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INDONESIA PROPOSAL FOR QUICKWIN PROGRAM TO PROMOTE MFT

Riyanto Sofyan, BSEE., MBA.
Chairman of Team for Accelerated of Halal Tourism
Ministry of Tourism of The Republic of Indonesia

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A

STRATEGIC SITUATIONAL ANALYSIS

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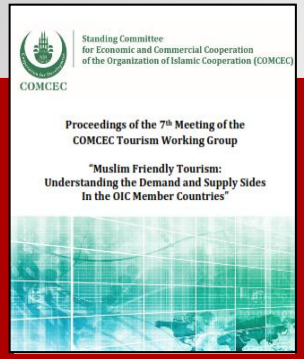


7th COMCEC Meeting

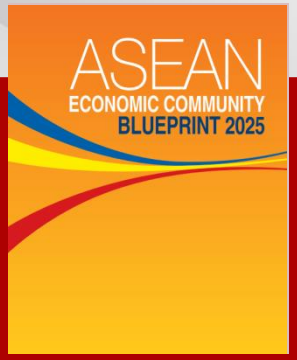
Supply and Demand in The OIC Memberstates

8th COMCEC Meeting

Developing and Marketing MFT Product a& Services

9th COMCEC Meeting

Regulations for Accommodation Establishment



ASEAN Economic Community Blueprint

Quickwin Program to Promote MFT

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INDONESIA PROPOSAL

Quickwin Program to Promote MFT

Practical Approach For Immediate Implementation And Benefit

Optimizing Reports/ Resources within OIC and other Tourism Institution

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B

STRATEGIC FORMULATION

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ISLAMIC TOURISM STRATEGIC REGIONAL INTEGRATION AND COOPERATION

VISION

TO BE THE MOST PREFERRED TOURISM THEME FOR ALL

MISSION

GREATER GOODS AND WELFARE TO ALL MANKIND

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FOCUS STRATEGY IN DEVELOPING ISLAMIC TOURISM INDUSTRY

To increase the size by bringing Muslim Friendly Tourism to go Mainstream as an Inclusive Ethical/ Responsible Tourism
(size of the cake)

To increase the proportion in shares of Muslim Friendly Tourism among OIC Member states
(share of the cake)

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FOUR PILLARS OF HALAL TOURISM DEVELOPMENT

I. POLICY/ REGULATION DEVELOPMENT

- Top Government Officials Commitment
- Growth Stimulant Policy & Regulations
- Budget Allocation

II. MARKETING AND PROMOTION

Integrated Promotion of Indonesia's Halal Tourism Campaign in main markets:

- Marketing Strategy: DOT
- Promotion Strategy: BAS
- Media Strategy : POSE

III. DESTINATION and INDUSTRY DEVELOPMENT

- Attraction
- Amenities
- Accessibility

IV. CAPACITY BUILDING

- Human Resource Development/ Certification
- Community and Stakeholders Awareness/Support
- Industry Development/ Certification

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COMPARATIVE MFT MARKET GROWTH

SIZE

TOURISM (Tourist Expenditure)

US $9.1 B	US $168 B	US $151 B	*excluding Hajj & Umrah USD $17 B	US $1.3 T

Global Muslim Tourist Expenditure almost equal to Chinese Tourist Expenditure

GROWTH

Tourism Industry Growth Rate Benchmark 2015

Indonesia	China	Muslim Tourist	World
10,3 %	2.2%	6,3 %	4,4 %

International Halal Tourism 2015

International Tourist	Muslim International Tourist
10.4 Mn	2.20 Mn
10%	15.5%

Growth Rate

2014	116 Million	9.08%
2020	180 Million	*Rate of Growth forecast*

Indonesia Halal Tourism 2015

Domestic Tourist	Growth	Muslim Domestic Tourist
255 Mn	2 %	224 Mn
USD$15,4 Bn	7 %	USD$13,3 Bn
Rp 203.61 Tn		Rp 177.14 Tn

Industry-Led - Government Support Strategy

Source : Sofyan Hospitality 's analysis based on several sources

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C STRATEGIC IMPLEMENTATION

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INDUSTRY LED, GOVERNMENT SUPPORT

Strategic Directions	ATRACTION	AMENITY	ACCESSIBILITY
	1. Develop Experiential Regional Products & Creative Marketing & Investment Strategies	2. Strategically Increase the Quality Product, Services and Human Resources in the Region	3. Enhances and Accelerate Travel Facilitation and OIC and HALAL Market/Region Connectivity
Strategic Actions	1.1 Develop and implement a tourism marketing strategy for the OIC and HALAL market/region	2.1 Develop a set of OIC and HALAL market /region tourism standards with a certification process	3.1 Advocate for a single visa for the OIC and HALAL market/region
	1.2 Develop Experiential and creative regional/sub regional circuits & packages together with investment strategies	2.2 Implement the MRA on OIC and HALAL market/region Tourism Professionals and its requirements	3.2 Work with other OIC and HALAL region bodies to expand connectivity through air, water, rail and ground transportation
	1.2 Develop Experiential and creative regional/sub regional circuits & packages together with investment strategies	2.3 Provide opportunities for increase knowledge and skill development	

