



Reference No : IIUM/215/19/4/2

Date : 7th August 2023

Dr Siti Salwa Sawari
Department of Tourism,
Kulliyah Languages and Management

السلام عليكم ورحمة الله وبركاته

Dear Dr.

**INVITATION TO DELIVER A TALK TO THE DELEGATION FROM
INTERNATIONAL ISLAMIC ACADEMY OF UZBEKISTAN (IIAU)**

May this letter find you in the best of health by the grace of Allah Subhanahu Wa Ta'ala.

The Office of International Affairs is receiving a delegation from International Islamic Academy of Uzbekistan (IIAU). During the visit a mini seminar on Tourism will be held as follows: -

Date / Day : 10th August 2023 / Thursday
Time : 10:30 am – 1:00 pm
Venue : Mini Auditorium, IIUM Gombak

It is with great pleasure, we would like to invite you as one of the speakers for the programme.

Enclosed is the schedule of the programme for your reference.

May Allah *Subhāna-hu wa Ta'ālā* shower you with His Blessings and Mercy.

Thank you and Wassalam

JAMALUDIN BIN SAID
Director
Office of International Affairs





VISIT FROM INTERNATIONAL ISLAMIC ACADEMY OF UZBEKISTAN
10th August 2023 – 13th August 2023

10th August 2023 (Thursday)

Time	AGENDA
8.00 a.m.	Pick up the delegates at KL Sentral
9.30 a.m.	Arrival at IIUM and check in mahallah
11.00 a.m.	Breakfast Seminar on Tourism by Kulliyah of Languages & Management, Department Tourism Management. Uzbekistan tourism presentations by IIAU (Venue: Mini Auditorium, IIUM)
1.00 p.m.	Lunch (Venue: Mini Auditorium, IIUM)
1.30 p.m.	Break and Zuhr prayer at SHAH Mosque
2.30 p.m.	Library tour Campus Tour by bus (STADD)
6.00 p.m.	Dinner at Taj Hadramawt Restaurant
7.30 p.m.	Depart to IIUM

11th August 2023 (Friday)

Time	AGENDA
10.00 a.m.	Breakfast Meeting with Prof Dr Ahmad Faris Ismail Deputy Rector, Office of The Deputy Rector (Academic & Internationalisation), IIUM MoU Signing Ceremony (Venue: Conference Room, ODRSDCE)
12.00 p.m.	Lunch (VIP Holding Room, Level 5)
3.00 p.m.	Visit to International Institute of Islamic Thought and Civilization (ISTAC-IIUM)
4.30 p.m.	Asr prayer at Zabedah Mosque
5.00 p.m.	Dinner
7.30 p.m.	Depart to IIUM

12th August 2023 (Saturday)

Time	AGENDA
9.30 a.m.	Visit to Putrajaya Visit to KLCC and other places
9.00 p.m.	Depart to IIUM

13th August 2023 (Sunday)

Time	AGENDA
9.00 a.m.	Visit to Central Market
1.00 p.m.	Depart from Central Market to KLIA
6.20 p.m.	Flight to Jakarta

VISIT FROM INTERNATIONAL ISLAMIC ACADEMY OF
UZBEKISTAN



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يونسيفيتي إسلام ابيار ايجسيا مليسيا
Garden of Knowledge and Virtue



10th August 2023 – 13th August 2023

Islamic Tourism and Halal Tourism Management

ASST. PROF. DR. SITI SALWA MD SAWARI,
Department of Tourism,
Kulliyah of Languages and Management (KLM),
International Islamic University Malaysia,
Office : salwa_sawari@iium.edu.my
06-9742601 (ext 1110)



It was difficult for many Muslims to travel to Europe and the US , so Malaysia’s capital stepped in to welcome them – a move that’s paying off. **2001**

When it was built in **2005**, the “Eye of Arabia” was a small gesture to Middle Eastern and Muslim traveller



