

# Islamic Tourism: Opportunity & Challenge

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# What

2

Any activity, event, experience undertaken in a state that is ISLAMICALLY compliant.

# Why?

3

To realize the  
Greatness of  
Allah

To appreciate  
the beauty of  
Universe

- قُلْ سِيرُوا فِي الْأَرْضِ فَانظُرُوا كَيْفَ كَانَ عَاقِبَةُ الْمُجْرِمِينَ
- Say: "Go ye through the earth and see what has been the end of those guilty (of sin)." (Al-Qur'an al-Naml: 69)

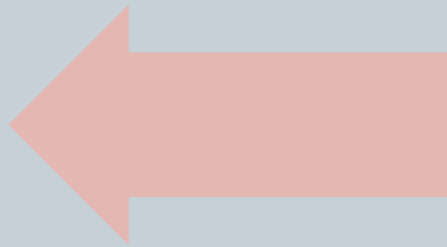
# OPPORTUNITY?

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- Sept 11, 2001 changes the world
- Potential market in 57 Muslim countries
  - Population 1.5 billion.

1-  
ECONOMY

2-  
DA'WAH



## World's top destinations by international tourism receipts

Rank	Series <sup>1</sup>	% change over previous year (local currencies, current prices)				Full year								
						US\$				euro				
		08/07	09/08	10/09	11*/10	2008	2009	2010	2011*	2008	2009	2010	2011*	
'11	'10					(billion)				(billion)				
1	1 United States	13.4	-14.7	9.9	12.3	110.4	94.2	103.5	116.3	75.1	67.5	78.1	83.5	
2	2 Spain	-0.4	-9.0	3.9	8.6	61.6	53.2	52.5	59.9	41.9	38.1	39.6	43.0	
3	3 France	-2.9	-7.7	-1.1	10.1	56.6	49.5	46.6	53.8	38.5	35.5	35.1	38.7	
4	4 China	\$	9.7	-2.9	15.5	5.8	40.8	39.7	45.8	48.5	27.8	28.4	34.6	34.8
5	5 Italy	-0.1	-7.2	1.4	5.5	45.7	40.2	38.8	43.0	31.1	28.9	29.3	30.9	
6	6 Germany	3.2	-8.5	5.3	6.7	39.9	34.6	34.7	38.8	27.1	24.8	26.2	27.9	
7	7 United Kingdom	1.6	-1.3	8.4	6.9	36.0	30.1	32.4	35.9	24.5	21.6	24.4	25.8	
8	8 Australia	10.7	10.3	-0.2	-6.2	24.7	25.4	29.8	31.4	16.8	18.2	22.5	22.6	
9	9 Macao (China)	26.2	6.6	53.5	-	16.9	18.1	27.8	-	11.5	13.0	21.0	-	
10	10 Hong Kong (China)	11.1	6.7	35.6	22.7	15.3	16.4	22.2	27.2	10.4	11.8	16.7	19.5	
11	12 Thailand	4.9	-9.0	15.7	26.0	18.2	16.1	20.1	26.3	12.4	11.5	15.2	18.9	
12	11 Turkey	\$	18.7	-3.2	-2.1	10.6	22.0	21.3	20.8	23.0	14.9	15.2	15.7	16.5
13	13 Austria	7.6	-5.3	0.9	1.7	21.6	19.4	18.6	19.9	14.7	13.9	14.0	14.3	
14	14 Malaysia	5.6	9.1	5.9	-5.1	15.3	15.8	18.3	18.3	10.4	11.3	13.8	13.1	
15	18 Singapore	10.9	-10.1	41.4	17.4	10.7	9.4	14.1	18.0	7.3	6.7	10.7	12.9	
16	16 Switzerland	6.7	-1.4	1.5	-0.1	14.4	14.1	15.0	17.6	9.8	10.1	11.3	12.6	
17	17 India	14.4	8.3	18.1	19.6	11.8	11.1	14.2	17.5	8.0	8.0	10.7	12.6	
18	15 Canada	-0.2	-6.0	4.2	3.5	15.7	13.7	15.7	16.9	10.7	9.8	11.9	12.2	
19	21 Greece	2.8	-10.6	-7.6	9.3	17.1	14.5	12.7	14.6	11.6	10.4	9.6	10.5	
20	20 Netherlands	-6.6	-2.3	9.6	6.8	13.3	12.4	12.9	14.4	9.1	8.9	9.7	10.4	
21	24 Sweden	0.4	6.3	1.7	12.9	11.2	10.3	11.1	13.9	7.6	7.4	8.4	10.0	
22	26 Korea, Republic of	\$	59.2	0.5	5.5	18.8	9.8	9.8	10.4	12.3	6.6	7.0	7.8	8.8
23	23 Mexico	\$	3.4	-15.2	4.3	-0.8	13.3	11.3	11.8	11.7	9.0	8.1	8.9	8.4
24	30 Russian Federation	\$	25.4	-20.9	-5.7	29.1	11.8	9.4	8.8	11.4	8.1	6.7	6.7	8.2
25	27 Portugal	0.5	-7.2	10.0	7.2	10.9	9.6	10.1	11.3	7.4	6.9	7.6	8.1	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

<sup>1</sup> All percentages are derived from series in local currencies, unless otherwise indicated: \$: US\$; €: euro.

