



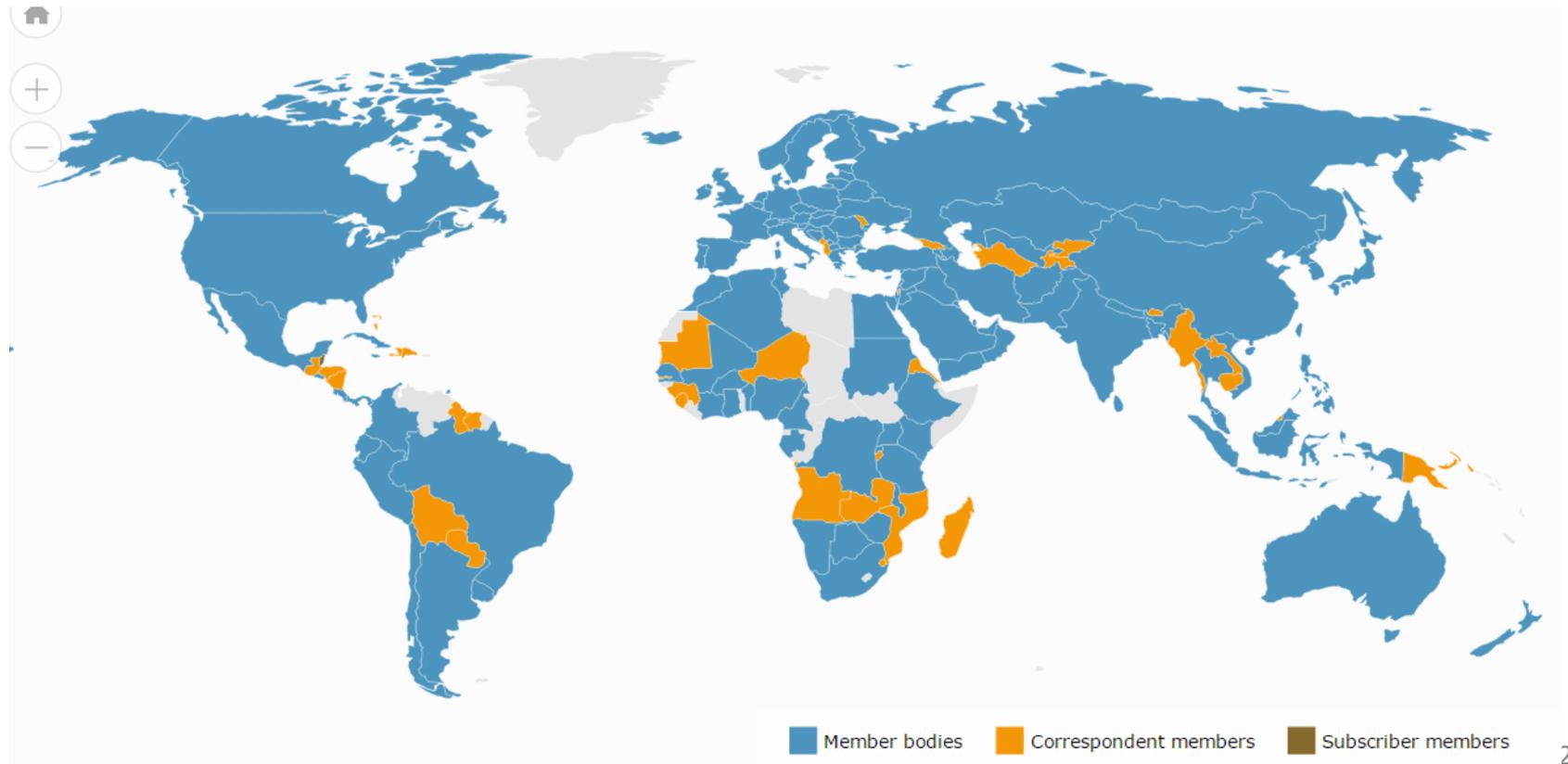
ISLAMIC TOURISM CENTRE

**DEVELOPING MFT: CASE STUDY ON
MALAYSIA'S MS2610:2015 – MUSLIM
FRIENDLY HOSPITALITY SERVICES
(MFHS) STANDARDS**