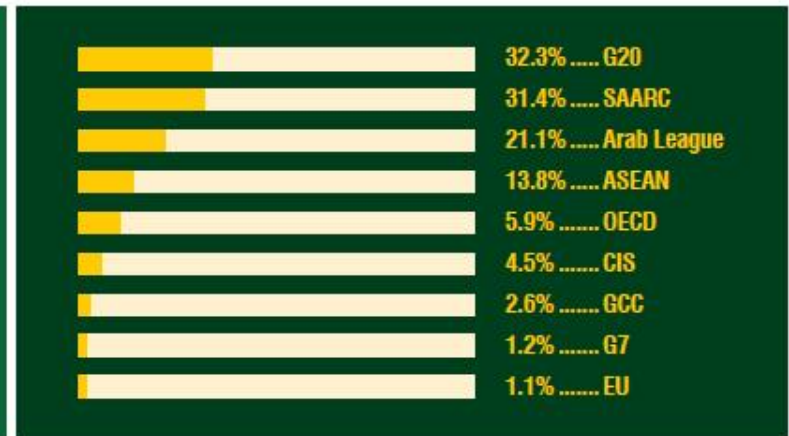
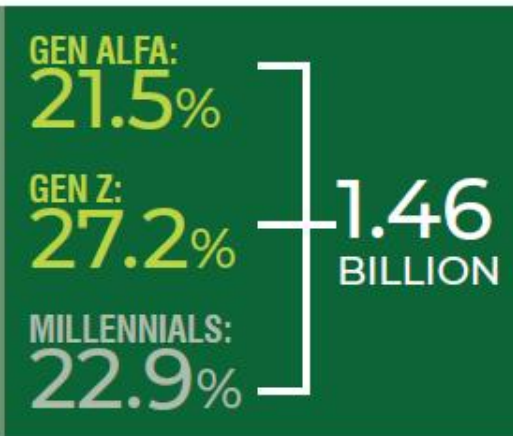
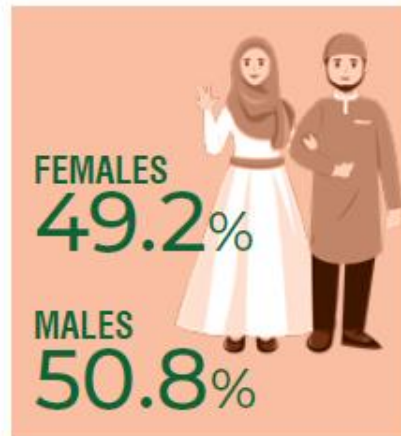
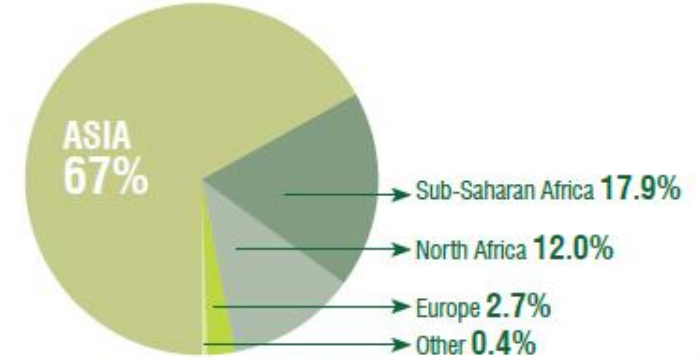
2009 Supervised by a Board of Trustees, chaired Secretary General - Ministry of Tourism, Arts & Culture

