



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

29 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 period<sup>1</sup>, the Halal Tourism market is expected to reach USD 274 billion by the end of 2024<sup>2</sup>. The numbers show Indonesia, Malaysia, Saudi Arabia, the United Arab Emirates, and Türkiye as the five pioneer countries in Halal Tourism<sup>3</sup>. 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 12<sup>th</sup> 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 29 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:

- The State of Halal Tourism in OIC Member Countries;
- Promoting Muslim Friendly Tourism in OIC Countries;
- Halal Tourism Standards;
- Countries’ Experiences and Challenges in Implementing Halal Tourism.

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

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

<sup>3</sup> [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 29 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](mailto:training@sesric.org) and [k.diallo@icdt-oic.org](mailto:k.diallo@icdt-oic.org) by 25 July 2024.

### 4 Work Programme

29 July 2024	
11:00 – 11:15	<b>Opening Remarks by:</b> <ul style="list-style-type: none"><li>• <i>Mr. Mamoudou Bocar SALL, Assistant Director General, ICDT</i></li><li>• <i>Dr. Nenden Octavarulia SHANTY, Director of Training and Technical Cooperation Department, SESRIC</i></li></ul>
11:15 – 11:35	<b>The State of Halal Tourism in OIC Member Countries</b> <i>Mr. Mohamed EL GABY, Assistant Technical Cooperation Officer, SESRIC</i> Q&A
11:35 – 11:55	<b>Promoting Muslim Friendly Tourism in OIC Countries</b> <i>Mrs. Kadiatou DIALLO, Head of Training and Capacity Building Department, ICDT</i> Q&A
11:55 – 12:15	<b>OIC/SMIIC Halal Tourism Standards</b> <i>Mr. Yasin ZÜLFİKAROĞLU – Specialist at SMIIC General Secretariat, Standards and Metrology Institute for Islamic Countries (SMIIC)</i> Q&A
12:15 – 12:30	<b>Break</b>
12:30 – 13:10	<b>Country Experiences and Challenges in Implementing Halal Tourism</b> <i>Ms. Marina MUHAMAD, Director at Industry Development Division, Islamic Tourism Centre</i> Q&A



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<b>13:10 – 13:50</b>	<b>Country Experiences and Challenges in Implementing Halal Tourism</b> <i>Mr. Médoune KANE, Head of the statistics and Monitoring-Evaluation office, Ministry of Tourism and Handcrafts, Senegal</i> Q&A
<b>13:50 – 14:00</b>	<b>Wrap up &amp; Closing Remarks by SESRIC and ICdT</b>

*\*All times are indicated in Ankara (UTC +3) time. Please refer to:  
[https://time.is/compare/1100\\_29\\_July\\_2024\\_in\\_Ankara](https://time.is/compare/1100_29_July_2024_in_Ankara)*

## 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:

