



9th MEETING OF THE COMCEC TOURISM WORKING GROUP
(February 16th, 2017, Crowne Plaza Hotel, Ankara)

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

PROGRAMME

08.30-09.00 **Registration**

09.00-09.05 **Recitation from the Holy Quran**

09.05-09.15 **Opening Remarks**

The COMCEC Tourism Outlook

09.15-09.35 - *Presentation: Mr. Gürel ÇETİN*
Associate Professor
COMCEC Coordination Office (CCO)

09.35-09.45 - *Discussion*

Conventional/ MFT Regulations for Accommodation Establishments

09.45-10.15 - *Presentation: Mr. Rafi-uddin SHIKOH*
CEO
Dinar Standard

10.15-10.45 - *Discussion*

10.45-11.00 *Coffee Break*

MFT Regulations for Accommodation Establishments: Selected Case Studies, Main Challenges, Recommendations and Prospects

11.00-11.40 - *Presentation: Mr. Rafi-uddin SHIKOH*
CEO
Dinar Standard

11.40-12.20 - *Discussion*

12.20-14.00 *Lunch*

Policy Options for Regulating Accommodation Establishments in the Member Countries

There will be a moderation session under this agenda item. The participants are expected to deliberate on the Draft MFT Guide which has been prepared by the CCO, in light of the findings of the analytical study prepared specifically for the Meeting. The Draft Guide was shared with the Tourism Working Group focal points by the CCO before the Meeting. At the beginning of the session, the CCO will make a short presentation on the responses of the Member Countries to the policy questions which have already been sent to the focal points. Afterwards, the consulting company, DinarStandard will present the Draft Guide.

- 14.00-14.10 - Presentation: *“Responses of the Member Countries to the Policy Questions on Regulating Accommodation Establishments”*
Mr. Selçuk KOÇ
Director
COMCEC Coordination Office (CCO)
- 14.10-14.20 - Presentation: *“Draft COMCEC MFT Guideline For Regulating Accommodation Establishments”*
Mr. Rafi-uddin SHIKOH
CEO
Dinar Standard
- 14.20-15.30 - Discussion

Utilizing the COMCEC Project Funding

- 15.30-15.45 - Presentation: *Mr. Burak KARAGÖL*
Director
COMCEC Coordination Office (CCO)
- 15.45-15.55 - Discussion
- 15.55-16.10 Coffee Break

Success Stories of the Member States

- 16.10-17.10 - Presentation(s)
- Discussion

Private Sector Experience

- 17.10-17.20 - Presentation: *“How to Accommodate Hotels According to MFT”*
Dr. Ghassan AIDI
President
IHRA
- 17.20-17.30 - Presentation: *“Regulation of Halal Friendly Hospitality Services in non-OIC countries: Case of Croatia”*
Mr. Aldin DUGONJIC
CEO
Center for Halal Quality Certification

- 17.30-17.40 - *Presentation: "Private Sector Perspective on Regulating MFT Accommodation Establishments"*
Ms. Hasya Amana RIYANTO
Vice Financial Director
Sofyan Hotels
- 17.40-17.50 - *Presentation: "Salam Standard - Concept, Lessons Learned, Challenges and Benefits to the Global Hospitality Industry"*
Mohammad Faez Mohamad FADHLILLAH
CEO
Tripfez.com
- 17.50-18.00 - *Presentation: "Success Story of Halal-Certified Hotels : The Case of Alanda"*
Dr. Barbara RUIZ-BEJARANO
Director of International Relations
Instituto Halal
- 18.00-18.10 - *Presentation: "A Global View On The Halal-Friendly Tourism Sector"*
Mr. Ufuk SEÇGİN
Chief Marketing Officer
Halalbooking.com
- 18.10-18.20 - *Discussion*
- 18.20-18.30 *Closing Remarks*
