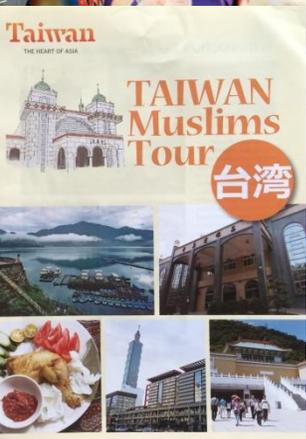
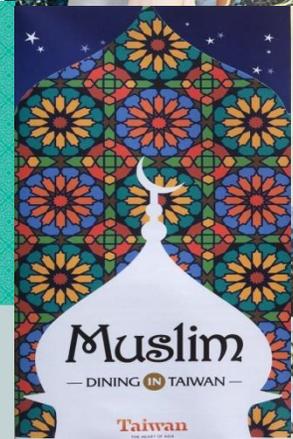
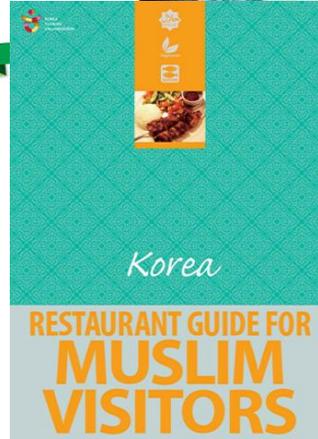
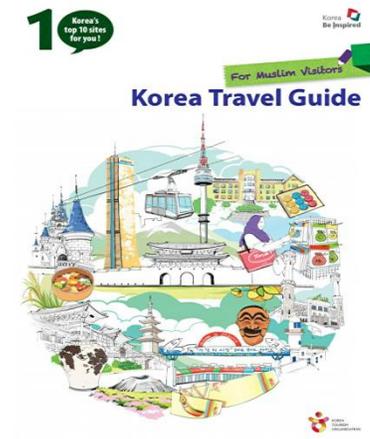
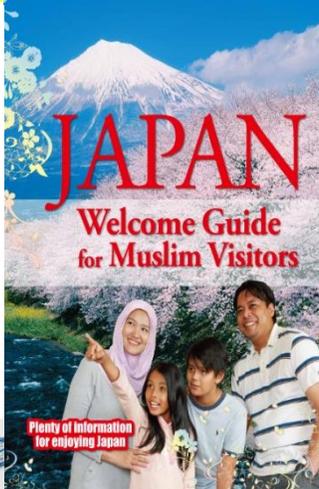
■SERVICE CONTENTS ■

Sharia Compliant in all guest rooms (20 rooms in total).  
 Prayer services for guests' convenience.  
 The offer of halal and kosher products.  
 Preparing halal and kosher menu at the Japanese restaurant "YAKITORI" and the Chinese restaurant "TOKALE".  
 For details, please see the hotel staff.

■SERVICE CONTACTS ■

本ホテルの予約センターは、24時間稼働しています。  
 予約センターの電話番号は、072-455-1111、ウェブサイトはwww.nikkokan.jp、Eメールはinfo@nikkokan.jpです。

HOTEL NIKKO KANSAI AIRPORT  
 TEL: +81-72-455-1111 http://www.nikkokan.jp



# Other Issues

- Have no dedicated tourism ministry / agency
  - Establish tourism office / representative.
- Lack of funding
  - fund for promotion and marketing development
- Political stability
  - Safety & security issues (positive image)
- Low awareness of MFT on supply side
  - regular workshops and seminars on the MFT supply side
- Muslim-Friendly businesses need also be both operationally and financially sound.
  - Promotion of MF/Shariah Compliant must be balanced without neglecting certain aspects
  - Eg: Rayani Air
- Halal issues
  - Low understanding of the concept of Halal
  - Industry reluctant to get certification, because they feel they are already Halal



WAY  
FORWARD

# Way forward for OIC Member Countries..



ENHANCE MARKETING & PROMOTION STRATEGIES

| Intra-regional travel | Internet & social media |



SELF-ASSESSMENT THROUGH SWOT ANALYSIS



ALLOCATE MORE FUNDING FOR PROMOTION AND INFRASTRUCTURE



RELAXATION OF TOURISM-RELATED REGULATIONS

| Duties & taxes | Visa requirements |



ESTABLISH NETWORKING

| B2B |

*TERIMA KASIH*



*THANK YOU*