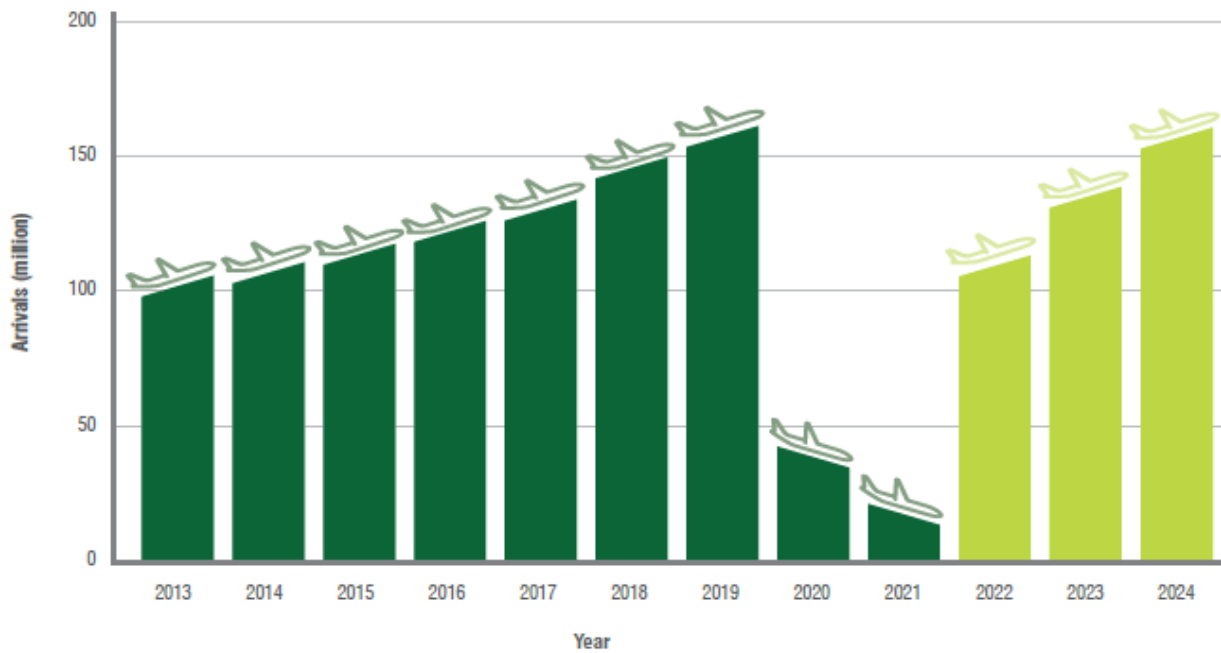


Muslim Demographics



PERCENTAGE OF MUSLIM POPULATION





230 million arrivals
USD 225 Billion
 2028

OVERVIEW OF TOURISM INDUSTRY IN MALAYSIA



KEY INDICATORS

2018

TOURIST ARRIVALS

25.8 MILLION

TOURIST RECEIPTS

USD20 BILLION

AVERAGE PER CAPITA EXPENDITURE

USD777

AVERAGE LENGTH OF STAY

6.7 NIGHTS

TOP 10 TOURIST ARRIVALS IN 2018

- | | |
|--------------|----------------|
| 1. SINGAPORE | 6. SOUTH KOREA |
| 2. INDONESIA | 7. INDIA |
| 3. CHINA | 8. AUSTRALIA |
| 4. THAILAND | 9. PHILIPPINES |
| 5. BRUNEI | 10. JAPAN |



ESTIMATED MUSLIM TOURIST ARRIVALS TO MALAYSIA

REGION	2016	2017	2018
ASEAN	4,875,931	4,788,335	4,539,671
EAST ASIA	39,852	42,765	54,744
SOUTH ASIA	258,897	238,434	293,298
WEST ASIA	274,325	240,491	265,834
EUROPE	55,635	54,713	63,345
OTHERS	22,501	19,270	35,004
TOTAL	5,527,142	5,384,008	5,251,927



HIGHEST GLOBAL MUSLIM TOURISTS SPENDING PER CAPITA BY COUNTRY

- Source: State of The Global Islamic Economy 2018/2019 Report, Thomson Reuters-



SAUDI ARABIA

21

BILLION USD



UNITED ARAB
EMIRATES

16

BILLION USD



QATAR

13

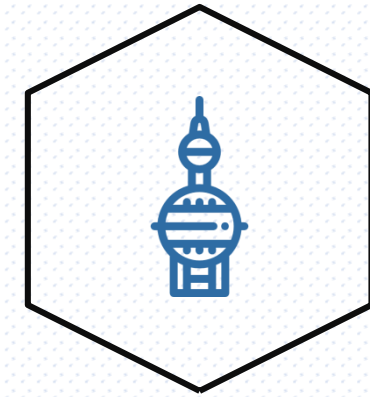
BILLION USD



INDONESIA

10

BILLION USD



KUWAIT

10

BILLION USD

TOURISM INDUSTRY IN MALAYSIA

TOP 5 TOURIST ARRIVALS FROM OIC COUNTRIES TO MALAYSIA IN 2018



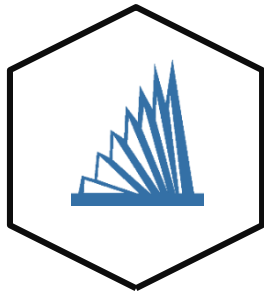
INDONESIA

3,277,689



BRUNEI

1,382,031



BANGLADESH

150,054



SAUDI ARABIA

112,263



PAKISTAN

74,458

TOP 5 TRAVEL SPENDERS IN MALAYSIA - 2018 (PER CAPITA)



