

OUTLINE

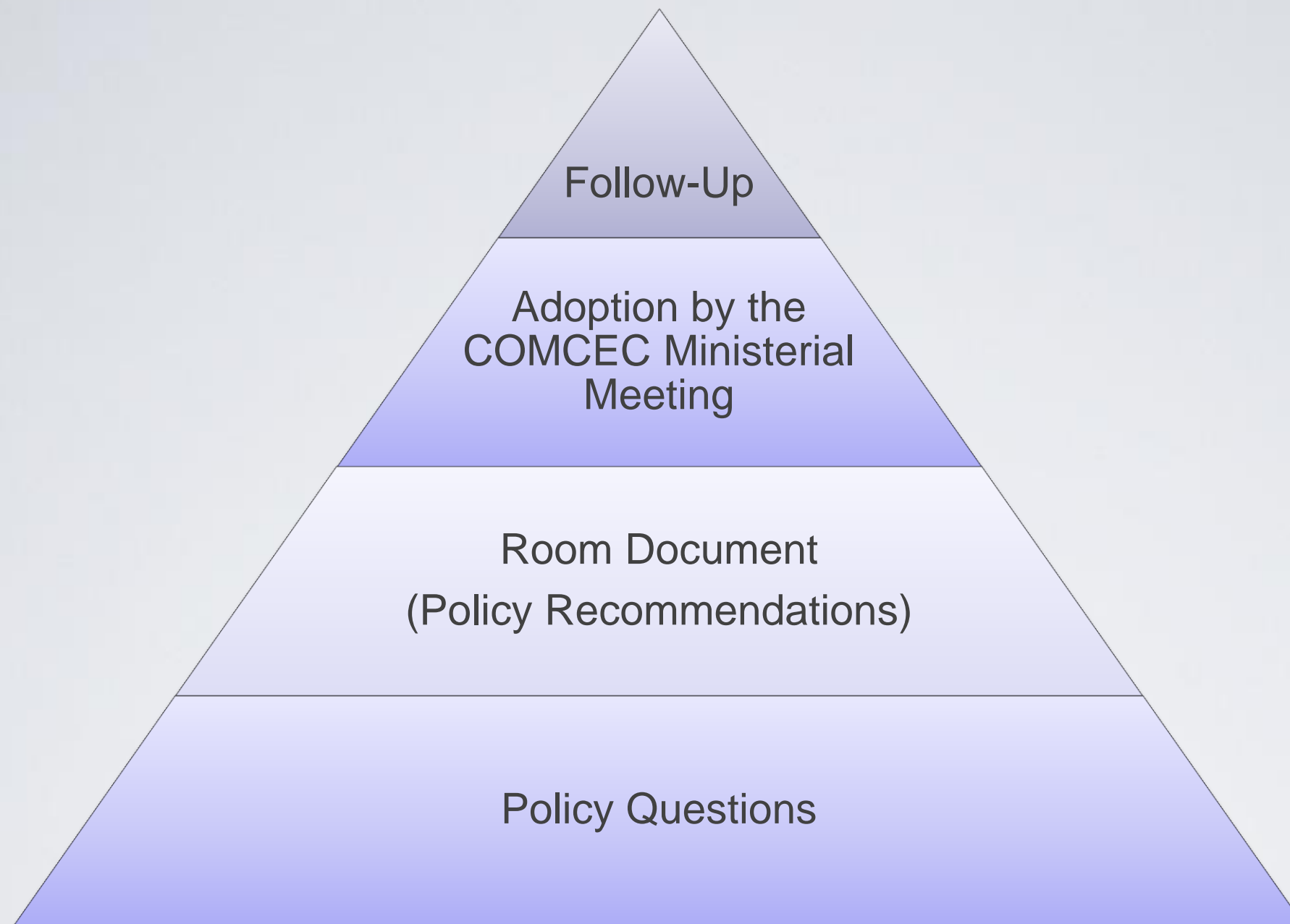
1. Policy Dimension Ladder

2. Policy Questions

3. Responses of the Member Countries

4. Room Document

1- POLICY DIMENSION LADDER



2- POLICY QUESTIONS

1. Does your country currently have services and facilities to cater to Muslim visitors?
2. Does your government have any special policies, initiatives or strategies, including administrative and legal arrangements, supporting MFT and to spread MFT awareness in tourism sector on both demand and supply side?
3. Does the tourism industry in your country have any initiatives or strategies in place to attract Muslim travel?
4. What are the challenges in your country in adopting Muslim Friendly Travel (MFT) initiatives at two levels, the government and the SME and industry level?
5. In your country, is there any cooperation between government and private sector on MFT?
6. What are the ways and means to enhance cooperation among the Member Countries on MFT?

3- RESPONSES OF THE MEMBER COUNTRIES

Q1: Does your country currently have services and facilities to cater to Muslim visitors?

Yes: 12 Member Countries except Cameroon

Services such as: Halal food, prayer facilities etc.

3- RESPONSES OF THE MEMBER COUNTRIES

Q2: Does your government have any special policies, initiatives or strategies, including administrative and legal arrangements, supporting MFT and to spread MFT awareness in tourism sector on both demand and supply side?

8 Member Countries

- Halal travel certificates and guidelines
- Market diversification strategies

5 Member Countries

- Do not have such policy or strategy

3- RESPONSES OF THE MEMBER COUNTRIES

