



Webinar on “Enhancing the Competitiveness of Halal Tourism in the OIC Member Countries”

30 July 2024

Time: 11:00 – 14:00 (Ankara time – UTC +3)

Registration Link: <https://erp.sesric.org/events/2024-WBN-HalalTourism/Apply>

1 Background and Objectives

Muslim-friendly tourism, known as Halal Tourism, is a type of tourism that provides facilities and services in accordance with Islamic principles and customs, providing the needs of Muslim tourists. The Halal Tourism sector became one of the important trends on the international tourism map and surged as a rapidly expanding sector within the global travel and hospitality industry. Despite the drop that has been witnessed in the Halal tourism sector during the COVID-19 period¹, the Halal Tourism market is expected to reach USD 274 billion by the end of 2024². The numbers show Indonesia, Malaysia, Saudi Arabia, the United Arab Emirates, and Türkiye as the five pioneer countries in Halal Tourism³. Accordingly, the growing demand among Muslim travellers in that sector requires intensive efforts to generalise the success in all OIC Member Countries.

The Halal tourism sector faces several challenges today, including the lack of unified global standards and certifications, socio-demographic complexities, variations in the influence of Islamic values and beliefs, and inadequate sector awareness. Addressing these challenges requires collaborative efforts from relevant institutions to capitalize on potential opportunities such as economic growth through Islamic tourism, innovative tourism products, and effective use of social media.

In alignment with the resolutions of the 12th Session of the Islamic Conference of Tourism Ministers held in Khiva from 31 May to 2 June 2024, SESRIC through its Tourism Capacity Building Programme (Tourism-CaB) and Halal Capacity Building Programme (Halal-CaB), in collaboration with the Islamic Centre for Development of Trade (ICDT) under its TOURDEV Programme, will organise a Webinar on “Enhancing the Competitiveness of Halal Tourism in the OIC Member Countries” on 30 July 2024. The webinar aims to bring together experts from international and regional communities to exchange ideas on the challenges in the Halal Tourism sector in the OIC Member Countries and explore opportunities to enhance competitiveness in the sector.

The webinar will cover the following topics:

- Overview and Introduction of Halal Tourism;
- The State of Halal Tourism in OIC Member Countries;
- Country Experiences and Challenges in Implementing Halal Tourism Model; and
- Best Practices in Enhancing the Competitiveness and Awareness about Halal Tourism.

¹ [International Tourism in the OIC Countries 2022: Prospects and Challenges amid the COVID-19 Pandemic, p 21.](#)

² [International Tourism in the OIC Countries: Prospects and Challenges 2020, p 22.](#)

³ [International Tourism in the OIC Member Countries: Empowering Smart and Sustainable Tourism for Development 2024, p 38.](#)



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2 Target Audience

The target audience for this webinar is the representatives of tourism Ministries and Authorities and other relevant institutions responsible for developing/adapting, implementing, and promoting standards-based halal tourism programmes.

3 Logistical Details

- The webinar will be held virtually through the Zoom platform on 30 July 2024, with around 3 hours with presentations and discussions.
- There will be Q&A at the end of each session.
- The webinar will be conducted in **English only** with no simultaneous translation.
- Speakers are requested to send their presentations to training@sesric.org by 26 July 2024.

4 Work Programme

30 July 2024	
11:00 – 11:20	Opening Remarks by: <ul style="list-style-type: none">• ICDT• Dr. Nenden Octavarulia SHANTY, Director of Training and Technical Cooperation Department, SESRIC
11:20 – 11:40	Overview and Introduction of Halal Tourism <i>Islamic Centre of Tourism (ITC), Malaysia</i> Q&A
12:00 – 12:20	The State of Halal Tourism in OIC Member Countries <i>Mr. Mohamed El Gaby, Assistant Technical Cooperation Officer, SESRIC</i> Q&A
12:20 – 12:50	Country Experiences and Challenges in Implementing Halal Tourism Model <i>Ministry of Tourism, Saudi Arabia</i> Q&A
12:50 – 13:00	Break
13:00 – 13:30	Country Experiences and Challenges in Implementing Halal Tourism Model (Cont.) <i>Ministry of Tourism, UAE</i> Q&A
13:30 – 14:00	Best Practices in Enhancing the Competitiveness and Awareness about Halal Tourism <i>Ministry of Tourism, Indonesia</i> Q & A

*All times are indicated in Ankara (UTC +3) time. Please refer to: https://time.is/compare/1100_30_July_2024_in_Ankara for time difference information.



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5 Registration

To access to the registration page, please point your browser to:

<https://erp.sesric.org/events/2024-WBN-HalalTourism/Apply>

or scan the below QR code:

