

GIMDES 9th International Halal and Tayyib Conference

Istanbul

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Symbol Of Authenticity...

Halal Food Applications and Risks in Tourism Sector

HFA

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Introduction

Market Segment

Supply Chain Risk

Role of Certifiers

Islamic Tourism: Growth Drivers

Growing Muslim Population

Islamic Values Driving Lifestyle and Business Practices

Growth Drivers

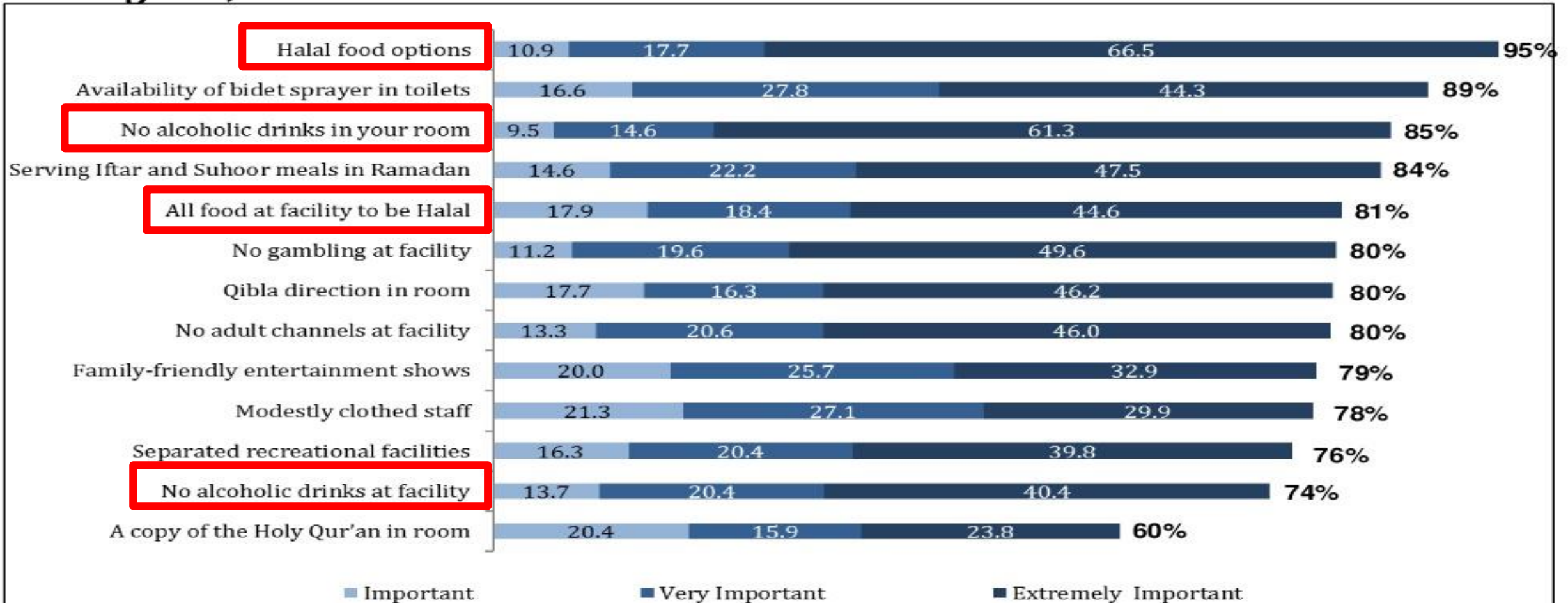
Growing Awareness and Demand

Halal Market Development Focus

Muslim Traveler Journey and Preferences

Select Survey Responses - Accommodation

“How important is it for you that a hotel accommodates the following religious, needs?”



Halal food - Assurance



Self Assurance

Self Assurance + (Muslim owners / use Halal certified products)



Kitchen Certified Halal



Restaurant Certified Halal

Halal food services ?



A Halal certified Restaurant / Kitchen



A Halal certified Breakfast corner / on request



Halal option in the room service menu



A list of the nearby Halal certified restaurants

Countries promoting Islamic Tourism

Malaysia

- Strong platform developing Halal Industry
- Halal industry projected to contribute 5.8% GDP by 2020

Saudi Arabia

Saudi Arabia 's 2030 Vision
National Transformation Program 2020 making Islamic heritage
Hajj/ Umrah based travel as major focus

Spain

Government initiatives to facilitate travel and tourism
Preparing its food sector for Halal market growth

Japan

- Focus to attract 1 million Muslims commencing 2020 Olympic Games
- Local government offered subsidies up to 820 USD to restaurants which earned Halal certification

Challenges

Language barrier

Inappropriate marketing and
communication

Sub-standard customer
service

Recommendation

Constructive Deliberations

Sharing of Knowledge and Expertise

Skills and Training

Vision



Thank you

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