ABOUT ISO

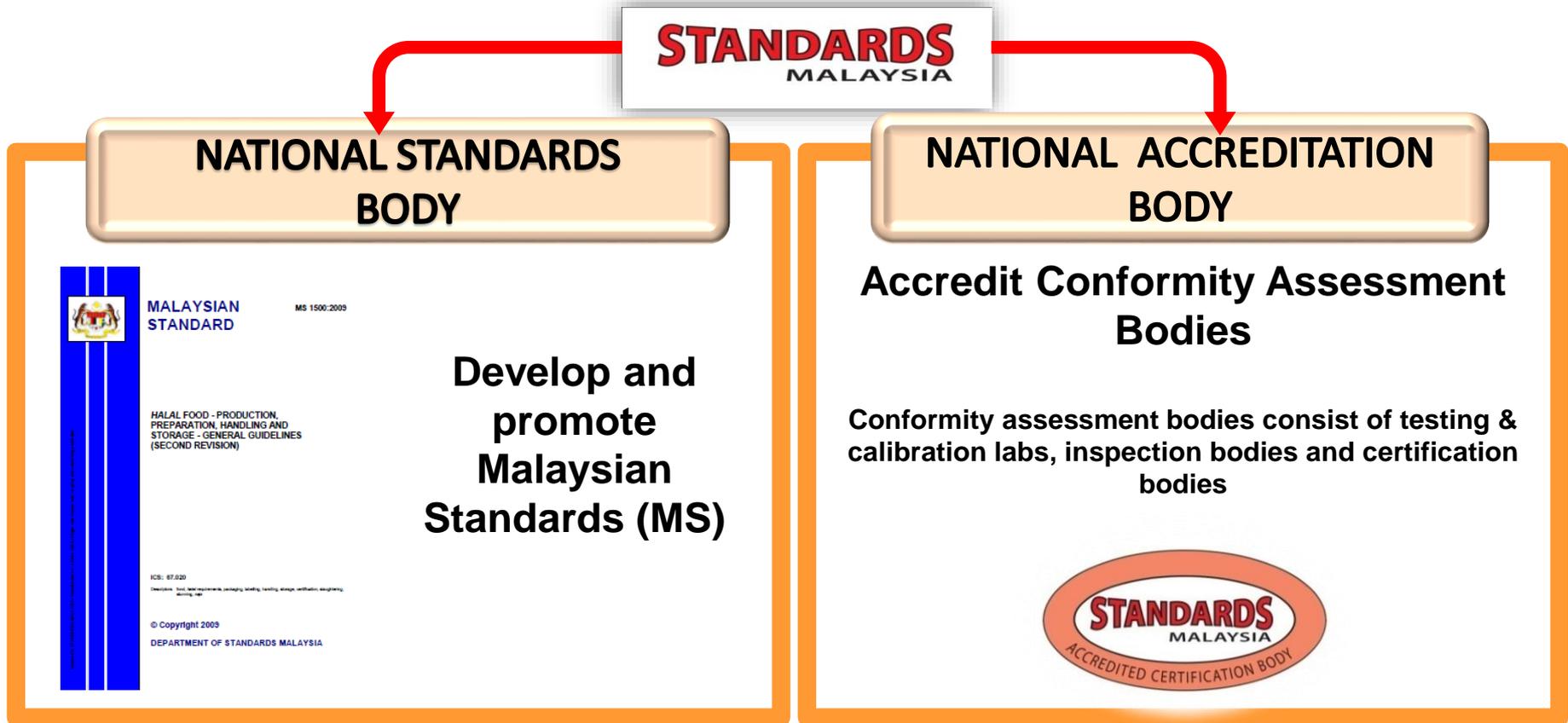


- Non-governmental international organization with a membership of 163 national standards bodies.
- 3 member categories.



ABOUT STANDARDS MALAYSIA

- Established on 28 August 1996
- Standards Malaysia is an agency under the ambit of the Ministry of Science, Technology and Innovation (MOSTI)



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



ABOUT MS 2610:2015

SCOPE



- Provides guidelines and requirements for managing tourism facilities, products and services for Muslim travellers in accommodation premises, tour packages and tourist guides.
- All requirements in this standard are generic and are intended to be applicable to all organisations and individuals managing Muslim friendly tourism products and services within the three specified areas.
- Not applicable for health and beauty health facilities such as spa and massage or any balneotherapy facilities, products and services.

REQUIREMENT



- General
- Specific
- Legal

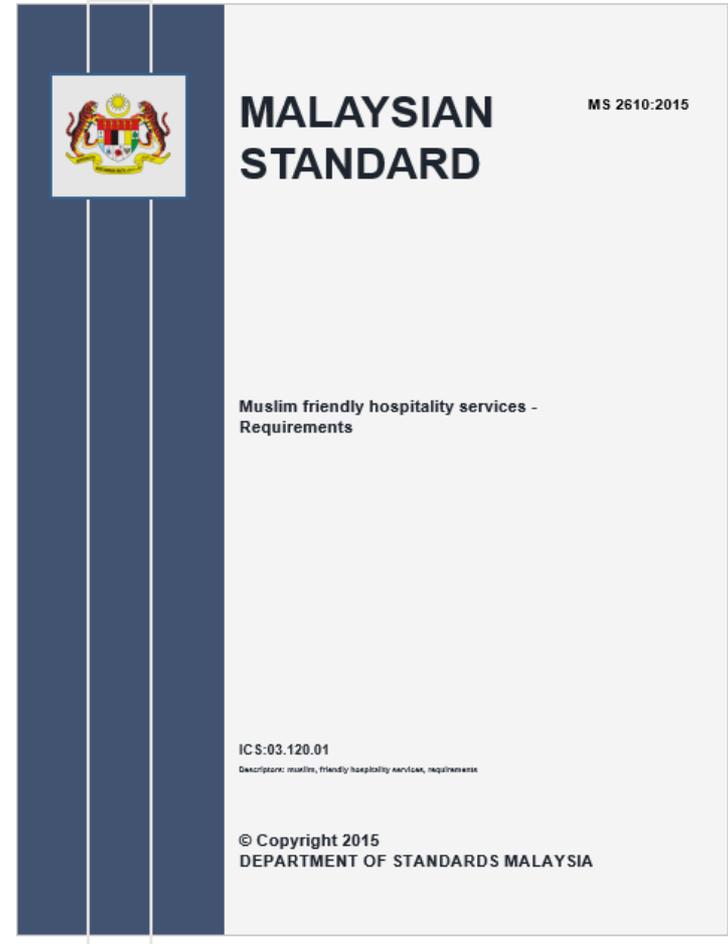
COMMITTEE RESPONSIBLE

- Technical Committee (TC) on Management System From Islamic Perspectives



ABOUT MS 2610:2015

- + MS2610:2015 is the first **Islamic tourism standard** in the world **developed by a national accreditation body**, the Department of Standards, Ministry of Science, Technology & Innovation, Malaysia.
- + The standard was developed using with ISO (International Organization for Standardisation) principles and **adapts to Malaysian environment**.
- +The development process **took into account all relevant** tourism stakeholders / associations .
- + Focuses on **3 areas**:
 - Accommodation
 - Tour Operator
 - Tourist Guide
- + The Standard can be purchased from the **Department of Standards** or through msonline.gov.my for only USD5.





