



MUSLIM-FRIENDLY TOURISM DIGEST

THE 3rd **WIT** WORLD ISLAMIC TOURISM CONFERENCE
WORLD TRADE CENTRE, KUALA LUMPUR
17 - 19 OCTOBER 2022

Islamic Tourism: Inspiring Balance, Transformations and Solutions

Islamic Tourism Centre (ITC)
Director-General Dato
Dr Mohmed Razip Hasan says
one of the things that they have
been observing and tracking is the
growth of the Muslim tourist
market. **p03-04**

Nurturing young talents

Islamic Tourism is another branch of tourism that requires hands-on skills

TOURISM, in general, has always played a significant role in driving the socioeconomic growth of a country. It promotes the local culture and helps create business and job opportunities for the local community. As one of the macro levels of tourism, Islamic Tourism is not excluded in creating these job creation, social-cultural exchanges and foreign exchange generation.

"When we talk about Islamic Tourism, we have to understand the expectations of Muslims who travel beyond their norms," stated Prof Dr Khairil Wahidin Awang from the Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan.

He said the expectations included halal food availability, prayer facilities, and other necessities along the travel supply chain, such as accommodation and transportation. He opined that the Muslim travel market was a significant niche market for the whole world, and other Muslim-minority countries like Japan, South Korea, and Taiwan are already in it.

These countries are learning from OIC countries like Malaysia to accommodate and understand the needs of these Muslim travellers.

CHALLENGES TO THE ACADEMIA

Touching on youth employability in Islamic Tourism, Khairil said: "We need first to see the kind of education received by these young people, whether formal or informal."



UNIVERSITI
MALAYSIA
KELANTAN

He explained that sometimes the traditional education system - from elementary to high school - limits the students' creativity. It has become a challenge for lecturers to produce young graduates that can enter the Islamic Tourism space.

"People say that we can use technology for the betterment. However, sometimes we can be a slave to technology. Producing graduates is not a short-term measure. To tackle the challenge of youth employability, policymakers, educators, etc., have to sit down and discuss the issue constructively."

He highlighted that the government plays an essential role in building human capital for Islamic Tourism by emphasising its importance through policies. The young talents must be well-equipped to understand the market needs.



Prof Dr Khairil Wahidin Awang



"We need to progress quickly because the market is there. If we don't, the other competitors will tap into this market. On another note, when the youth are not ready for the Islamic Tourism market, the hotels might hire foreigners for the jobs. The hospitality industry is very much hands-on; some graduates might not be ready for it in certain ways." — **R&R**

Join Prof Dr Khairil Wahidin Awang at WITC's Session Nine: Islamic Tourism Education Forum on Oct 19.

Youth the key drivers

Muslim tour operators should offer Islamic Heritage Tours



GOLDENPALMGROUP
INTERNATIONAL



ACCORDING to the MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2022, young Muslim travellers - Gen Z and Millennials, are the key drivers who will propel the Muslim travel market forward in its next development phase.

Mohammed Abu Al Anouar, CEO and Chairman of Golden Palm Group International, said the younger generation of Muslims would be the future. They



are investing the money," Mohammed highlighted, saying that these operators were people who hire Muslim staff and pay zakat.

PROVIDING ISLAMIC HERITAGE TOURS

He stated that tourism was a divine vehicle. Instead of just focusing on umrah and hajj travel packages, Mohammed opined that Muslim tour operators should explore new markets. The Covid-19 pandemic has urged these travel agents to look at other destinations which provide information on Islamic Heritage.

"Of course, umrah and hajj will always be there, nobody will negotiate about those destinations. But you should provide Islamic Heritage Tours besides those two because the knowledge, acknowledgement, education and interactions you can have with those countries are fundamental. If the Muslim travel agents do not do that, then it will become a gap which non-Muslim tour operators will take off that part of the market, which also happens in many Muslim countries," said Mohammed.

Commenting on the use of social media and technology to attract young Muslim travellers, he said space and environment

RISE WITH THE MUSLIM TOURIST MARKET



As borders reopen, tourists are taking to the skies and travelling again! One of the biggest forecasts is the rise of the Muslim tourist market, which is expected to reach *160 million arrivals in 2024 and 230 million in 2028.

It's time to explore this market potential and the concept of Islamic Tourism to revitalise economic growth, support communities and cultural preservation, and create long-term sustainability!

Islamic Tourism Centre has been advocating for this market since its establishment in 2009, and continues to do so, through training, research, standards and certification, and more.

Let's partner to explore the endless opportunities in the Muslim travel space.

*Global Muslim Travel Index (GMTI)



STRATEGIC OPPORTUNITIES

- 1 Research
- 2 Industry development
- 3 Consulting services
- 4 Information exchange
- 5 Standards and certification
- 6 Training and capacity building

THE ITC ADVANTAGE

13 years of experience
A champion of Muslim-friendly Tourism and Hospitality since 2009

Government-backed
An agency under the Ministry of Tourism, Arts and Culture, Malaysia

Global partners
Network of partners including SESRIC, COMCEC, OIC, and IMT-GT

The first and only
The world's only dedicated government organisation focused on Islamic tourism development

Centre of Excellence
A strong and growing body of knowledge on Islamic tourism development

Award-winning partner
Winner of The BrandLaureate World Halal Best Brands e-Branding 2021

Registered training provider
ITC is registered as a training provider with Malaysia's HRD Corp

CONTACT ISLAMIC TOURISM CENTRE FOR FURTHER ENQUIRIES

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