

# Halal Tourism: The Untapped Market for the Halal Industry and its Services

Dr. Noriah Ramli  
Faculty of Law, International Islamic University Malaysia  
(IIUM)  
Malaysia



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**Holiday Inn Hotel, Al-Salmiyah, State of Kuwait**





# السياحة الحلال: سوق غير مستغل في صناعة الحلال وخدماته

د. نورية رملي




كلية الحقوق، الجامعة الإسلامية العالمية، ماليزيا




مؤتمر الخليج الأول لصناعة الحلال وخدماته  
24 – 26 يناير 2011  
فندق هولندي إن – السالمية – دولة الكويت





Halal Friendly Tourism, mainly perceived  
as tourism products providing hospitality  
services that comply with Shariah  
requirements



An option for Muslims who avoid conventional tourism due to religious constraints like co-enjoyment of women and men in public places such as beaches and swimming pools in religious objectionable dresses, sharing of crockery in hotels and restaurants where pork or wines are served.

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graph TD; Education --> Leisure; Leisure --> Business; Business --> Sports; Sports --> Medical; Medical --> Education; SCOPE((SCOPE))
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Leisure

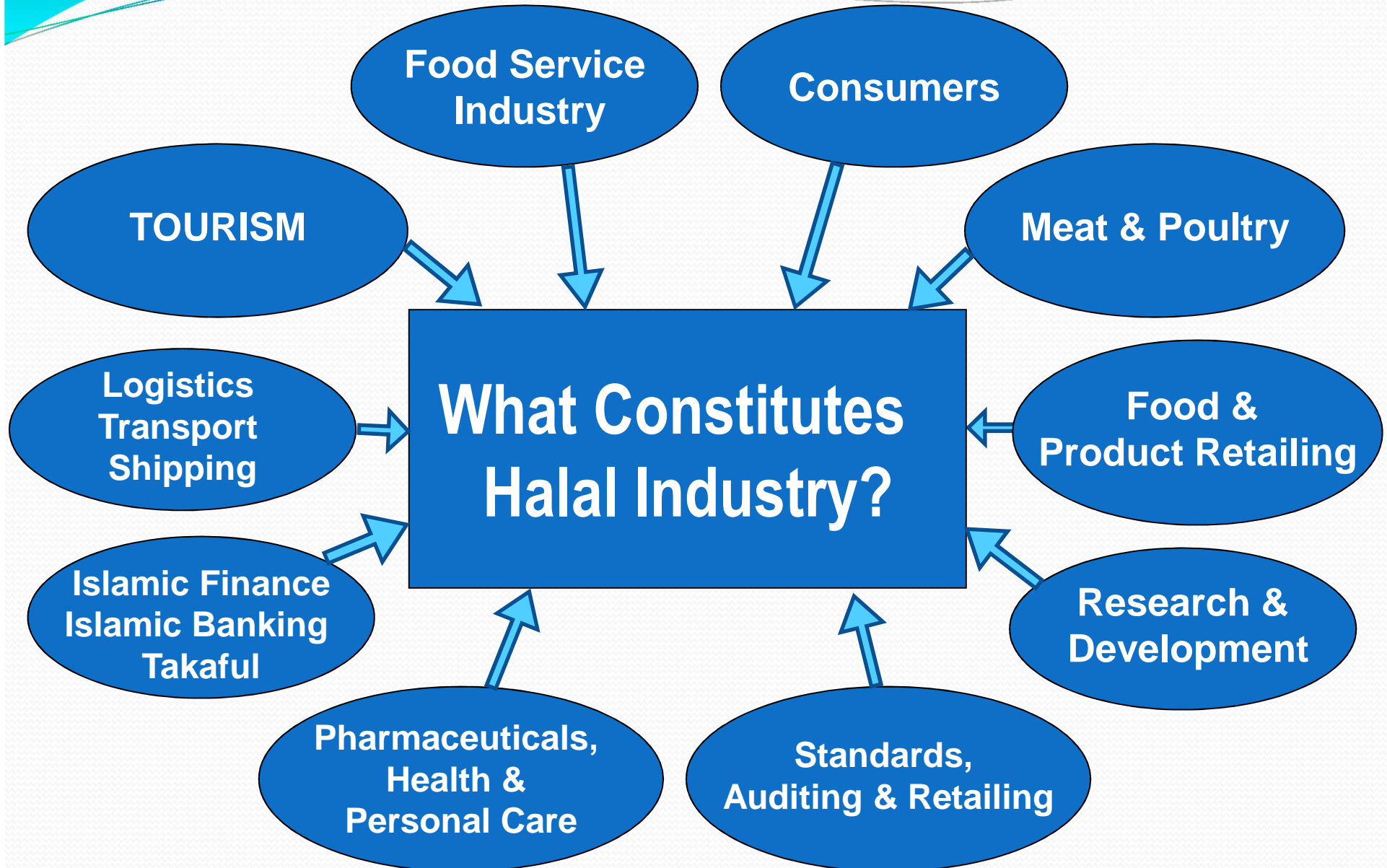
Education

Business

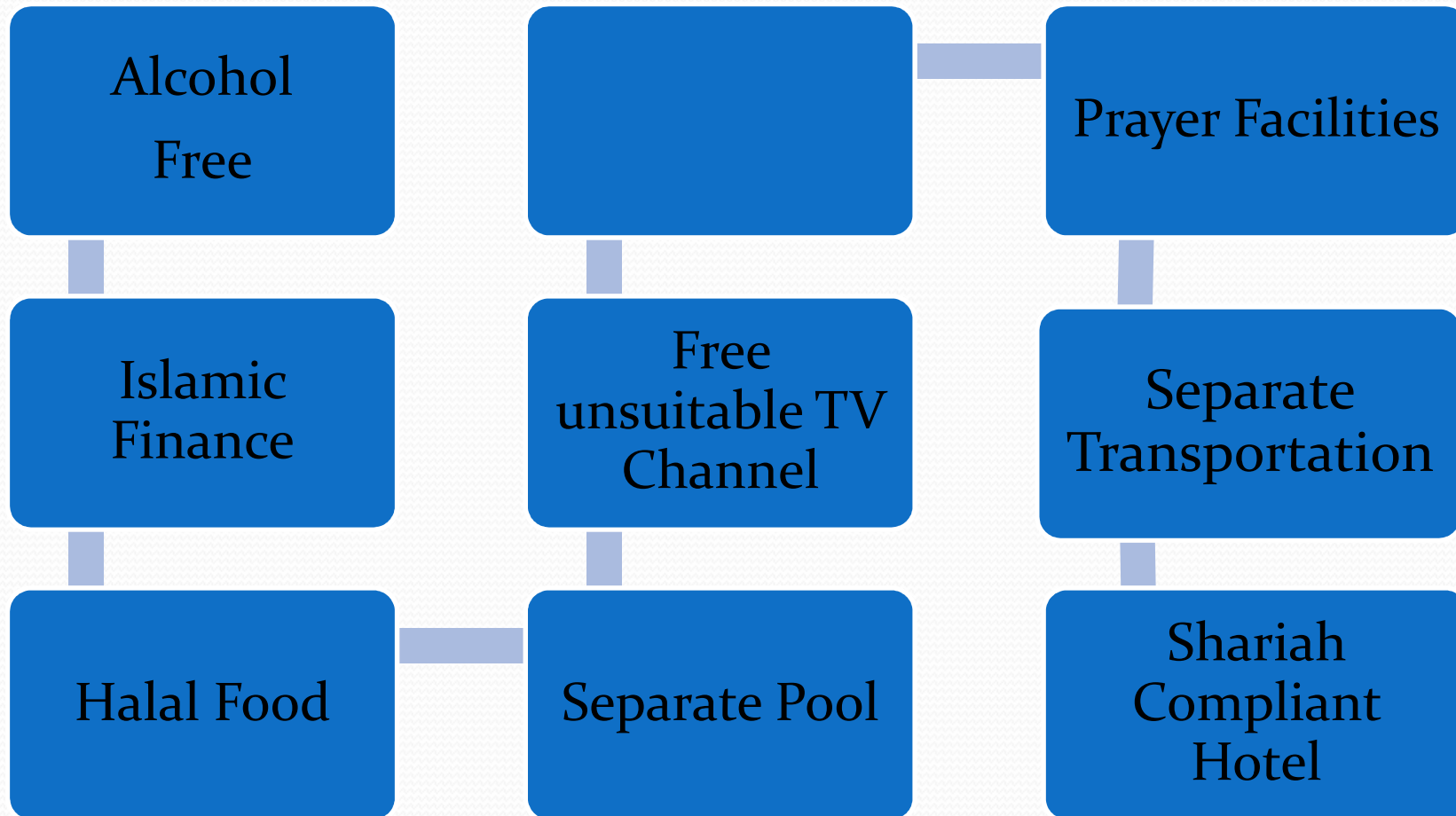
SCOPE

Medical

Sports



# Demand for Halal Tourism



## Key Elements

Attraction:  
Products

Islamic  
Heritage  
Islamic  
Museum &  
Arts

Islamic &  
Advanced  
Architecture





Accessible:  
Transportation

Air  
Land  
Water



Available:

Competent  
Tourist  
Guide

Hotels

- Family/In  
dividual
- Single  
Lady  
check in



*Affordable:*

*Good price*



Awareness:

Promotion  
Knowledge

Information  
Dissemination

Websites

Database

Initiative

High Quality  
Services

Portal for  
Transport/Online  
booking



# MARKET/OPPORTUNITY

- 1.6 billion Muslims are excellent market for Halal products & services - business opportunity
- Halal products and services are acceptable to non-Muslims
- Rapid development and interest in Halal products and services in Malaysia and in the world
- Products with Halal logo synonymous with quality products



# OPPORTUNITY

Euromonitor International forecasts the number of Inbound tourist to the Middle East will grow by 66%, reaching 55 million visitors between 2006 to 2011

A large proportions of these will be intra-regional

- boosted by increased transport connectivity between cities and better infrastructure



# OPPORTUNITY

“Revenue in the Middle East is expected to grow by 108% to almost \$51 billion and domestic tourism by 82% to reach \$24 billion in 2011”

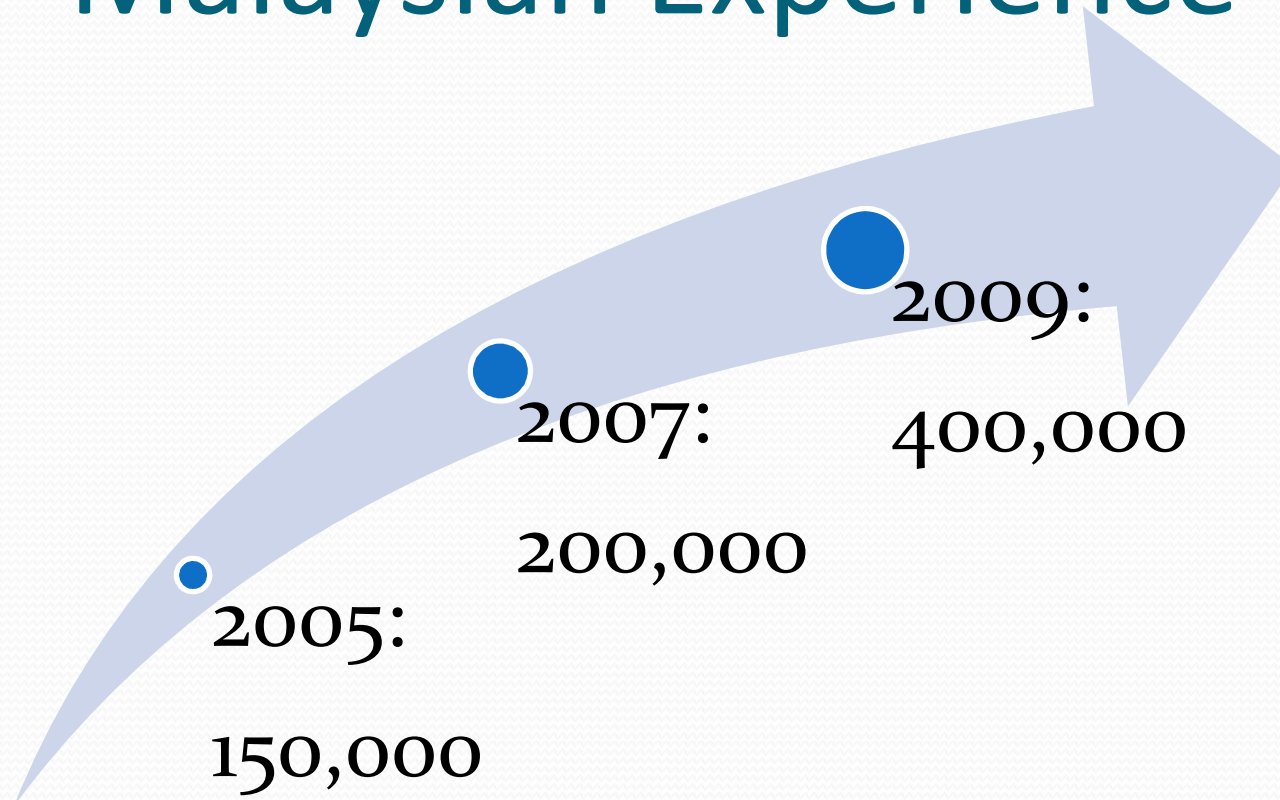
*Asia Pacific and Australasia Travel  
and Tourism Manager*

