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【独家】清真游 华裔也能分杯羹

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With the opening of the country, exciting news has emerged one after another, injecting living water into my country's tourism industry.

According to the State of the Global Islamic Economy (SGIE) report, my country ranks as the top 5 Muslim tourist destinations alongside Turkey, Saudi Arabia, the United Arab Emirates and Iran.

Although the Covid-19 epidemic has not yet dissipated, the analysis found that the travel expenditure of Muslims worldwide will increase by 75.9% in 2021 to US\$102 billion (approximately RM444 billion) and is even expected to increase to US\$189 billion (approximately RM444 billion) in 2025. 822.8 billion ringgit).

However, this huge and attractive "economic cake" is not limited to the exclusive use of Muslims. On the contrary, Chinese businessmen can also participate in it, and even through the efforts of the whole people, they can jointly push the local halal tourism industry to a new height.

When it comes to Islamic Tourism, many people will directly associate it with tourism such as "no pork", "no gambling games", etc., but its scope far exceeds these established stereotypes.



Mohd Khalid

The chairman of the Malaysian Association of Tourism Organizations (MATA), Datuk Mohd Khalid, pointed out to this newspaper that Islamic tourism covers a wide range

of areas. Flights, inland transportation and itinerary planning all have certain requirements.

For example, there are often Korans or religious programs on flights; in hotels, in addition to the Korans in the rooms, Qibla directions and prayer rooms are also required.

Other provisions include:

- Some facilities will have women-only areas such as swimming pools
- Animal essential oils used in massage centres must be certified Halal
- Travel agencies avoid some non-Muslim religious places in their schedules
- There will be time in the day's itinerary to pray five times a day, etc.

Although these requirements seem to be numerous, it is not difficult for many large-scale catering and hotel operators, which is why tourism operators in Taiwan, Japan, Thailand and other places with relatively few Muslims can meet these standards.

According to this newspaper, Japan's official tourism website has launched the "Japan Muslim Guide" website directly, allowing tourists to inquire about halal restaurants, hotels, prayer rooms and mosques throughout Japan. JNTO) also invited many Muslim netizens to write articles on travel and sharing, promoting Japan as a good destination for Muslim tourism.

In addition, the Tourism Authority of Thailand will also launch an app that caters to Muslim tourists.

linked to sustainable tourism

Not only that, some operators even link Islamic tourism with "no damage to the environment, no harm to animals", etc., to further improve its specifications, and at the same time, it is also in line with the development rhythm of sustainable tourism.

In other words, Muslim tourism is not only an option for Muslims, but also an option for environmentalists and animal lovers

Japanese Halal Restaurant

Japan has also actively promoted Islamic tourism in recent years.

Chinese-Americans get involved with twice the result with half the effort

If Islamic tourism is not limited to Muslims, then of course, non-Muslims are also included in the industry.

Among them, for Dr. Xie Ruiting, a lecturer in the Department of Tourism Management of KDU University College of Wollongong, it is not impossible for Chinese people to get involved in the field of Islamic tourism, and even has great potential for development. The reasons are:

(1) my country's halal certification is internationally recognized and authoritative in the Islamic world, which is a major advantage of my country.

(2) The Islamic Tourism Center (ITC) under the Ministry of Tourism actively promotes Islamic tourism, such as holding lectures and training. ITC has trained non-Muslim tour guides to better accommodate Muslims. Eligible hotel, restaurant or tourism operators can also apply to the ITC to become part of the Islamic tourism industry.

Xie Ruiting believes that since non-Muslims in our country have a certain understanding of Muslims, they are not unfamiliar when receiving Muslim tourists, and they are more aware of their requirements.

"Of course, I still hope that everyone can increase their sensitivity, such as paying more attention to their speech and behavior."

Since Malaysian Chinese are generally able to master three languages, they can definitely switch three languages flexibly when connecting with Muslim tourists from China, the Middle East or Southeast Asia.

Advantages of Islamic tourism in my country

- my country's halal certification is very authoritative
- my country's Muslim population is a huge base
- Many facilities in our country are Muslim friendly
- my country's local culture will not cause unnecessary conflicts
- my country's Islamic tourism has won many international recognitions and awards
- Multi-ethnic can receive Muslim tourists from different regions

Advantages of Chinese descent

- Three languages can be switched freely
- have a high sensitivity to Muslims
- There will not be too much discomfort in culture
- Muslim culture-related itineraries can also be recommended to non-Muslims

More worthwhile to expand after the epidemic

The Islamic tourism industry has been in our country for many years, and its potential has become even greater after the epidemic.

