

In conjunction with



THEME: GLOBALISATION AND THE TOURISM INDUSTRY

CONFERENCE THEME: GLOBALISATION AND THE TOURISM INDUSTRY

ABOUT THE CONFERENCE

In the current trend of increasing globalisation, relationships are evolving between global and local realities, and tourism is linked to global economics, societies, and the environment. Both the public and private sphere set policies that impact global trends in Islamic tourism as well as tourism as a whole. This conference analyses tourism's wider role as an agent for the mobile modern population of the world.



HONOURING



SESSION 1: TOURISM & MOBILITY IN THE MUSLIM WORLD

Leisure mobility has rapidly increased in the last years, leading to continuous economic growth in many tourist regions. In the Muslim world, tourism is important not only because of its contribution to the economy but also due to its potential to bridge the cultural gap between eastern and western societies. New communication, transportation and media technologies have increased tourism mobility worldwide.

Key Focus Area :

- Effective public transportation systems for tourism development
- Providing tourists with diversified mobility services
- Examples of successful tourism from Islamic countries
- Connectivity between OIC countries and its impact on intra-OIC tourism

SESSION 2: IMPACT OF TECHNOLOGY ON TOURISM

Through the ages the travel and tourism industry has developed significantly with the progression of technology. Various inventions took place and increased the growth and development of this industry. For example modern internet allowed tourist quick and easy access to information such as travel destinations, lodging and dining options at the destination all this is up to the minute wait time.

Key Focus Area :

- Technology's impact on tourism promotion
- Challenges to the expansion of technology take-up by tourism businesses
- The impact of accessibility to technological platforms on tourist's experience

SESSION 3: MALAYSIA AS A LEADER OF ISLAMIC FINANCE & HALAL TOURISM

As a progressive Muslim country with consistent economic development and growth rate as well as political and social stability, Malaysia is the leader in the world's halal industry. Malaysia's tourism policy stands on ensuring a hassle-free travel experience for all Muslim travelers and to offer them an environment which is in line with their lifestyles.

Key Focus Area :

- The importance of halal tourism
- The impact of the tourism industry on the Islamic economy
- Challenges & obstacles of maintaining Muslim-friendly tourism
- Strategies of catering to Muslim tourists

SESSION 4: RESEARCH COLLOQUIUM BY IHALALMAS

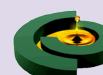
In conjunction with



Endorsed by



Organised by



OIC INTERNATIONAL BUSINESS CENTRE

In cooperation with



ISLAMIC CENTRE FOR DEVELOPMENT OF TRADE (ICDT) (Subsidiary Organ of OIC)



ASSOCIATION OF MUSLIM WORLD BUSINESS, MALAYSIA

Incorporating



OIC ARAB-ASIA Trade & Economic Forum

PROGRAM ITINERARY

08.30AM	Registration & Morning Coffee
09.20AM	Opening Speech by Emcee & Doa Recital
09.30AM	SESSION 1: TOURISM & MOBILITY IN THE MUSLIM WORLD
10.40AM	Token of Appreciation for Session 1
10.45AM	SESSION 2: IMPACT OF TECHNOLOGY ON TOURISM
11.55AM	Token of Appreciation for Session 2
12.00PM	Lunch Break
02.15PM	SESSION 3: MALAYSIA AS A LEADER OF ISLAMIC FINANCE & HALAL TOURISM
03.30PM	Token of Appreciation for Session 3
03.35PM	Coffee Break
03.45PM	SESSION 4: RESEARCH COLLOQUIUM BY IHALALMAS
05.00PM	Token of Appreciation for Session 4
05.05PM	Closing Remark by CEO of OICIBC
05.15PM	END OF CONFERENCE

*** The itinerary is subject to change at any time without prior notice.*

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The **JEWELS**
of MUSLIM WORLD
AWARD 2019



CO-ORGANISER

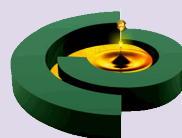


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