Q3: Does the tourism industry in your country have any initiatives or strategies in place to attract Muslim travel?

9 Member Countries

- Muslim-friendly tour packages
- Organizing meetings and workshops
- Promote thematic religious tourism

4 Member Countries

- Do not have such initiatives

3- RESPONSES OF THE MEMBER COUNTRIES

Q4: What are the challenges in your country in adopting Muslim Friendly Travel (MFT) initiatives at two levels, the government and the SME and industry level?

Government Level	<ol style="list-style-type: none">1. Lack of MFT Strategy2. Lack of Skilled MFT Workforce3. Lack of Awareness
SME Level	<ol style="list-style-type: none">1. Lack of Skilled MFT Workforce2. Lack of Awareness3. Lack of MFT Strategy

3- RESPONSES OF THE MEMBER COUNTRIES

Q5: In your country, is there any cooperation between government and private sector on MFT?

8 Member Countries

- Have such cooperation with private sector
- By integrating private sector to the planning process
- By workshops, exhibitions etc.

5 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?

- Continuous collaboration and exchange of country experience
- Establishing an OIC Portal in MFT

4- ROOM DOCUMENT

Policy Advice 1

- **Developing/Harmonizing standards and certification systems for streamlining the basic MFT related services**

Policy Advice 2

- **Increasing awareness of MFT market among the travel industry stakeholders through standardizing terminology used in MFT, introducing market awareness and customer service training programmes, developing an accreditation program on MFT for tourism industry professionals and utilizing social media.**

