Muslim Friendly Tourism (MFT): Regulating Accommodation Establishments in the OIC Member Countries

Presented by: DinarStandard

Presented at: COMCEC 9th Working Group

February 16th, 2017
Using Research to Inform & Support Your Halal Tourism Strategy

Outline

1. Research Methodology
2. Conventional Tourism Quality Regulations
3. Muslim Friendly Tourism Regulations
4. MFT Regulation Case Studies
5. Guidelines for Regulating Accommodation Establishments
6. Policy Recommendations
Research Methodology

Secondary Research

Market Studies
Trade and Sector Reports
Academic Articles and Research Papers
Government Data
International Organizations Publications
Press Publications

Primary Research

Global Consumer Survey – 514 responses from 44 countries
Accommodation Sector Survey – 163 responses from 30 countries
Government Officials Interviews – 8 online interviews
3 Country Case Studies
Key Research Questions

What is the demand of MFT & the supply of MFT accommodation?

What notable conventional standards exist and what can we learn from them?

What accommodation standards are needed for Muslim travelers?

What successful MFT standards are available in the market?

Which services need to be covered in MFT accommodation guidelines?

What policy recommendations can be implemented by OIC governments?
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### Approaches to conventional quality ratings

Conventional tourism quality regulations can be diverse, depending on the standards and bodies involved. Here are some common systems and their characteristics:

<table>
<thead>
<tr>
<th>Quality Rating System</th>
<th>Standard Setter</th>
<th>Standards</th>
<th>Certification and Auditing</th>
</tr>
</thead>
<tbody>
<tr>
<td>National hotel star rating systems (e.g., AA, Egypt NN)</td>
<td>Government hospitality-related agency/ National associations</td>
<td>Quality (attribute, feature) focus; Typically published</td>
<td>Yes</td>
</tr>
<tr>
<td>Global online rating systems (e.g., TripAdvisor)</td>
<td>Online booking or review sites</td>
<td>Quality and experience focus; Details n/a</td>
<td>No (continuous reviews)</td>
</tr>
<tr>
<td>Regional star rating systems (e.g., Hotelstars)</td>
<td>Regional tourism associations</td>
<td>Quality (attribute, feature) focus; Typically published</td>
<td>Yes</td>
</tr>
<tr>
<td>Alternative specialized ratings (e.g., environmental, ISO 14001)</td>
<td>Industry bodies / Private operators</td>
<td>Alternative (e.g., environment) focus; Typically published</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Segmentation of conventional hospitality standards

Measurement criteria & strictness

How (Measurement)

Stricter
(many elements, frequent audits, required)

Laxer
(few elements, self-reporting, optional)

What (Criteria)

Quality/Luxury
(Conventional)

Alt./Other (e.g., environmental – friendliness; religious accommodation)

Guest experience

More customized
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6. Policy Recommendations
### Market Landscape of Muslim-Friendly Tourism

#### OIC Tourism Market Sizing

#### Table 1: Top Markets for OIC International Tourism Receipts (2015)

<table>
<thead>
<tr>
<th>Country</th>
<th>Total International Tourism Receipts (in USD billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>26.6</td>
</tr>
<tr>
<td>Malaysia</td>
<td>17.6</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>16.0</td>
</tr>
<tr>
<td>Indonesia</td>
<td>10.8</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>10.1</td>
</tr>
</tbody>
</table>

*Source: UNWTO Tourism Highlights 2016*

#### Table 2: Muslim Visitor Arrivals in the OIC Countries (2014-2020)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The OIC Muslim</td>
<td>45.6</td>
<td>49.5</td>
<td>53.8</td>
<td>58.4</td>
<td>63.4</td>
<td>68.9</td>
<td>74.8</td>
<td>8.59%</td>
</tr>
<tr>
<td>Visitor Arrivals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: DinarStandard Analysis and UNWTO Statistics*
# Market Landscape of Muslim-Friendly Tourism