INDUSTRY STANDARDS COMMITTEES (ISC)

Standards Malaysia

SIRIM Berhad

MTIB

IKM

MPMA

Standards Users

LGM

ISC A Agriculture

ISC B Chemicals and Materials

ISC C Consumer Interests

ISC D Building, Construction and Civil Engineering

Timber, Timber Structure & Timber products

ISC E Generation, Transmission and Distribution of Energy

ISC F Mechanical Engineering

ISC G Information Technology, Communication and Multimedia

ISC H Petroleum and Gas

ISC I Halal Standards

ISC J Plastics and Plastic Products

ISC K Packaging and Logistics

ISC L Road Vehicles

ISC M Fire Safety and Prevention

ISC N Rubber and Rubber Products

ISC O Organisational Management

ISC P Metallic Materials and Semi-finished Products

ISC Q Textiles and Apparels

ISC R Medical Devices and Facilities for Healthcare

ISC S Electrical and Electronics Equipments and Accessories

ISC T Tourism, Exhibition & Hospitality Services

ISC U Food and Food Products

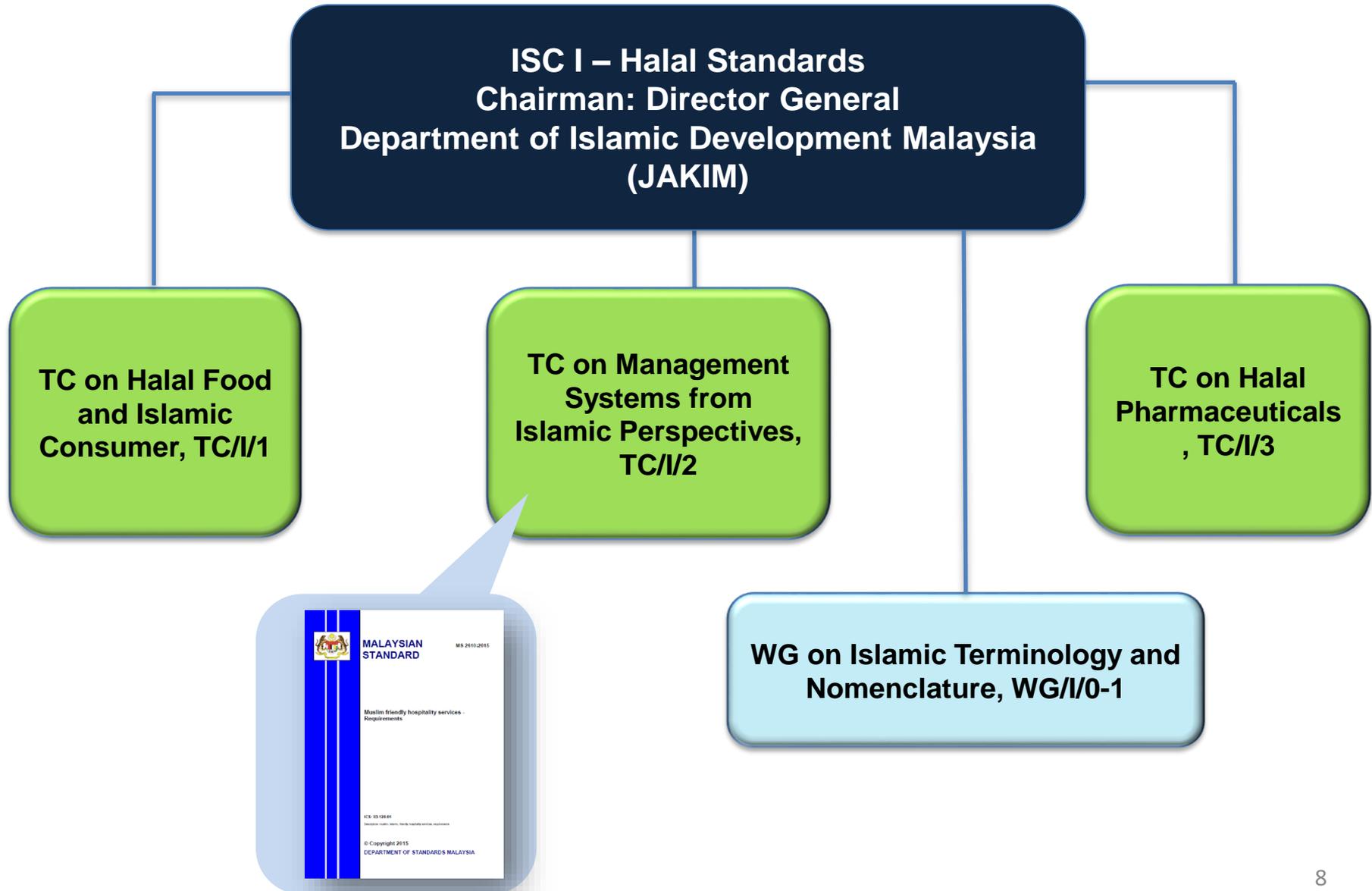
ISC W Occupational Safety and Health

ISC Y Quality Management and Quality Assurance

ISC Z Environmental Management



ISC I (HALAL) STRUCTURE



MEMBERSHIP OF TC ON MANAGEMENT SYSTEM FROM ISLAMIC PERSPECTIVES

Department of Islamic Development Malaysia

Halal Industry Development Corporation Sdn Bhd

Institute of Islamic Understanding Malaysia

International Islamic University Malaysia

Malaysian Anti-Corruption Commission

Muslim Consumers' Association of Malaysia

Research Institute of Standards in Islam

SIRIM QAS International Sdn Bhd

Yayasan Ilmuwan

Co-opted members

Ministry of Tourism and Culture Malaysia (Islamic Tourism Centre)

Bumiputera Travel and Tour Agents Association of Malaysia

International Halal Integrity Alliance

International Islamic University Malaysia (International Institute for Halal Research and Training)

Malaysia Association of Tour and Travel Agents

Malaysian Association of Hotel

Malaysian Association of Hotel Owners

Malaysian Tourist Guides Council