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QUICKWIN PROGRAM

INDUSTRY LED, GOVERNMENT SUPPORT

Government can support the private sectors in developing these following activities:

- Joint Package: Halal Travel Series
- Cross-selling among OIC Countries
- Expanding accessibilities through air, water, and ground transportation
- Joint programmes and promotional materials on tourism investment opportunities
- Facilitating Capacity Building and Training Programmes

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POLICY OPTION FOR DEVELOPING REGULATIONS FOR INDUSTRY STANDARDIZATION

INDONESIAN PERSPECTIVE

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BUSINESS CERTIFICATION

Ministerial Decree of Culture and Tourism No.KM.3/HK.001/MKP.02 in 2002

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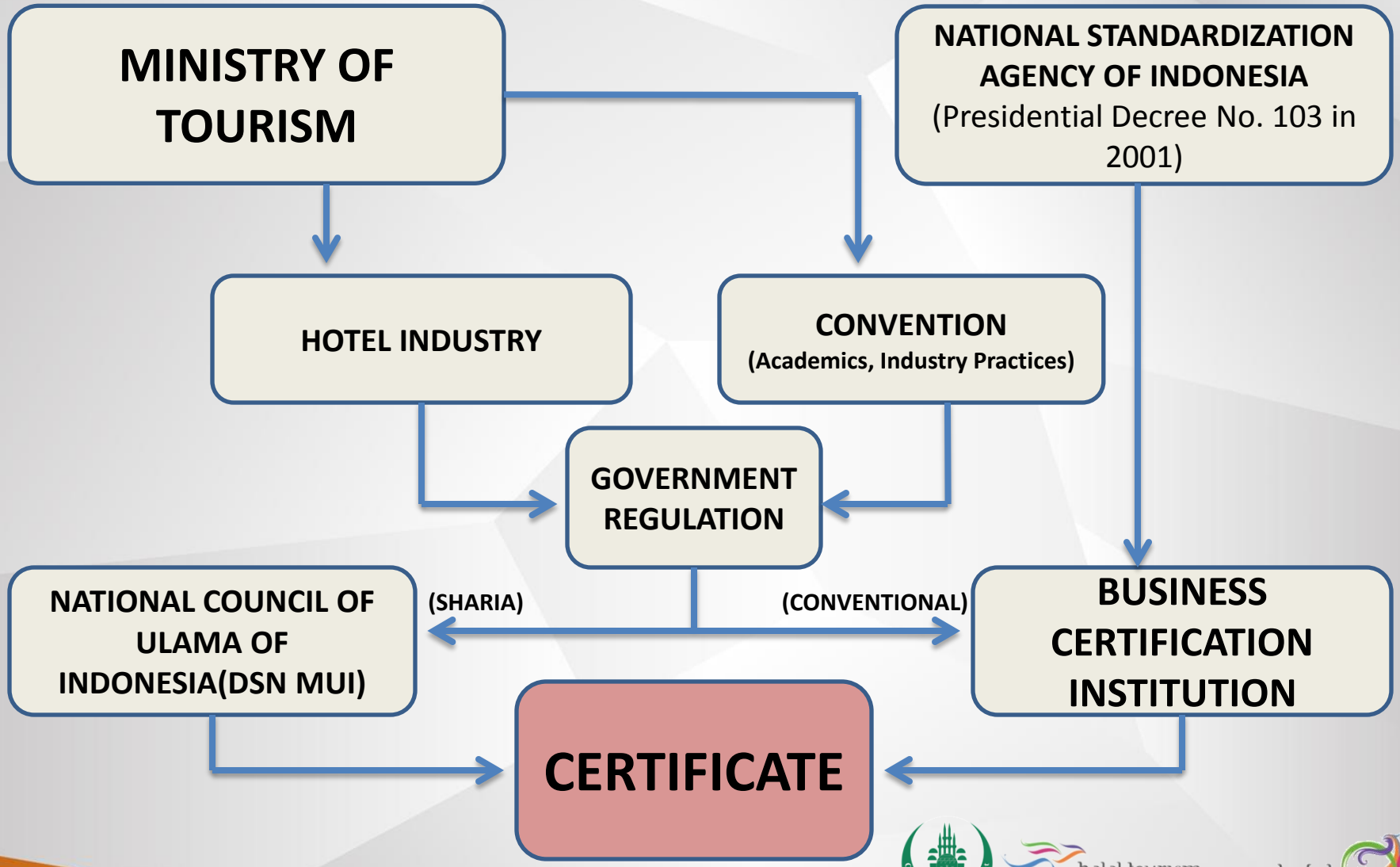
BUSINESS CERTIFICATION

Law of the Republic of Indonesia No. 10 in 2009 Article 54



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THANK YOU

Teşekkür Ederim

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