

MUSLIM FRIENDLY TOURISM



MINISTRY OF CULTURE AND TOURISM

7th MEETING OF THE COMCEC TOURISM WORKING GROUP

February 4th, 2016 , Ankara

International Tourist Arrivals (Million)*

Rank	Country	2014
1	France	83.7
2	United States	74.8
3	Spain	65.0
4	China	55.6
5	Italy	48.6
6	Turkey	39.8
7	Germany	33.0
8	UK	32.6
9	Russian Federation	29.8
10	Mexico	29.1



International Tourism Receipts (Billion \$)*

Rank	Country	2014
1	United States	177.2
2	Spain	65.2
3	China	56.9
4	France	55.4
5	Macao (China)	50.8
6	Italy	45.5
7	UK	45.3
8	Germany	43.3
9	Thailand	38.4
10	Hong Kong (China)	38.4
11	Australia	32
12	Turkey	29.6

OIC Asian Group Visitor Arrivals (Inbound Tourist)

Rank	Country	Total Visitor Arrivals (Inbound Tourist) Millions
1	Turkey	39.28
2	Malaysia	26.43
3	Indonesia	9.33
4	Iran	5.48
5	Kazakhstan	5.29

* CrescentRating 2015

COMCEC MEMBERS	Arriving Foreigners	Share %
Iran	1 700 385	4,69
Iraq	1 094 144	3,02
Azerbaijan	602 488	1,66
Saudi Arabia	450 674	1,24
Kazakhstan	423 744	1,17
Libya	234 762	0,65
Lebanon	197 552	0,55
Kuwait	174 486	0,48
Turkmenistan	174 330	0,48
Algeria	171 873	0,47
Jordan	162 866	0,45
Uzbekistan	143 331	0,40
Morocco	109 775	0,30
Tunisia	102 341	0,28
Egypt	100 040	0,28
Kyrgyz Republic	88 369	0,24
Albania	80 032	0,22
Malaysia	69 616	0,19
Pakistan	59 700	0,16
Indonesia	56 867	0,16
United Arab Emirates	51 600	0,14
Qatar	35 832	0,10
Bahrain	32 476	0,09
Tajikistan	31 917	0,09
Yemen	24 237	0,07
Bangladesh	12 212	0,03
Sudan	11 434	0,03

Number of Visitors from COMCEC Members*

Total foreigners arriving from COMCEC members in 2015:

6 397 083 (17,7 % of total arriving foreigners)

* Ministry of Culture and Tourism of Turkey
(temporary data)

Top 5 OIC destinations by Muslim visitor arrivals*

	Country	Muslim Visitor Arrivals (Inbound Tourist)	Muslim Visitor Arrivals Expenditure (Inbound Tourist)
1	Saudi Arabia	11,2	\$7,718.1
2	Turkey	7,1	\$6,606.9
3	United Arab Emirates	6,5	\$7,734.2
4	Bahrain	5,9	\$1,175.3
5	Malaysia	5,3	\$4,290.9

* CrescentRating 2015

Global Muslim Travel Index (GMTI)

2015 Results*

RANK	GMTI 2015 RANK	DESTINATION	SCORE
1	1	Malaysia	83.8
2	2	Turkey	73.8
3	3	United Arab Emirates	72.1
4	4	Saudi Arabia	71.3
5	5	Qatar	68.2
6	6	Indonesia	67.5
7	7	Oman	66.7
8	8	Jordan	66.4
9	10	Morocco	64.4
10	11	Brunei	64.3

*MasterCard & CrescentRating 2015

Terminology*

«Muslim travellers who do not wish to compromise their basic faith-based needs while travelling for a purpose, which is permissible»

«Halal conscious travellers, travelling for any purpose, which is Halal (permissible)»

* COMCEC 2016

The Demand Side Key Items

- Leisure (75 %)
- Religious (10 %)
- Business (9-10 %)
- Medical or health care (1 %)

* COMCEC 2016

The Supply Side Key Items

- Transport terminals,
- Transport services,
- Accommodation services,
- Attraction and activities,
- Travel agents and tour operators,
- Human capital,
- Destinations

* COMCEC 2016

Accommodation in Turkey

Tourism Operation Licenced		Tourism Investment Licenced		Total	
Number of accommodation establishments	Number of beds	Number of accommodation establishments	Number of beds	Number of accommodation establishments	Number of beds
3131	807 316	1117	309 556	4248	1 116 872