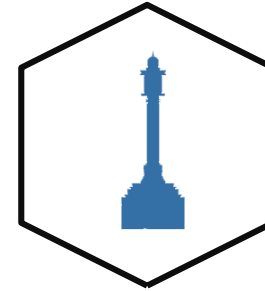
SAUDI ARABIA

USD2,774



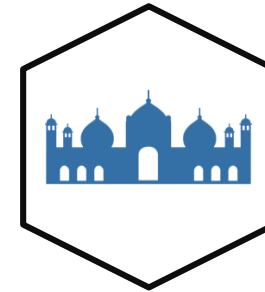
UAE

USD1,840



OMAN

USD2,025



IRAN

USD2,007



KUWAIT

USD1,988

ACCOLADES FOR MALAYSIA

- What Malaysia has won over the years -

Malaysia
NUMBER ONE DESTINATION
FOR MUSLIM TRAVELLERS
2011-2014
-
CRESCENTRATING

Malaysia
NUMBER ONE DESTINATION
IN THE GLOBAL MUSLIM
TRAVELLERS INDEX 2015 - 2019
-
CRESCENTRATING & MASTERCARD

Malaysia
BEST HOLIDAY DESTINATION
IN THE MONTH OF RAMADAN
2016 -2026
-
CRESCENTRATING & MASTERCARD

Kuala Lumpur & Penang
TOP 10 BEST SHOPPING
DESTINATION MUSLIM TRAVELLERS
SHOPPING INDEX 2015
-
CRESCENTRATING & MASTERCARD

Malaysia
THE MOST DEVELOPED
ISLAMIC ECONOMY ECOSYSTEM
FOR HALAL TRAVEL
IN 2014 – 2018
-
THOMSON REUTERS

Islamic Arts
Museum Malaysia
TOP MUSEUM IN MALAYSIA
8TH IN ASIA
-
TRIP ADVISOR
TRAVELLER'S CHOICE AWARDS 2014 - 2018



ALHAMDULILLAH &
CONGRATULATIONS!



Malaysia



TOP MUSLIM-FRIENDLY
DESTINATION OF THE YEAR (OIC)

AT THE HALAL IN TRAVEL AWARDS 2023
AND

TOP-RANKED COUNTRY

IN THE GLOBAL MUSLIM TRAVEL INDEX 2023
BY MASTERCARD AND CRESCENTRATING

#MuslimFriendlyMalaysia #ITC_My



ALHAMDULILLAH &
CONGRATULATIONS!



Malaysia

MUSLIM WOMEN-FRIENDLY
DESTINATION OF THE YEAR

AT THE HALAL IN TRAVEL AWARDS 2023



Muslim Women-friendly
Destination of Year

Malaysia

Mastercard-CrescentRating

#MuslimFriendlyMalaysia #ITC_My



HALAL MANAGEMENT

No	MS No	Title	Year	Type
1.	MS 1500:2009	<i>Halal</i> Food—Production, Preparation, Handling and storage—General Guidelines (Second Revision)	2009	Revision
2.	MS 1900:2014	Shariah-based quality management system-Requirements with guidance (First revision)	2009	Revision
3.	MS 1900:2005	Quality Management Systems—Requirements From Islamic Perspectives	2005	Original
4.	MS 2200: Part 1:2008	Islamic Consumer Goods—Part 1: Cosmetic and Personal Care—General Guidelines	2008	Original
5.	MS 2200-2:2013	Islamic Consumer Goods-Part 2: Usage of animal bone, skin and hair—General Guidelines	2013	Original
6.	MS 2300:2009	Value-Based Management Systems-Requirements From An Islamic Perspective	2009	Original
7.	MS 2400-1:2010	<i>Halal</i> Toyyiban Assurance Pipeline-Part 1: Management System Requirements For transportation of Goods and/or Cargo Chain Services	2010	Original
8.	MS 2400-3:2010	<i>Halalan</i> Toyyiban Assurance Pipeline-Part 3: Management System Requirements For Retailing	2010	Original
9.	MS 2400-2:2010	<i>Halalan</i> Toyyiban Assurance Pipeline-Part 2: Management System Requirements For Warehousing and Related Activities	2010	Original
10.	MS 2424:2012	<i>Halal</i> Pharmaceuticals-General Guidelines	2013	Original
11.	MS 2393:2013	Islamic and <i>Halal</i> Principles-Definitions and Interpretation of terminology	2013	Original
12.	MS 2565:2014	<i>Halal</i> packaging—General guidelines	2014	Original

Source: Malaysian Standard Online, Standard & Industrial Research Institute of Malaysia (SIRIM) Berhad Corporate Website, 2015

DEVELOPMENT OF MS2610:2015

- Standards on Muslim Friendly Hospitality Services - Requirements-



The 1ST Islamic tourism standard
in the world developed
by a national accreditation body



Developed using with ISO principles and
adapts to Malaysian environment.