## OIC Market Sizing

### Table 3: Top Markets for Muslim Outbound Tourism Expenditure (2015)

<table>
<thead>
<tr>
<th>Country</th>
<th>Muslim Outbound Expenditure (in USD billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saudi Arabia</td>
<td>19.2</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>15.1</td>
</tr>
<tr>
<td>Qatar</td>
<td>11.7</td>
</tr>
<tr>
<td>Kuwait</td>
<td>9.0</td>
</tr>
<tr>
<td>Indonesia</td>
<td>9.1</td>
</tr>
<tr>
<td>Iran</td>
<td>7.2</td>
</tr>
<tr>
<td>Malaysia</td>
<td>6.7</td>
</tr>
<tr>
<td>Russia</td>
<td>6.6</td>
</tr>
<tr>
<td>Turkey</td>
<td>5.3</td>
</tr>
<tr>
<td>Nigeria</td>
<td>4.8</td>
</tr>
</tbody>
</table>

*Source: DinarStandard Analysis and Business Monitor International Statistics*
Market Landscape of Muslim-Friendly Tourism

Accommodation Sector Landscape
## Market Landscape of Muslim-Friendly Tourism

### Accommodation Sector Landscape

Table 4: Number of Hotels in the OIC Countries (2015)

<table>
<thead>
<tr>
<th>Country</th>
<th>No. of Hotels</th>
<th>No. of Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>3,295</td>
<td>306,295</td>
</tr>
<tr>
<td>Malaysia</td>
<td>2,178</td>
<td>202,505</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>1,985</td>
<td>184,564</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1,332</td>
<td>123,836</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>1,254</td>
<td>116,575</td>
</tr>
</tbody>
</table>

*Source: DinarStandard Analysis*
### Muslim Traveler Accommodation Regulation Survey

Services & Facilities Rated Important to Regulate by Consumers

#### How important is it for various Muslim-friendly services to be regulated by an MFT accommodation standard

<table>
<thead>
<tr>
<th>Service</th>
<th>Not Important / Neutral</th>
<th>Important / Very Important / Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Food</td>
<td>1.2</td>
<td>98.8</td>
</tr>
<tr>
<td>Offering Ramadan Services</td>
<td>5.1</td>
<td>94.9</td>
</tr>
<tr>
<td>Qibla Direction in Rooms</td>
<td>5.9</td>
<td>94.1</td>
</tr>
<tr>
<td>Separate Gym for Women</td>
<td>7.2</td>
<td>92.8</td>
</tr>
<tr>
<td>Family-Friendly Entertainment</td>
<td>7.7</td>
<td>92.3</td>
</tr>
<tr>
<td>Separate Spa Facilities for Women</td>
<td>7.8</td>
<td>92.2</td>
</tr>
<tr>
<td>Bidet or Handheld Sprayer in Bathrooms</td>
<td>10.3</td>
<td>89.7</td>
</tr>
<tr>
<td>Separate Pool for Women</td>
<td>11.3</td>
<td>88.7</td>
</tr>
<tr>
<td>No Alcohol Stocked in the Hotel Room</td>
<td>11.3</td>
<td>88.7</td>
</tr>
<tr>
<td>Staff Wears Modest Clothes</td>
<td>12.1</td>
<td>87.9</td>
</tr>
<tr>
<td>No Adult Channels in Rooms</td>
<td>12.2</td>
<td>87.8</td>
</tr>
<tr>
<td>Jumaa (Friday) Prayers in Congregation</td>
<td>13.2</td>
<td>86.8</td>
</tr>
<tr>
<td>Dedicated Pool Timings for Women</td>
<td>14.2</td>
<td>85.8</td>
</tr>
<tr>
<td>No Alcohol Served in Hotel</td>
<td>15.8</td>
<td>84.2</td>
</tr>
<tr>
<td>Prayer Mat in Rooms</td>
<td>17.5</td>
<td>82.5</td>
</tr>
<tr>
<td>Separate Beach for Women</td>
<td>19.8</td>
<td>80.2</td>
</tr>
<tr>
<td>Dedicated Prayer Room</td>
<td>24.3</td>
<td>75.7</td>
</tr>
</tbody>
</table>
Are you aware of any MFT regulations/standards for the hospitality sector?