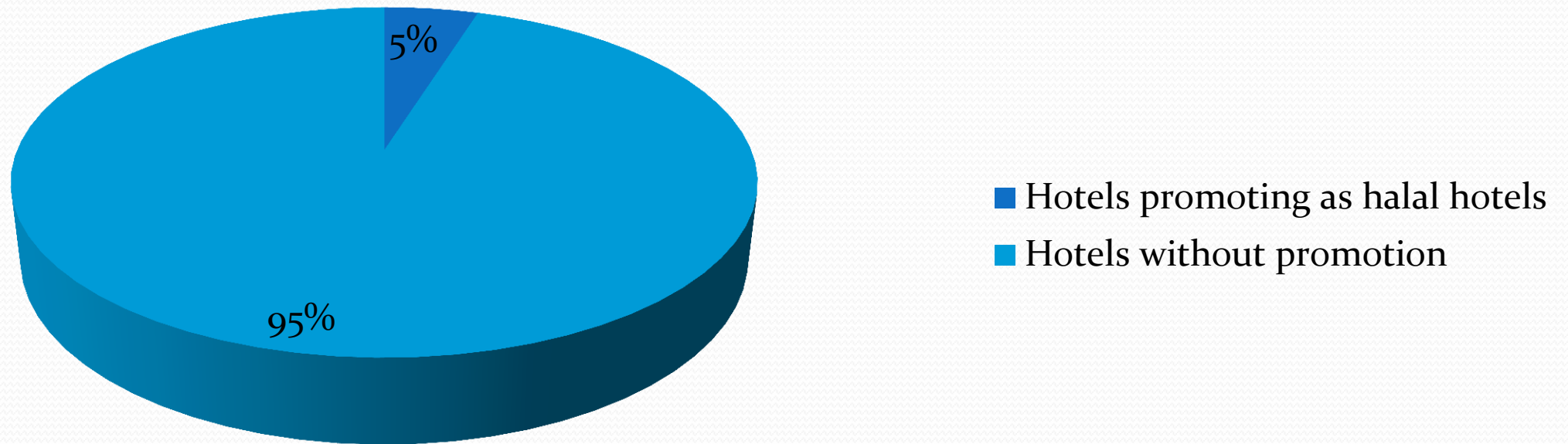
* Ministry of Culture and Tourism of Turkey

Legal Status

- The certification and qualification (e.g. star system) of tourism enterprises are ruled by the Ministry of Culture and Tourism
- The current directive does not refer to halal tourism or halal touristic facilities.
- Private sector driven initiatives
- Licenced hotels can promote themselves as halal hotels.
- Turkish Standard Institution (TSE) started issuing halal food certificates.
- TSE also prepared and will publish Halal Service Criteria for Hotels.
- There is no official statistical record for halal tourism.

Hotels with halal tourism concept

Accommodation Establishments in Turkey



*based on research of Tekin (2015)

Region	Provinces	Number of Establishment
Marmara Region	İstanbul, Bursa, Yalova, Balıkesir, Çanakkale, Sakarya, Kocaeli, Bilecik, Kırklareli	35
Aegean Region	Muğla, Afyon, Aydın, İzmir, Kütahya	31
Central Anatolia Region	Ankara, Konya, Nevşehir, Eskişehir, Kayseri, Sivas, Yozgat	21
Black Sea Region	Samsun, Rize, Düzce, Trabzon, Zonguldak, Artvin, Bartın, Çorum, Karabük, Kastamonu, Ordu, Sinop	20
Mediterranean Region	Antalya, Mersin, Adana, Hatay, Kahramanmaraş	19
Eastern Anatolia Region	Erzurum, Bitlis, Erzincan, Kars, Muş, Bingöl	14
Southeastern Anatolia Region	Mardin, Şanlıurfa, Adıyaman, Batman, Diyarbakır, Gaziantep	12
Total		152

*Tekin (2015)

Halal Hotels *

“Need to have” and “Good to have”

1. Halal food availability
2. Rooms marked with the Qiblah direction
3. Ability to provide temporary prayer rooms for meetings and events held at the hotel
4. Water-friendly toilets
5. Ramadhan facilities offered

* COMCEC 2016

Halal Hotels *

“Nice to have”

1. No non-Halal activities (no alcohol, discotheques or casino)
2. Swimming pools and gyms that are either segregated or provide different timings for males and females
3. For beach resorts, areas for males and females to enjoy in privacy.

* COMCEC 2016



DÜNYA HELAL BİRLİĞİ

SERTİFİKA
CERTIFICATE

SERTİFİKA NUMARASI
HELAL-TR-07-0016-0143

FİRMA ADI
MÜFTÜLER TURİZİM OTELCİLİK TAŞ. İNŞ. TİC. A.Ş.