Ministry of Tourism and Culture Malaysia (Tourism Malaysia)

PROCESS: MFHS DEVELOPMENT



Dec 2012 Submission of proposal to develop the standard	Dec 2012 ISC Approval obtained	Mac 2013 Funding approved	July 2013 1 st TC meeting Aug – Mar 2014 Draft development period April 2014 2 nd TC meeting May 2014 3 rd TC Meeting June 2014 4 th TC meeting	Aug – Sept 2014 Public comment period Tourism stakeholder engagement workshop at Grand Season Hotel	Oct - Nov 2014 Review comments received Notes : 21 Comments received during consultation	Dec 2014 The draft accepted by ISC I	Dec 2014 The Final Draft of MS (FDMS) verified by DSM	6 Jan 2015 FDMS approved as MS by Minister
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MFHS DRAFT MALAYSIAN STANDARD INDUSTRY REVIEW

- Tourism stakeholder engagement workshop at Grand Season Hotel on 14 August 2014 during public comment period
- Hoteliers, tour operators, tourist guides, tour agency, high learning institutions and government officials.
- Review 21 comments received



Islamic Tourism Centre

August 18, 2014 · 🌐

Muslim-friendly Hospitality Services draft Malaysian Standard industry review

#vmy2014 #malaysiatrulyasia Dr. HP Ong Kementerian Pelancongan dan Kebudayaan Malaysia Malaysia Truly Asia [Tourism](#) Malaysia ~ Cuti-Cuti 1Malaysia Visit Malaysia Year [2014](#) Jabatan Arkib Negara Malaysia Perpustakaan Negara Malaysia Jabatan Muzium Malaysia Jabatan Warisan Negara (Department of National Heritage) Jabatan Kebudayaan dan Kesenian Negara Istana Budaya Aswara Kraftangan Malaysia Balai Seni Visual Negara Malaysia Convention & Exhibition Bureau

<http://itc.gov.my/.../draft-malaysian-standard-industry-review>



MFHS Draft Malaysian Standard industry review

Following up the release of Draft Malaysian Standard : Muslim Friendly Hospitality Services (MFHS) – Requirements by SIRIM on 1 August 2014, a day session of industry review was held at the Grand Season Hotel Kuala Lumpur on 14...

