

7TH MEETING OF THE COMCEC
TOURISM WORKING GROUP
(FEBRUARY 4TH , 2016 , ANKARA)

**"Muslim friendly tourism (MFT) : 
Understanding the demands and
supply side in the OIC member
countries"**

The main axes : ◎

1-Profile about the tourism in Iraq. ◎

2-outline about the importance of Muslim – friendly tourism in the development of Islamic resorts and hotels as well as how to meet the needs of this growing market and make it sustainable .

3- Goals

4- The challenges

5- The suggestion and opinions

Introduction : ●



Profile about the tourism in Iraq: ●

**It is well known that tourism is the most ●
important financial resources for most
countries in the world in general and
especially the Islamic countries , and Iraq is
the most prominent Muslim countries that
enjoy religious sites especially in central
and southern Iraq , where a million visit Iraq
every year from different**

**nationalities to visit the holy sites , ☉
where the workers in the tourism from
the public and private sector provides
the facilitates to all procedures
requirements and the needs of Muslim
tourists of food and accommodation
and others . In addition to this type of
tourism there are other types in Iraq ,
such as archaeological , leisure and
eco- tourism .**

2- outline about the importance of Muslim – friendly tourism in the development of Islamic resorts and hotels as well as how to meet the needs of this growing market and make it sustainable .

Muslim – friendly tourism is considered an ideal platform for the marketing of the Arab region and promotion of it by linking this industry with the Arabic and Islamic tradition and culture ●

It tourism compatible with Islamic law , which managed the rapid spread in the middle east and other region . It is expected to meet this type of tourism the wishes of Muslims and non- Muslim because it provides a unique and comfortable environment for travel . ●

Iraq has the ingredients and the necessary facilities to meet the needs of the Muslim – friendly tourism which related to food and drink .

Goals :

a- Encourage investment in resources that support trends , experience , and hotels which compliant in services with culture , family and Islamic standards .

B- A set of necessary measures to find new markets to stimulate the demand and introduce of innovative marketing concepts to attract new visitors and strengthen ties of loyalty to became permanent and favorite destination for their trips.

C- Developing of workers in the hospitality sector to adopt a style of work for friendly tourism sector and its habits and aspirations for the establishment of an appropriate environment that makes Iraq a leader in the field of regional destination .

Challenges: ●

The security and political stability are the most important key ingredient for economic development and without security there is no development and without it there is no strong state with sound foundation . Also terrorism affect the economy of the countries , and economy represents several vital factors including tourism . ●

Terrorism have multiple negative effects which is reflected on a lot of key economic variables such as lack of investment , financial markets in addition to the tourism , and because of the terrorism attacks which Iraq faced it and that affected the archeological and tourist sites which led to weakness of infrastructure of the country and the weakness of tourism investment .

Suggestion: ●

1- Strengthening the role of the media in ●
the promotion of the tourism sector as
well as the need to develop standards of
quality tourists destinations to meet the
customer needs of Muslim .

2- Enhance cooperation among the
member states of the organization of
Islamic cooperation among themselves
in order to promote this sector .

3 – Enhanced international role in the fight against terrorism and to address the problems caused by the terrorist attacks by open the door to useful scientific interpretation and research in this subject from different angles for the benefits of researchers in this field and achieve economic development at the international and internal level. ●



Thank you for your attention