**Accommodation Sector**
- No: 62%
- Yes: 38%

**Muslim Travelers**
- No: 75%
- Yes: 25%
MFT Tourism Regulation

Bodies Responsible for MFT Regulations

- **Government Bodies**
  - Standards Malaysia → MS 2610:2015

- **Local/Regional/International Organizations**
  - Center for Halal Quality Certification (Croatia) → Rulebook of Certifying and Categorization of Hospitality Services

- **Private Entities**
  - Crescentrating
  - Salam Standard
MFT Tourism Regulation

Challenges in Developing and Implementing MFT Standards

Source: Accommodation Sector Survey
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Standard Development Process

- Technical Committee was formed in 2012
- Meetings were held with Industry Associations
- Draft Standard was made available for public comment
- Standard was officially launched in 2015
MFT Regulation Case Study: MALAYSIA

Muslim-Friendly Hospitality Services Standard - MFHS (MS 2610:2015)

Standard Requirements - General

*The MFHS acts as a guideline and is not certified by any official body*

- Management to improve MFHS on a continuous basis.
- Appoint a trained Muslim officer to ensure implementation.
- Hire competent personnel and offer training.
- Provide a list of all Muslim-friendly products and services offered.
Standard Requirements - Specific

- Rooms should have:
  - Qibla direction sign, prayer mat, Quran, prayer garment
  - Bidet/hand shower
  - No alcohol in mini-bar
  - Halal personal care products
- Kitchen Halal certified by JAKIM
- Sohour and Iftar are available during Ramadan
- Public prayer rooms
- Muslim-friendly recreational and wellness facilities
Certification Process

- MFHS can be purchased for nominal fee
- Hotel can voluntarily follow standard guidelines – no certification process
MFT Regulation Case Study: MALAYSIA

Muslim-Friendly Hospitality Services Standard - MFHS (MS 2610:2015)

Effects on Accommodation Sector

Marketing Tool

Increase of Muslim guests

Favorable customer experience
Challenges and Lessons Learned

Standard Development:
• Should include important criteria but not be too strict
• Industry participation is a must
• Research to ensure usability

Standard Adoption:
• Industry demands that adoption is voluntary, which leads to low adoption
• Increase adoption through campaigns, road shows, industry seminars
• Consider providing incentives such as tax breaks
MFT Regulation Case Study: Turkey

TSI Halal Management System TS 13683

Standard Development Process

1. Academic Consultation Committee was formed in 2013
2. Committee prepares pre-draft document for evaluation by Halal Committee of TSI and industry stakeholders
3. Academic Consultation Committee amends draft based on stakeholder feedback
4. Final draft is evaluated by TSI’s Technical Board
5. Standard is released
MFT Regulation Case Study: Turkey

Ministry of Culture and Tourism’s MFT Regulation

**Standard Development Process**

- Conceptual definition of MFT
- Meeting with stakeholders
- Examination of national & int’l standards
- Draft regulation developed & legal doc issued
MFT Regulation Case Study: Turkey

TSI Halal Management System TS 13683

Certification Process

Certification is through TSI’s Halal Certification Department

1. Hotels complete online application on TSI’s website
2. TSI inspectors do a field visit and prepare report
3. Report is presented to TSI’s Halal Certification Committee
4. Hotel is granted a Halal Management System certificate
MFT Regulation Case Study: Turkey

Ministry of Culture and Tourism’s MFT Regulation

**Certification Process**

Certification will be through the General Directorate of Investment and Establishments

1. Submit application to the Ministry
2. Field visit by controller
3. Tourism issues certification
4. Controllers visit to check the business regularly
Challenges and Lessons Learned

**Standard Development:**
- Support from religious authorities is essential
- Accommodation establishments must be consulted

**Standard Adoption:**
- On-going training for hotels is essential as abiding by MFT regulations can be challenging
MFT Regulation Case Study: Croatia

Rulebook of Certifying and Categorization of Hospitality Services

Responsible Body: The Center for Halal Quality Certification

**Standard Development Process**

- Representative from the Center observed hotel operations
- Center referred to tourism laws & Croatia’s Halal food standard
- Rulebook was released in 2010
MFT Regulation Case Study: Croatia