- Source : Tourism Malaysia

TOURIST ARRIVALS & RECEIPTS TO MALAYSIA		
YEAR	ARRIVALS	RECEIPTS (RM)
2010	24.6 Million	56.5 Billion
2009	23.6 Million	53.4 Billion
2008	22.0 Million	49.6 Billion
2007	20.9 Million	46.1 Billion
2006	17.4 Million	36.3 Billion
2005	16.4 Million	32.0 Billion
2004	15.7 Million	29.7 Billion
2003	10.5 Million	21.3 Billion



- 24.7 million tourist visited Malaysia  
(until 18th Nov. 2012, Tourism Minister, Bernama)
- Bid for 36million tourist 2020
- RM168 billion revenue target  
(Tourism Malaysia's Director General, NST: 19 Nov. 2012)

# Tourist in Kelantan

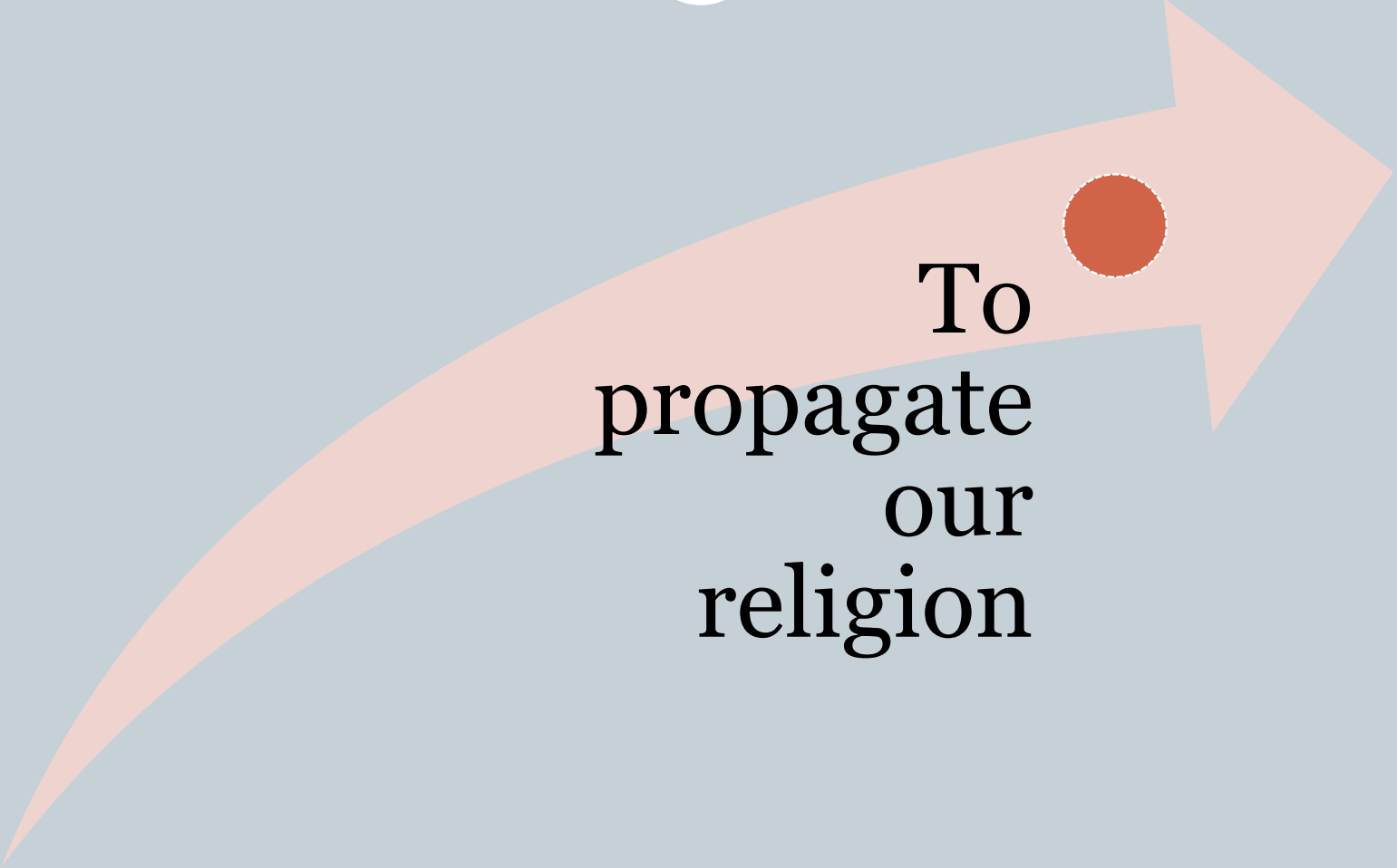
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- From January to May 2012:

1. 55 million from local

584, 131 from foreign countries

(Local authority, tourism and cultural EXCO, State Assembly, July, 2012)



To  
propagate  
our  
religion

# Products

12

Mosques

Islamic  
Festivals

Community  
Activities

Traditional  
Islamic  
Schools

Business  
Centers

Mother  
Natures

Local/Halal  
Food

Local  
People's  
Manners

# CHALLENGES

13

Facilities/  
Infrastructures

Cleanliness

Originality/  
Uniqueness

Human  
Resources

Thank You