Muslim Friendly Tourism (MFT)

Understanding the demand and supply sides in the OIC Member Countries

Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC)
Coordination office
December 2015

Project team led by CrescentRating Pte Ltd
1. Methodology
2. Different definitions and concepts of MFT
3. Conceptual Framework of MFT
4. Faith-based needs of Muslim Travelers
5. Demand Side Themes
6. Muslim Visitor Profiles
7. Supply Side Themes
8. Global MFT Market
1. Methodology

**Supply side themes**
- Transport terminals
- Transport
- Accommodation
- Attractions & activities
- Travel agents/Tour operators
- Human capital
- Destinations

**Primary market research**
- Field visit case studies
- Interviews
- Surveys

**Secondary market research**
- Literature review
- Desk based case studies
- Desk based research
- Surveys

**Demand side themes**
- Leisure travel
- Business travel
- Healthcare travel
- Religious travel
2. Different definitions and concepts of Muslim Friendly Tourism (MFT)?

- A wide range of terms & definitions has been used by organizations, academics, media etc.,

- The suggested definitions based on the study

  “Muslim travelers who do not wish to compromise their basic faith-based needs while traveling for a purpose, which is permissible”

or it can also be defined as

“Halal conscious travelers, traveling for any purpose, which is Halal”
3. Conceptual Framework of MFT?

Supply side key themes
(Travel and hospitality services & facilities)

Demand side key themes
(Reasons and motivation for travel)

Key faith based needs (Faith based needs of the Muslim travellers)
# 4. Faith based needs

<table>
<thead>
<tr>
<th>Muslim travelers</th>
<th>20%</th>
<th>60%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Segment A</strong></td>
<td>20%</td>
<td>60%</td>
<td>20%</td>
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<tr>
<td>Strictly practicing Muslims</td>
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<tr>
<td><strong>Segment B</strong></td>
<td>20%</td>
<td>60%</td>
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<tr>
<td>Practicing Muslims</td>
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<tr>
<td><strong>Segment C</strong></td>
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<tr>
<td>Non-practicing Muslims</td>
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</table>

- **Very Important**
  - Halal Food
  - Salaath
  - Water usage friendly washrooms
  - Ramadhan services and facilities
  - No non-Halal activities
  - Recreational facilities with privacy

- **Not Important**
5. Demand side key themes

- Leisure Travel
- Business Travel
- Religious Travel
- Healthcare Travel
6. Developing Muslim Visitor profiles
7. Supply side key themes

- Transport terminals
- Destinations
  - Hotels, Villas, Resorts, Apartments
  - B&B
  - Camping parks
- Religious & Heritage sites
- Attractions, Shopping, Beaches, Nature, Adventure, Live Events
- MICE, Venues
- Hospitals, healthcare services
- Travel Agents / Tour Operators / OTAs
- Human Capital
8.1 What is Size of the Muslim travel market?

- 2000: 25 Million Visitors
- 2010: 98 Million Visitors
- 2014: 116 Million Visitors
- 2020: 180 Million Visitors

Source: CrescentRating (2015)
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