According to the 2022 State of the Global Islamic Economy (SGIE) report by DinarStandard, a research consultancy on business growth strategies in Malaysia, the global Muslim spending in the travel, food, pharmaceuticals, cosmetics, fashion, media and entertainment industries in 2021 will be around US\$2 trillion.

Obviously, the Islamic market has not shrunk due to the epidemic, but has become a consumer group that cannot be ignored.

Global Muslim travel spending increased by 75.9% to US\$102 billion in 2021 and is expected to grow to US\$189 billion by 2025. In other words, the Islamic tourism industry in the post-epidemic era is definitely worth looking forward to.

It is worth mentioning that the epidemic has led to a more environmentally friendly and sustainable sustainable tourism model, and Muslim tourism is just in line with this pace. Therefore, it can be said that this is not only the needs of oriented Muslims, but also in line with the era of non-Muslim tourism. Require.

Not only that, because we realize that the future travel model will be more customized and have a higher level of experience, the reliance on travel agencies has increased relatively. This is undoubtedly a complementary development trend for the demanding Muslim tourism.

Another key point is that in mid-2019, Malaysia achieved revenue of RM16.72 billion from the Islamic tourism market. Minister of Tourism, Arts and Culture, Dato Seri Nancy Nancy believes that the economic foundation of our country needs to be rebuilt after the epidemic, and Islamic tourism is feasible. An important area with high hopes.

She pointed out earlier that Islamic tourism is one of the high-income tourism projects in Malaysia. Recognizing this huge potential, ITC will continue to take various

initiatives to further explore and analyse this market-friendly opportunity to further strengthen Malaysia's position as the best holiday destination.

Malaysia has been named the best in the world for many times

Many people do not know that, in fact, my country's Islamic tourism industry has always been the leader in the international market, and has even been selected as the world's best Muslim tourist attraction for many times. These international honors have laid the foundation for the Islamic tourism in our country.

According to the "Global Muslim Travel Index Report" and "Women Muslim Travel Report" released by MasterCard-Crescent Ratings in 2019, my country was listed as a Muslim holiday destination and the best holiday destination for Muslim women respectively, while Crescent Ratings In the Global Muslim Tourism Index (GMTI), my country has been rated as the best destination for Muslim tourists by GMTI for the third consecutive year.

A pioneer in the development of halal standards

We are proud that our country is a pioneer in the development of halal standards and has published no less than 10 standards so far, which are used as guides around the world, such as "MS 1500:2009" (Halal Food - Production, Preparation, Handling and Storage - General Guidance) and "MS 2424" (2012 Halal Medicines - General Guidance), which is also the world's first guideline for halal medicines.

Malaysia's halal industry standards are led by the Standards Bureau of Malaysia under the Ministry of Science, Technology and Innovation (MOSTI), with SIRIM and the Malaysian Islamic Development Authority (JAKIM) as the enforcement agencies.

Internationally, the United Nations Codex Alimentarius Commission has listed my country as the best example of halal food in the world, and the details include quality assurance, hazard analysis and critical control points (HACCP), good hygiene practices (GHP) and hygiene standard operating procedures, etc. , very particular.

Mohd Khalid said that in addition to having an authoritative halal certification, more than 70% of the Muslim population in Malaysia is undoubtedly a strong foundation. In addition, because non-Muslims in our country also show different colors in culture and folklore, they also attract Muslim tourists.

"Our multiculturalism can attract many Muslim tourists, and different language abilities can also attract Muslim tourists from different places."



Dr Xie Rui Ting, Lecturer, Department of Tourism Management, KDU University College, UOW

Chinese tourism operators can enter the venue

Xie Ruiting pointed out that compared with the West, the clothing of various ethnic groups in my country is relatively less revealing, and some places will not deliberately enlarge the portraits of "unclean" animals, which will not be too annoying for Muslim tourists.

In other words, the local culture of our country will not have much impact on the values of Muslims, and it will also reduce unnecessary conflicts.

Another small detail is that since Muslim toileting culture needs to install faucets in individual toilets, and toilets in various shopping malls and scenic spots in our country can meet this requirement, it is quite friendly to Muslims, and it is also successful. More favorable conditions for the development of Islamic tourism in the country.

It is not difficult to find that my country can be selected as one of the top five Muslim tourist destinations in the world mainly because our foundation is quite solid and the conditions are very sufficient. However, how to allow Chinese people to further get involved in this field is something the government needs to consider.

After all, my country's multiculturalism is also an important tourism resource that attracts Muslim tourists from all over the world, and Chinese tourism operators can also play an important role in receiving Muslim tourists from Greater China, and then gradually expand their market share and push them to a new high.