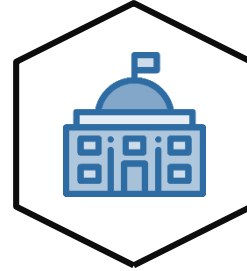
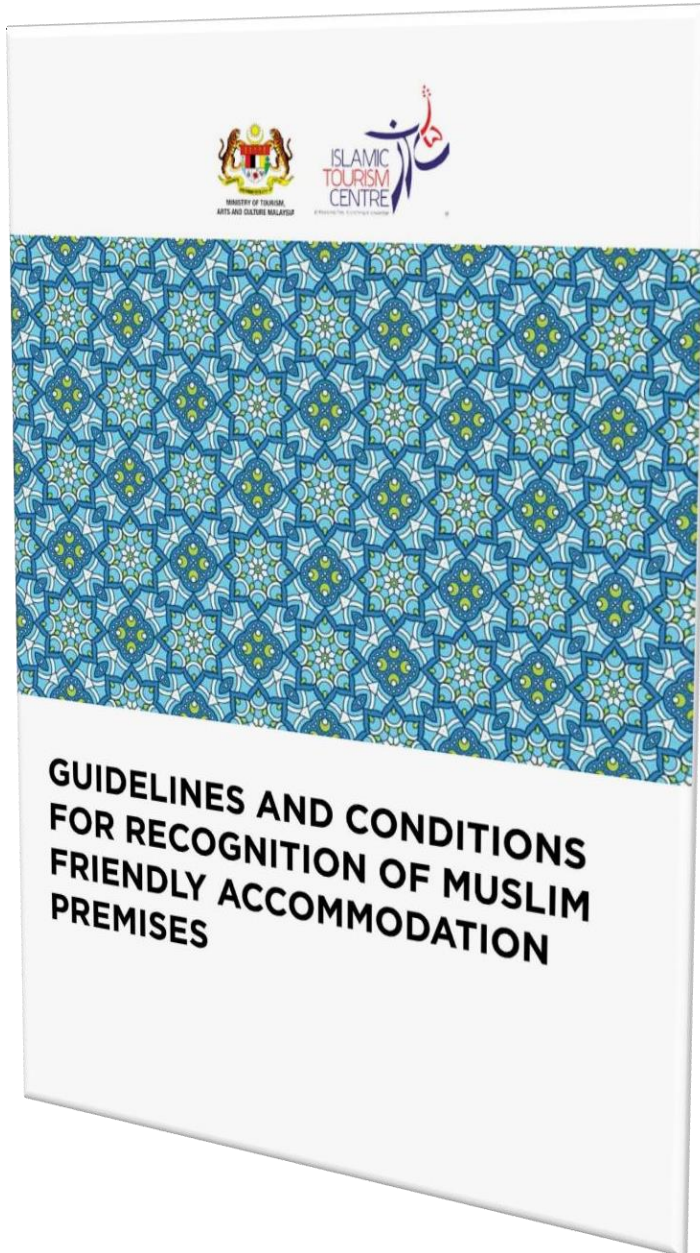


Focuses on 3 areas:

- Accommodation
- Tour Operator
- Tour Guide



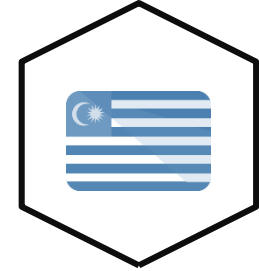
MF ACOMMODATION RECOGNITION



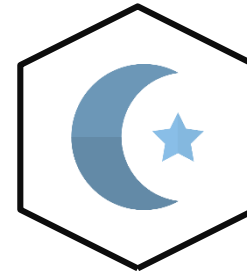
The first of its kind to be backed by a Government agency



Follows the standard requirements of MS2610:2015 (for hotels)