*World Tourism Market*

*<http://www.traveldailynews.com>*



# Malaysian Experience

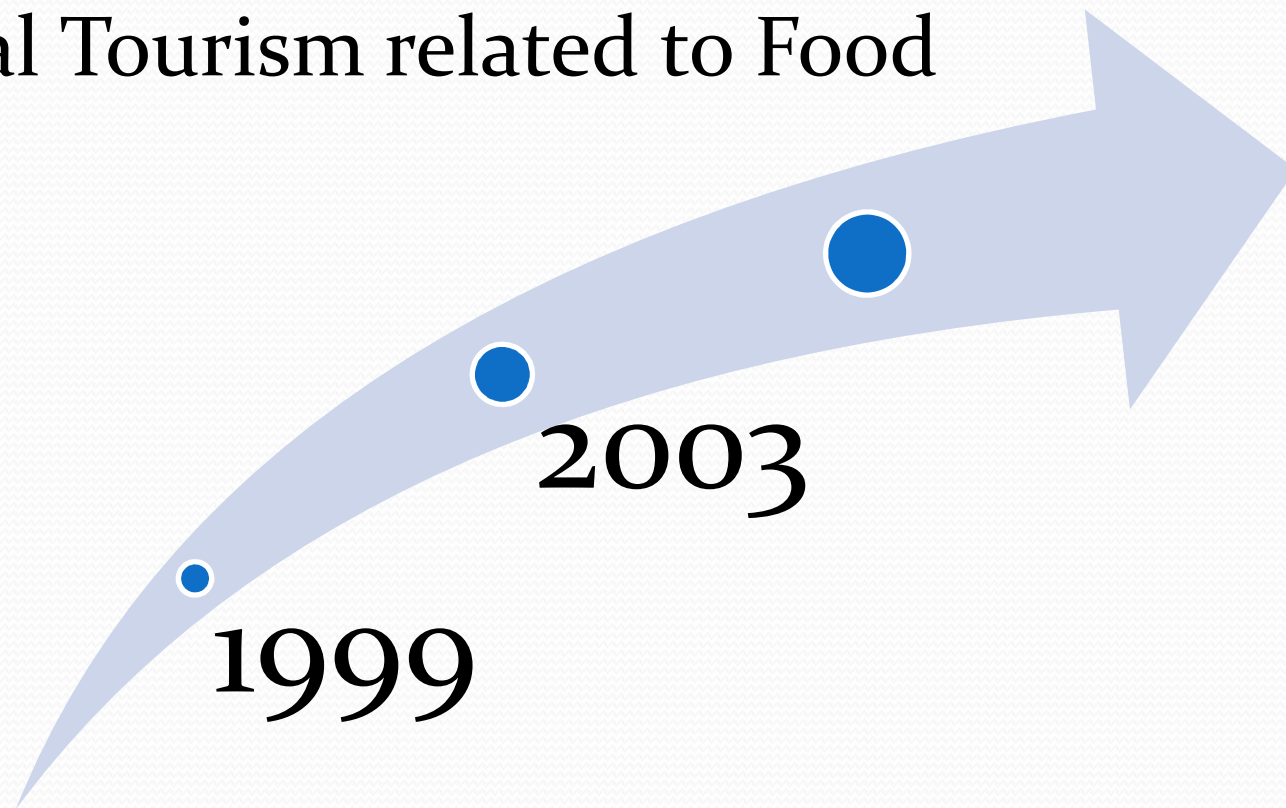


*ISLAMIC TOURISM CENTRE  
MINISTRY OF TOURISM  
MALAYSIA*

# FACTORS

- ✓Abundance choice Halal food and beverages
- ✓Increased transport connectivity within the cities
- ✓Availability of Muslim friendly hospitality services within the premise/hotels/mall/public places

## Halal Tourism related to Food



*Malaysian Institute of Economic Research  
(MIER)*



# INDIA

- India hosted 1.11 million foreign tourist from Muslim countries in the year 2008.

*Travel & Hospitality*

*[halalfocus.net/2010/08/04/opinion](http://halalfocus.net/2010/08/04/opinion)*

# CHALLENGES

Malaysian experience:

1. The willingness of the service provider to adopt & adapt the new concept “Dry Hotel”
  - Bar should not be in the visible area
  - Their perception always be “No Liquor No Business”



## 2. Inadequate Administrative Framework:

- 1. Code of Practice
- 2. Guidelines
- 3. Manual Procedure
- 4. Standards
- 5. Best Islamic Practices/SOPs



Inadequate /Lack of Information on Islamic tourism

***“I did not see a site for Muslims, who are keen on travelling and require facilities such as Halal food, women’s only swimming pool and prayer rooms”***

*[www.islamicpopulation.com](http://www.islamicpopulation.com)*

The image features a solid blue background with a wavy, lighter blue gradient at the top. The text "Thank You" is centered in a white, serif font.

Thank You