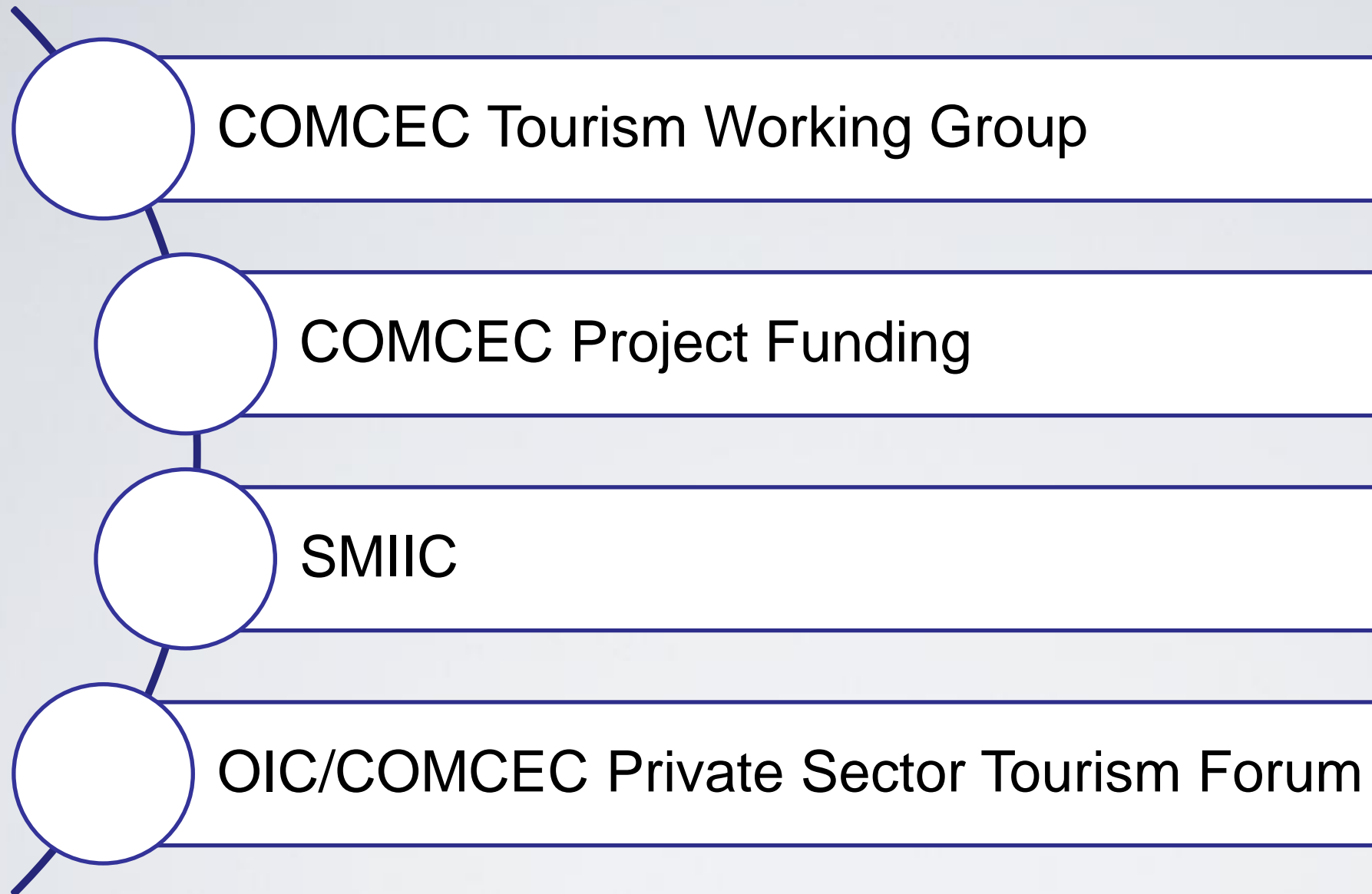
Policy Advice 3

- **Developing healthcare services and facilities for the MFT market through identifying the different strengths of the OIC Region, building specialization hubs/regional hubs, developing alternative/traditional treatments and wellness programs**

Policy Advice 4

- **Launching an alliance among the muslim-friendly travel agents/tour operators targeting MFT market**

4- ROOM DOCUMENT



4- ROOM DOCUMENT

4th Meeting of the OIC/COMCEC Private Sector Tourism Forum

- Held on 14-15 January, 2016 in Istanbul/Turkey with the theme of «Promoting MFT Products and Services in the Member Countries»
- The forum highlighted the significance of:
 - Raising awareness about MFT
 - Increasing investments in MFT through PPPs
 - Developing and harmonizing MFT standards
 - Experience sharing, technical cooperation and capacity building programmes in MFT



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