FİRMA ADRESİ
TÜRKLER KASABASI FUĞLA MAHALLESİ GÖLCÜK CADDESİ NO:19 ANTALYA

İŞLETME ADRESİ
TÜRKLER KASABASI FUĞLA MAHALLESİ GÖLCÜK CADDESİ NO:19 ANTALYA

UYGULANAN STANDARTLAR
DHB- TS OIC/SMIIC 1

SERTİFİKA KAPSAMI: HELAL TURİZM VE İLGİLİ HİZMETLER

MARKA: ADENYA	HİZMET ADI
	OTEL İŞLETMECİLİĞİ

Bu sertifika ile yukarıda adı ve adresi belirtilen kuruluş DHB-TS OIC/SMIIC 1 standartları kapsamında Dünya Halal Birliği, Otel Restoran ve Hizmet Yeri Uygunluk Kriterleri denetimi yapılarak bu belgeyi almaya hak kazanmışlardır. Sertifika sahibi yukarıdaki standart ve yönetmeliklere sürekli ve güncel olarak uymakla sorumludur.

Sertifika Veriliş Tarihi : 28.04.2015
Sertifika Geçerlilik Tarihi : 27.04.2016
Kare Kodu :



Ürün ve Hizmet Belgelendirme Müdürü

Bu sertifikanın doğruluğunu www.dunyahelalbirligi.org adresinden sertifika numarası ile sorgulayabilirsiniz.

DÜNYA HELAL BİRLİĞİ

Bağlarbaşı Mh. 3. Yıldırım Sk. No.33/B Osmangazi / BURSA - Tel: +90.224.240 12 34 Fax: +90.224 246 07 07

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HELAL CERTIFICATE

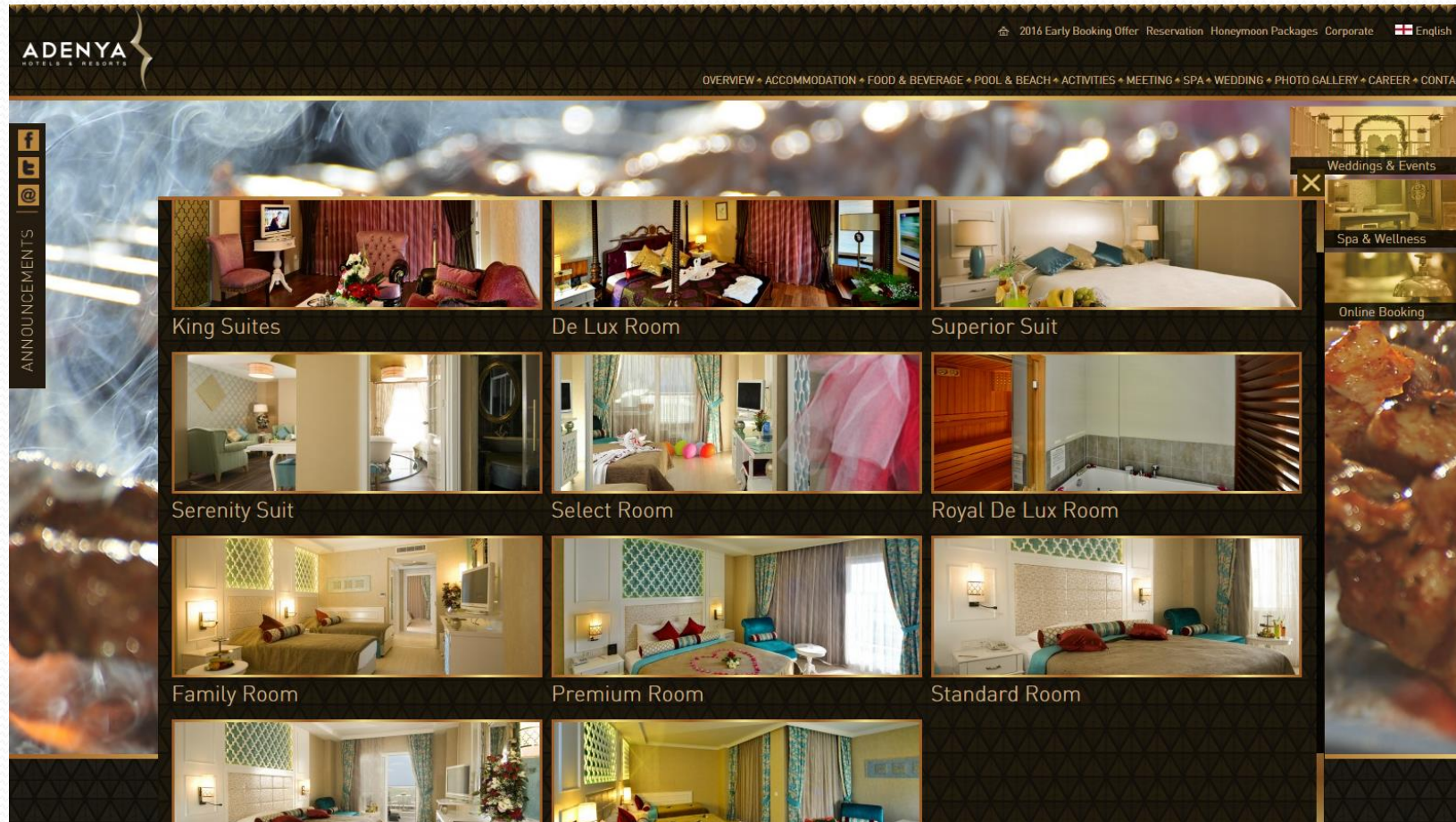
The newest and unique address of Halal holiday ...