Rulebook of Certifying and Categorization of Hospitality Services

Standard Requirements

Halal Package A

- Have an accommodation license from the Ministry of Tourism
- Must have submitted requests for HACCP system and ISO 22000:2005
- Provide Halal food from approved providers
- Store and prepare food according to Halal requirements
- Staff have been educated on Halal by the Center for Halal Quality Certification
- Have a clearly visible sign indicating that they serve Halal food
- Clearly label Halal items on menu
- Have the Halal certificate clearly visible at the reception of catering facility
- Indicate prayer direction in the rooms
- Provide a prayer rug
- Provide a prayer schedule
- Remove alcoholic beverages from mini bar
MFT Regulation Case Study: Croatia

Rulebook of Certifying and Categorization of Hospitality Services

Standard Requirements

Halal Package B
- Meet all the requirements of Halal Package A
- Not serve alcohol in the facility
- Not serve any haram food in the facility

Halal Package C
- Meet all the requirements of Halal Package B
- Provide a separate pool for women
- Provide a separate beach for women
Certification Process

Procedure of Halal quality certification

3.1. Information on application processing

3.2. Submission of additional documents

Incomplete

3. Processing of application

Completed documentation

4. Certification contract

5. Training of internal auditors

6. Decision on appointing internal auditors

7. Implementing Halal standard requirements

8. Audit verification invitation

Cont. on next slide
Certification Process – cont.

9.1. Removal of deficiencies → Unsatisfactory

9.2. Corrective actions audit

9.1. Removal of deficiencies

11.1. Application form for deficiencies removal

11.3. Application rejection, deficiencies not removed

Satisfactory

10. Drafting of audit report → Satisfactory

10. Center auditors

11. Verification commission

11. Audit verification → Fulfilled requirements

12. Halal certificate presentation

9. Center auditors
9.1. Company
9.2. Center auditors
9.3. Governing board of the center
MFT Regulation Case Study: Croatia

Rulebook of Certifying and Categorization of Hospitality Services

Effects on Accommodation Sector

- Increased Sales
- Efficient Handling of Muslim Guests Needs
Challenges and Lessons Learned

- Having multiple levels encourages facilities to adopt the standard
- Government legislation encourages hotels to become MFT certified (it is illegal for hotels to claim they are Halal or Muslim-friendly without certification)
- Important to obtain government support (Croatian government appointed the Center for Halal Quality Certification as the authority responsible for Halal in Croatia)
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Recommended MFT Services and Facilities

Segmentation of recommendation by level of MFT Ecosystems

**Non-OIC countries with limited MFT ecosystems**
- Primarily catering to mainstream guests
- Modest number of Muslim visitors

**OIC countries with moderate MFT ecosystems**
- High proportion of non-Muslim visitors
- Halal food is widely available, but alcohol is common in hotels

**OIC countries with advanced MFT ecosystems**
- Predominantly Muslim visitors
- Strong Islamic Finance and Halal products ecosystem
- Strong religious affiliation
Recommended MFT Services and Facilities

MFT Services for Modest Ecosystems

MFT features – cost vs. effect on non-Muslim guests

Cost

Lower cost

Higher cost

Low impact

High impact

Effect on non-Muslim guests

- Halal Food
- Alcohol Policy
- Prayer

Facilities & services that have been indicated as important in consumer surveys

- No alcohol
- No nightclubs on site
- No casinos on site
- No adult channels available
- Internet content filters in place

- Staff to wear modest clothes
- Staff

- Special Ramadan meal timings
- Group musalla or masjid area
- Bidet / hand shower in bathrooms
- Halal certified kitchen / restaurant
- Family-friendly entertainment

- Prayer mat in room
- Family-friendly entertainment

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Recommended MFT Services and Facilities

MFT Services for Advanced Ecosystems

MFT features – cost vs. effect on non-Muslim guests

Higher cost

COSTLY

Transport to local mosques
Group mussalla or masjid area
Hotel kitchens to be Halal certified
Regular congregational/Friday prayers
Hotel kitchens to be Halal certified
Islamic lectures/events
Environment certification
Staff to wear modest clothes

COSTLY

Group mussalla or masjid area
Hotel kitchens to be Halal certified
Regular congregational/Friday prayers
No alcohol
Gender-separated wellness facilities (gym, spa, pool, beach)
No casinos on site
No nightclubs on site
Family-friendly entertainment

Cost

Living wages
Islamic artwork
Islamic artwork placed in each room
Living wages
No alcohol
Gender-separated wellness facilities (gym, spa, pool, beach)
No casinos on site
No nightclubs on site
Family-friendly entertainment