ITC.GOV.MY

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PUBLIC COMMENT FOR DRAFT MALAYSIAN STANDARD

(Muslim Friendly Hospitality Services Requirements - Period of comment 1/08/2014 – 31/09/2014)

CLAUSE	COMMENT
Introduction	1) The word Shariah: to change to 'Muslim' if it described to product. If it refers to Shariah it still remains as Shariah.
Introduction	To add non-Muslim : Catered for Muslim and non-Muslim travelers
3.3 fasting	1) Need more specific on fasting 2) To add beginning and ending time of fasting (fasting hours) in definition 3) This clause should be combine together with clause (3.11) 4) To add: during fasting hours in the month of Ramadan
3.8 musalla	1) To add: Proper place and provide signage that dedicated for musalla 2) To add: Must have segregation area between male and female 3) To add: Not be placed at basement 4) To add: Easy to find
3.11 Ramadan	Need more explanation for Ramadan terms
3.15 solah	To add: five times prayer
3.18	Terms mukallaf: Need to state reference to clause 3.7 for definition
3.19 (c)	1) To include/consider: meals, F&B, prayer time c) Package: must be targeted to non-Muslim
3.20	To add in title: Licensed tourist guide

1ST MFHS MASTERCLASS

KUALA LUMPUR | 2 DECEMBER 2015

- A programme jointly organized by ITC and DSM
- To engage, educate and guide the tourism stakeholders in promoting the standard.
- 151 participants:
 - Hoteliers
 - Travel Agencies
 - Tour Guide
 - Academics
 - Government
 - NGO
 - Media
- Received positive feedbacks from participants
 - as a new industry friendly tool designed to assist the tourism players
 - reference & benchmark for MFT sector.



2ND MFHS MASTERCLASS

PENANG | 17 MARCH 2016

- To engage and interact with the tourism stakeholders from northern region of Malaysia in promoting and guiding the standard.
- 134 participants:
 - Hoteliers
 - Travel Agencies
 - Tour Guides
 - Academicians
 - Government
 - NGO
 - Media
- Received positive feedbacks from participants
 - 61% voluntarily adopt the standard



PRINCIPLES OF MS DEVELOPMENT

Consensus



Openness



Transparent



Performance based



Adopt International Standards
where appropriate



MS IS CREDIBLE. WHY?

MS Development system is similar at ISO all level

STANDARDS MALAYSIA prescribing to the principles laid by WTO for standards development; e.g. consensus, transparent

Various group of stakeholders are consulted & actively participate in the development process

Refer to the best practices, guidelines & standards of the world as stated by WTO & ISO

Developed to suit the requirement & need of the country

**ADOPTION IS VOLUNTARY
NO CERTIFICATION SCHEME**



STRUCTURE: MS IMPLEMENTATION

VOLUNTARY USE

STANDARDS
MALAYSIA

Develop

MS

Voluntary
Implementation

Mandatory
Implementation

Industry/ Business/Consumers

MANDATORY USE

Relevant Acts of Parliament

Regulatory
Body

implement

Supported
by

Technical Regulation

- a) Compliance/Reference to MS
- b) Conformity assessment requirements – testing, inspection & certification
- c) Penalty for non-compliance

Complied
by

Industry/ Business/Government

* Not all standards
can be made mandatory unless it affects safety
of consumers, environment & health

BENEFITS OF COMPLIANCE TO MS 2610:2015



GLOBAL



OIC NATIONS



ASEAN



OTHER NATIONS

1.7

BILLION

1.1

BILLION

255

MILLION

350

MILLION

Pew Research Centre

Pew Research Centre

Pew Research Centre

Thomson Reuters

Country will be recognised as Muslim Friendly Hospitality Country

Confidence level enhanced - Attract more Muslim travellers

Increase economic growth



THANK YOU
