



# OUTLINE

---

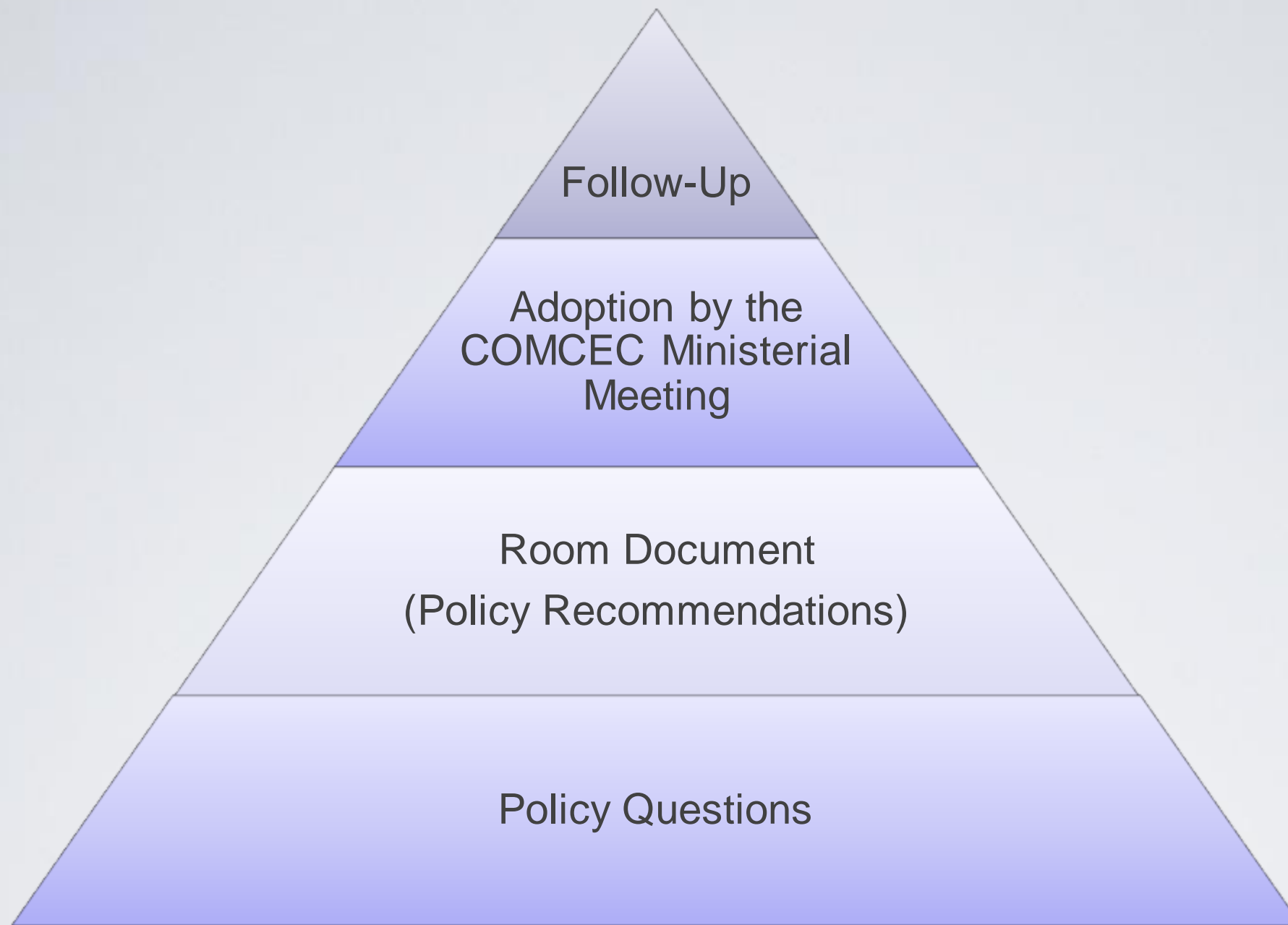
**1. Policy Dimension Ladder**

**2. Policy Questions**

**3. Responses of the Member Countries**

**4. Room Document**

# 1- POLICY DIMENSION LADDER



## 2- POLICY QUESTIONS

---

1. Does your government have a specific strategy/policy/initiative for developing Muslim Friendly Tourism (MFT) sector?
2. Please indicate the instruments that your government utilizes for marketing MFT products and services.
3. What are the challenges your country faces in developing and marketing Muslim Friendly Travel (MFT) products and services?

## 2- POLICY QUESTIONS

---

4. Please prioritize the sub-areas of MFT that your country shall focus for developing MFT.
5. In your country, is there any cooperation between government and private sector on developing and marketing of MFT products and services?
6. What are the ways and means to enhance cooperation among the Member Countries on developing and marketing of MFT products and services?

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q1: Does your government have a specific strategy/policy/initiative for developing Muslim Friendly Tourism (MFT) sector?**

Raising Awareness

- 3 Member Countries (MCs)
- Awareness raising campaigns, halal tourism conferences etc.

