



ISLAMIC TOURISM: THE BIGGER PICTURE

**SESRIC EXPERT GROUP MEETING
5 NOVEMBER 2025**

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Islamic Tourism Centre (ITC)

CHAMPIONING ISLAMIC TOURISM



01

Research and knowledge building

02

Training and capacity building

03

Industry engagement and development

04

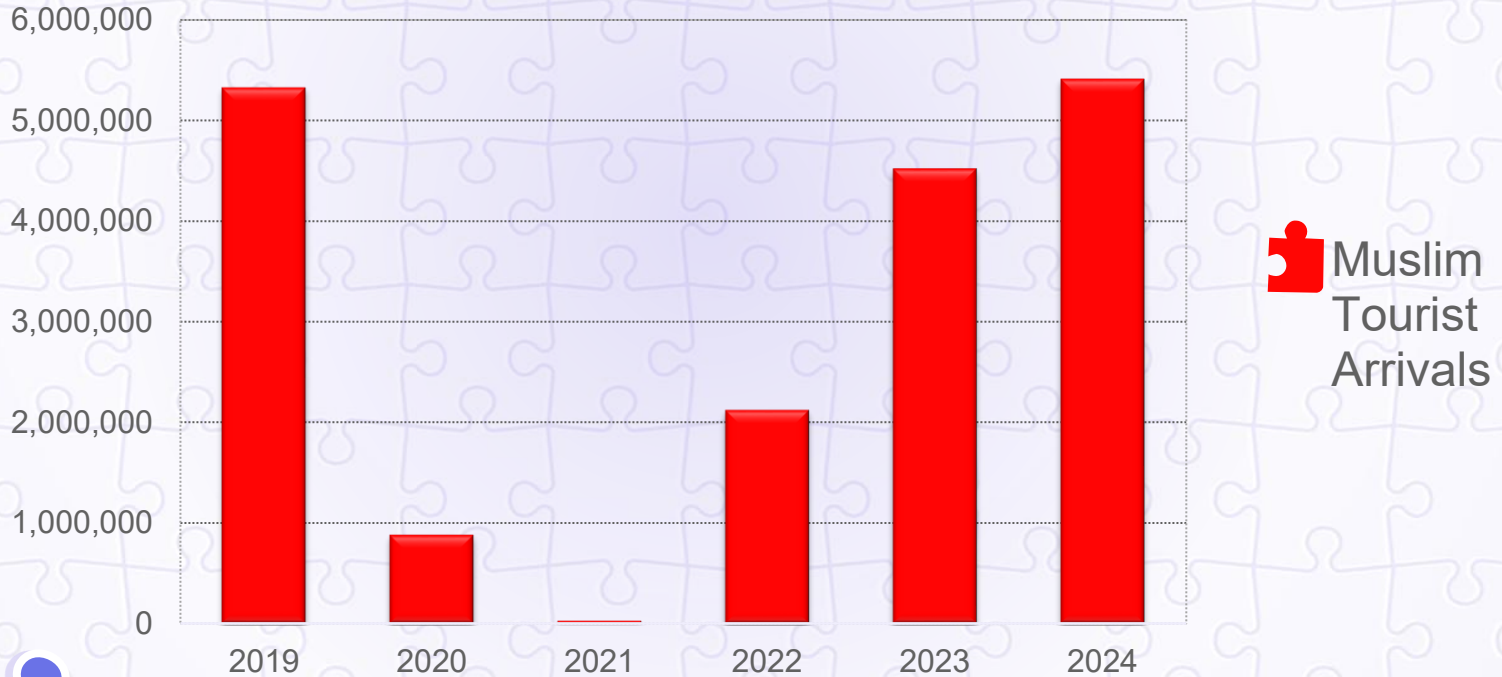
Knowledge sharing and consultancy

05

Standard development

TRACKING THE PROGRESS

Muslim Tourist Arrivals to Malaysia





ONE PART OF THE STORY

Data Sources



**Tourism
Malaysia**



**Immigration
Department of
Malaysia**



**United
Nations**



**Research
Centres**



**International
Tourism
Organisations**





FORMULATING A HOLISTIC PERSPECTIVE

**Broader
framework**

**Beyond
numbers**

**Brand
reputation**

**Destination
trust**

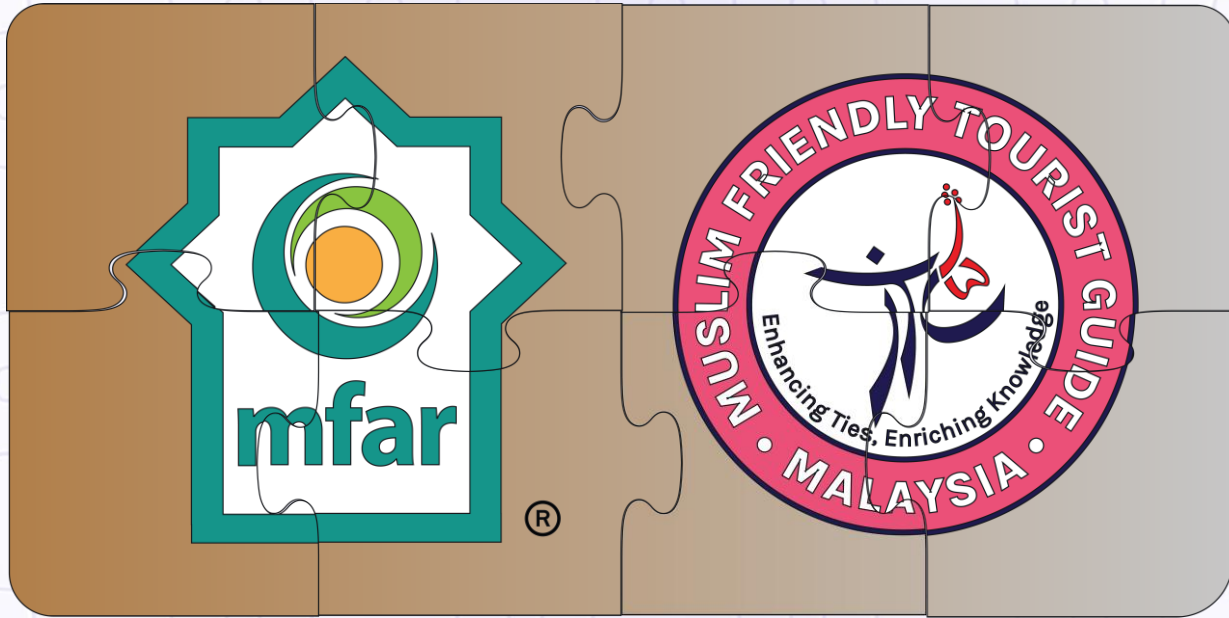
**Skills &
competencies
development**

**Community
relations**

**Career
opportunities**

**Values-driven
tourism culture**

SEEING WHAT MATTERS





THE BIGGER PICTURE: ISLAMIC TOURISM AS A MODEL OF PEACE AND SUSTAINABILITY



Arrivals



Receipts



ALOS



Spending



Halal
Food



Sustainability



Peace



Ethics

THE BIGGER PICTURE: ISLAMIC TOURISM AS A MODEL OF PEACE AND SUSTAINABILITY





THANK YOU

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Islamic Tourism Centre



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