Lower cost

EASY

Quran placed in each room
Special Ramadan meal timings
Prayer mat in room
Hotel kitchens to be Halal certified
Islamic lectures/events
Islamic artwork
Islamic artwork placed in each room
Environment certification
Staff to wear modest clothes

EASY

Alcohol Policy
Halal Food
Quran
Quran placed in each room
Special Ramadan meal timings
Prayer mat in room
No alcohol
Gender-separated wellness facilities (gym, spa, pool, beach)
No casinos on site
No nightclubs on site
Family-friendly entertainment

Effect on non-Muslim guests

Low impact

Ramadan
Entertainment
Wellness
Staff
Leisure
Finance & HR
Environmental
Facilities & services that have been indicated as important in consumer surveys

High impact

Staff
Wellness
Leisure
Finance & HR
Environmental
Facilities & services that have been indicated as important in consumer surveys
Recommended MFT Services and Facilities

MFT Services for non-OIC Countries with Limited MFT Ecosystems

MFT features – cost vs. effect on non-Muslim guests

Cost

Higher cost

Lower cost

Effect on non-Muslim guests

Low impact

High impact

Facilities & services that have been indicated as important in consumer surveys

Halal Food

Ramadan

Alcohol Policy

Entertainment

Prayer

Staff

Some Halal food options

List of Halal eateries

Qibla direction in room

Prayer mat, prayer schedule, list of mosques on request

Alcohol-free mini-bar for Muslim guests

Staff training on MFT Principles

COSTLY

DIFFICULT

EASY

SENSITIVE

Higher cost

Low impact

EASY

High impact

COSTLY

DIFFICULT

Halal Food

Ramadan

Alcohol Policy

Entertainment

Prayer

Staff

List of Halal eateries

Qibla direction in room

Prayer mat, prayer schedule, list of mosques on request

Alcohol-free mini-bar for Muslim guests

Staff training on MFT Principles

Some Halal food options

Lower cost
## Recommended MFT Services and Facilities

### Family-Friendly and Ethical MFT Services and Facilities

<table>
<thead>
<tr>
<th>Minimum requirements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Halal Food</strong></td>
<td>Halal food options</td>
</tr>
<tr>
<td><strong>Alcohol Policy</strong></td>
<td>Alcohol-free minibar for Muslim guests</td>
</tr>
<tr>
<td><strong>Good to have</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Alcohol Policy</strong></td>
<td>No alcohol: no bar or alcohol served at hotel restaurants</td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
<td>No nightclubs on site</td>
</tr>
<tr>
<td></td>
<td>No casinos on site</td>
</tr>
<tr>
<td></td>
<td>No adult channels available</td>
</tr>
<tr>
<td></td>
<td>Internet content filters in place (for obscenity)</td>
</tr>
<tr>
<td></td>
<td>Family-friendly programming and entertainment on site</td>
</tr>
<tr>
<td><strong>Staff</strong></td>
<td>Staff to wear modest clothes</td>
</tr>
<tr>
<td><strong>Premium</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Alcohol Policy</strong></td>
<td>No alcohol on site (e.g., at restaurant or on demand)</td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
<td>No obscene or non-Islamic music or artwork displayed</td>
</tr>
<tr>
<td><strong>Environmental</strong></td>
<td>Environmental certification and eco-friendly processes in place</td>
</tr>
</tbody>
</table>
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Policy Recommendations

Gaps and Opportunities to Improve MFT Standards

- Engage all stakeholders
- Change “MFT” hindering legislation
- Liaise with OIC/regional governments
- Minimize conflict of interest between standard setting and certification roles
- Train local inspectors
- Establish controls, documentation, follow up processes
- Promote standard among stakeholders and consumers
Policy Recommendations

MFT Standards Adoption/Development Decision Tree

Recommended Policies for MFT Standards Development/Adoption

Does your country have an MFT Accommodation Standard?

Yes

Does it meet your requirements?

Promote within the industry and to travelers.

No

No

Are you an OIC Country?

Yes

Are MFT Accommodation services highly developed?

Yes

Are Muslim visitors an important segment?

Yes

Do the requirements of the SMIIC Standard match your needs?