Developing MFT products and services

- 4 MCs
- Strengthening the competitiveness

Certifying MFT products and services

- Only Indonesia has a certification body

Marketing MFT destinations

- 2 MCs
- Branding and Advertising
- via tour operators and media

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q2: Please indicate the instruments that your government utilizes for marketing MFT products and services:**

- Organizing Exhibitions and Fairs
- Establishing Strategic Partnerships
- Creating Muslim Visitor Guidelines



# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q3: What are the challenges your country faces in developing and marketing Muslim Friendly Travel (MFT) products and services ?**

1. Catering and Marketing for Muslim and Non-Muslim Tourists
2. Standardization and Certification



# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q4: Please prioritize the sub-areas of MFT that your country shall focus for developing MFT:**

1. Food and Beverage

2. Activities and Entertainment

3. Accommodation

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q5: In your country, is there any cooperation between government and private sector on developing and marketing of MFT products and services?**

3 Member Countries

- Have such cooperation with private sector
- A special team for Halal Tourism (Indonesia)

3 Member Countries

- Do not have such cooperation

# 3- RESPONSES OF THE MEMBER COUNTRIES

**Q6: What are the ways and means to enhance cooperation among the Member Countries on MFT?**

1. Bilateral and multilateral cooperation for sharing experiences

2. Awareness raising programmes for MFT among the MCs

# 4- ROOM DOCUMENT

## Policy Advice 1

- **Developing a national Muslim Friendly Tourism strategy that links to the country's overall tourism goals through focusing on building stakeholder awareness, establishing a dedicated MFT body/committee and developing a national MFT products/services and marketing development strategy**

## Policy Advice 2

- **Conducting government-led MFT-focused destination marketing through developing an MFT branding and positioning for the benefit of local service providers and measuring the potential of a destination for MFT by funding/organizing short-term campaigns.**

# 4- ROOM DOCUMENT

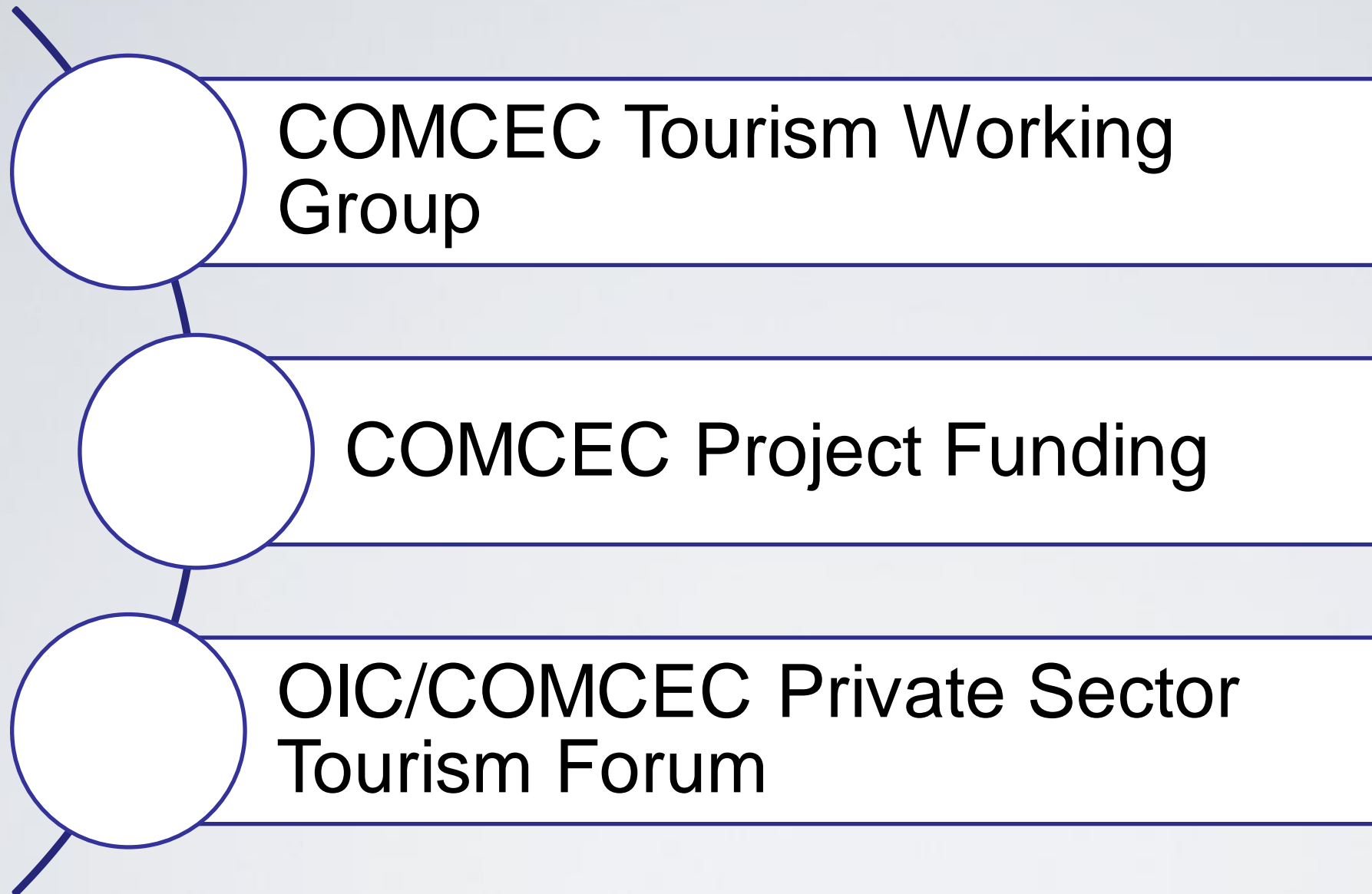
## Policy Advice 3

- Supporting SMEs through developing training and mentorship programs

## Policy Advice 4

- Developing bilateral tourism cooperation within the OIC through technical knowledge exchange and joint promotion efforts for MFT destinations

# 4- ROOM DOCUMENT





Making Cooperation Work

# COMCEC STRATEGY

For Building an Interdependent Islamic World

# THANK YOU

[www.comcec.org](http://www.comcec.org)

[msayar@comcec.org](mailto:msayar@comcec.org)



**COMCEC**

***Mustafa Adil SAYAR***  
***COMCEC Coordination Office***  
***September 1st, 2016***