Subscription is available for hotels in Malaysia, soon for overseas



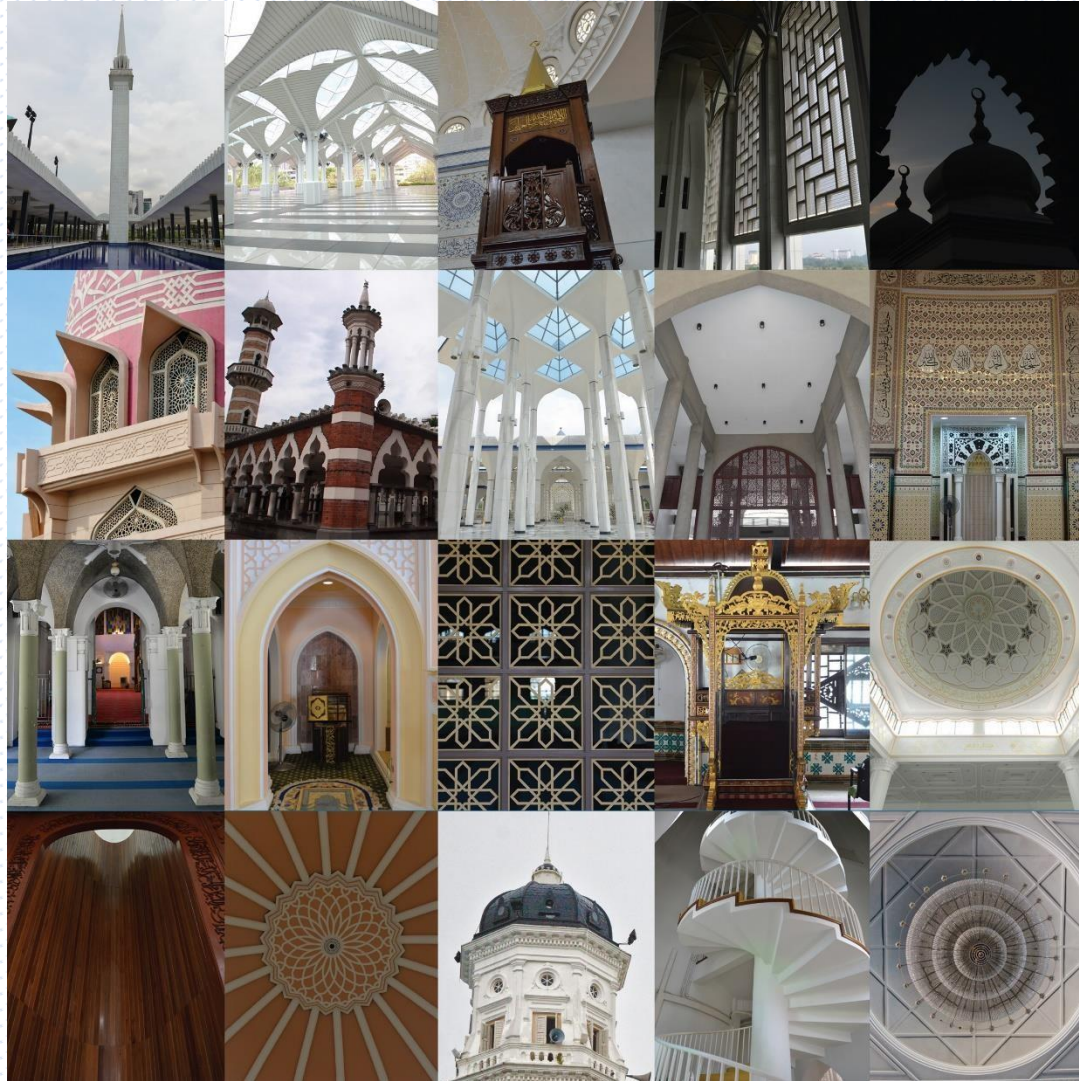
MFAR is an extension of MOTAC's star rating system



Hotels are awarded the MFAR based on criteria by ITC. The available categories for awards are Silver, Gold and Platinum



Hoteliers can apply for the MAHR through www.itc.gov.my/ itc@itc.gov.my



MOSQUE TOURISM

AIFW
ASIA ISLAMIC FASHION WEEK

ASIA ISLAMIC FASHION WEEK 2018
Kuala Lumpur

29 - 1 APRIL
MITEC
Malaysia International Trade and Exhibition Centre

For further information please contact:
info@asiaislamicfashionweek.com

11th INTERNATIONAL SEMINAR & WORKSHOP
Islamic Hospital Consortium Malaysia

“Ibadah Friendly Hospital”

Embun Kemboja Spa

YOUR MUSLIM FRIENDLY SPA

neelofa 17h

Sole Suction Cup Design

-On Muslim Friendly

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