

PRESS RELEASE

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ISLAMIC TOURISM: MALAYSIA SHARES EXPERIENCE WITH INTERNATIONAL COUNTERPARTS



Caption: Deputy Director General of Tourism Malaysia, Dato' Haji Azizan Noordin, watches as a Palestinian participant of the workshop tries his hand at batik painting

PUTRAJAYA, 18 June 2014 – Tourism Malaysia today welcomed 24 senior government officers from 18 countries who are in Malaysia from 8 to 20 June, attending a course on Islamic Tourism entitled *Understanding and Embracing the Opportunities for Sustainable Development*.

The participants were welcomed by the Deputy Director General of Tourism Malaysia Dato' Haji Azizan Noordin who also gave a presentation on the development of tourism in Malaysia.

Dato' Haji Azizan in his speech said that Malaysia was an ideal destination for Islamic tourism as the country had all the amenities and facilities for Muslim travellers from all around the world.

"We understand the needs and requirements of Muslim travellers and they will undoubtedly find comfort and a peace of mind when they travel to Malaysia," he added.

The participants also had the opportunity to network with Tourism Malaysia officers and exchange ideas on the latest trend in tourism marketing and strategies.

Apart from visiting Tourism Malaysia, the participants also visited Johor Bahru and Melaka, as well as the Islamic Arts Museum Kuala Lumpur and International Islamic University Malaysia. Their

programme included lectures and presentations on Islamic Tourism by hoteliers, medical service providers, educational institutions and travel agencies.

Short Course on Islamic Tourism entitled *Understanding and Embracing the Opportunities for Sustainable Development*

This two-week training course is organised by the Islamic Tourism Centre for the tenth time under the Malaysian Technical Corporation Programme (MTCP).

The participants hailed from both the Organisation of Islamic Cooperation (OIC) member countries and non-Islamic countries comprising Indonesia, Gambia, Palestine, Sudan, Yemen, Tunisia, Iran, Oman, Egypt, Morocco, Uganda, Uzbekistan, Tajikistan, Cambodia, Laos, Malawi, Vietnam and Zimbabwe.

The objectives of the course are:-

- i. To enable participants to understand the current global trends in travel and tourism and the emergence of Islamic travel and tourism;
- ii. To help identify and understand the expectations of Muslim travelers;
- iii. To explore the issues associated with the development, management and marketing of Islamic tourism.
- iv. To help develop appropriate tour packages and marketing strategies for successful Muslim tourists arrivals to a destination; and
- v. To share Malaysia’s best practice experiences for sustainable Islamic travel and tourism.

Pictures:



Caption: A Tourism Malaysia officer explains to workshop participants about the benefits of taking part in international trade promotions such as ITB Berlin to promote Malaysia



Caption: Deputy Director General of Tourism Malaysia, Dato' Haji Azizan Noordin, gives a briefing to workshop participants on Malaysia's experience in tourism marketing

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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