Follow the SMIIC standard

No

No

Are hotels motivated to provide MFT services?

Yes

Raise awareness within the industry & get buy-in before introducing a standard

No

No

Join efforts to develop OIC-wide standard

Follow the standard that meets your needs

Does the MFHS, Sofyan Standard, standard or other MFT standards meet your needs?

Yes

No

No

No need to follow a standard
Policy Recommendations

Recommendations for OIC Countries with No MFT Regulations

1. Develop MFT Strategy
2. Improve products & services
3. Adopt/Develop a Standard
4. Campaign for Stakeholder Buy-in
5. Implement and monitor
6. Measure Benefits
7. Gather industry & consumer feedback
8. Re-assess standard & update if necessary
## Recommendations for OIC Countries with No MFT Regulations

### 2. Improve Products & Services

#### Target segments & themes*

- **Young Muslim Millennials**
  - Age: 18-24
  - Leisure, education, friends & fam

- **Young Muslim Couples**
  - Age: 25-34
  - Leisure, friends & fam, religious, edxn

- **Growing Muslim Families**
  - Age 35-44
  - Leisure, friends & fam, religious

#### Sector MFT priorities

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Food &amp; Beverages Services</th>
<th>Travel Services</th>
<th>Activities</th>
<th>Transportation</th>
</tr>
</thead>
</table>
| • Provide clear Halal food options
• Ensure bidet sprayer in toilets
• No alcoholic drinks in rooms
• Ramadan meals
• All food at facility to be credibly Halal
• Qibla direction in rooms
• Family friendly entertainment shows | Clear Halal food credentials | Muslim-travel themed packages | Prayer/ other facilities at attractions | Prayer/ other facilities at hubs |
| **Basic Offerings** | | | | |
| **Advanced/ Innovative** | Meal sharing platforms | Travel Islamic financing services | Family-friendly cultural entertainment | Innovative transit services: gender segregated gyms, spas... |
| | 'Takaful' based travel insurance | MFT focused travel booking websites | Muslim-lifestyle festivals and theme-parks | |
Recommendations for OIC Countries with No MFT Regulations

3. Adopt/Develop a Standard

- Appoint authority responsible for national/regional standard
- Establish a committee with all stakeholders represented
- Review existing standards
- Conduct in-depth interviews and surveys with the accommodation sector, consumers, certifiers and other stakeholders
- Develop draft standard, share with wider group of stakeholders for commentary
- Train auditors/inspectors
- Issue Standard
- Promote standard
4. Campaign for stakeholder buy-in

- PR Campaign
- Influencer Campaigns
- Industry Seminars
- Events
- Email Campaigns
- Awards
- Social Media Campaigns
Policy Recommendations

Recommendations for OIC Countries with No MFT Regulations

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5. Implement and monitor
6. Measure Benefits
7. Gather industry & consumer feedback
8. Re-assess standard & update if necessary
Policy Recommendations

Recommendations for OIC Countries with Existing Regulation

**Improve Existing Standard**
- Revisit national MFT strategy (growth targets, source markets, marketing strategy)
- Enhance MFT Accommodation sector products & services
- Assess impact of MFT regulation
  - Increased Muslim tourist receipts?
  - Increase in guest satisfaction?
  - Challenges?
- Gather industry and consumer feedback
- Improve standard

**Improve Implementation**
- Certification role should be separate from standard-setting role
- Inspectors and auditors to be properly trained in MFT services/facilities
- Certification bodies to be accredited
- Certifiers should not be trainers

**Increase Adoption of Standard**
- Conduct promotion campaign
- Hold industry seminars
- Launch awards for exceptional MFT certified hotels
- Hold press conferences
Policy Recommendations

Recommendations for OIC Countries with Existing Regulation

Raise Awareness

- Raise awareness on MFT regulation globally
- Advocate for MFT in international forums
- Form an alliance of countries interested in promoting MFT

Technical Cooperation

- Consult organizations such as the UNWTO, IH&RA OECD, ASEAN, ISO, HOTREC for technical cooperation
- Form an alliance of countries interested in adopting MFT standards, to share best practices
- Establish consulting services to assist non-OIC countries in adopting a standard.
Islamic/Ethical Finance

Halal/Ethical Lifestyle

OIC Economies

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