ADENYA HOTELS & RESORTS

If you are looking for a place that you can make an excellent holiday with your family and you may accommodate inner peace in Alanya, the most beautiful holiday resort of Antalya, the pearl of Mediterranean in Turkey, Adenya is your place. Adenya, with its word meaning ; Heaven garden, is 22 km. away from Alanya Center and is 105 and 65 km. away from Antalya Airport and Gazipaşa Airport respectively, and it shall make you feel that you are in the correct place with its lobby designed by being impressed from Ottoman architecture. Hotel has 290 rooms with 11 different types in which you can see the difference of 5 stars and has 800 bed- capacity, and it provides full time service with its open buffet restaurant , A'la Carte Restaurant and café, furthermore **alcoholic beverages are never included in its menus**. One of the most advantageous points of Adenya which is introducing an upright environment just like your home is the sensitivity shown to its guests' exclusivity . Because in the beaches covered with white sand which have been brought from Egypt and which do not burn the feet and which are separated as men and women sections, boys older than 6 years old are not permitted to enter into women's beach, whereas girls older than 6 years old are not permitted to enter into men's section. Adenya combined Sultan SPA which renders such a service deserved by sultans with these privileges and Hünkar SPA which is under service for men, and it also provides private family hamam service thus introduces everything that you can imagine. If you also wish to make entirely a halal holiday with your family, please make your reservation in Adenya which deserves its Halal Tourism Certificate with these opportunities.



Hotel rooms



A standard hotel room



Food and beverages

ADENYA
HOTELS & RESORTS

2016 Early Booking Offer Reservation Honeymoon Packages Corporate English

OVERVIEW • ACCOMMODATION • **FOOD & BEVERAGE** • POOL & BEACH • ACTIVITIES • MEETING • SPA • WEDDING • PHOTO GALLERY • CAREER • CONTACT

ANNOUNCEMENTS

Sedir Restaurant

Taş Ev A'la Carte

Yelken Snack

Lobby Terrace Cafe

Cafe Keyf

Hookah Cafe

Meydan Cafe

Bale House

Lobby

Weddings & Events

Spa & Wellness

Online Booking

Food - Drink Services

- Alcoholic beverages are not for sale, and service.
- Products are bought from meat and meat products companies which make production in accordance with Islamic rules, in completely hygienic and healthy conditions. Companies have "Halal Certification".
- Our Food Concept continues between 07.00 - 00.00 Beverage Concept continues for 24-hours for free.

Activities



Activities



Ramadan facilities



Segregated beaches



Segregated pools and snack restaurants

POOL & BEACH



Pool (Men)



Coastal (Men)



Indoor Swimming Pool (Men)



Aquapark (Men)

Segregated pools and snack restaurants

POOL & BEACH



Pool (Women)



Coast (Women)



Indoor Swimming Pool (Women)



Aquapark (Women)

Muslim- & Family- friendly"



Spa Center



Future Steps

1. Certification of Muslim-friendly hotels (TSE),
2. Preparation of a policy for the niche market of Muslim-friendly tourism,
3. Cooperation with OIC members and sharing experiences,
4. Increasing the awareness of tourism sector (seminars, exhibitions),
5. Promotion of destinations as a choice for Muslim tourists
6. Supporting private sector (hotels and travel agents)

References

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