



# Halal Tourism Conference 2014

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## Agenda & Themes

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Monday 22 <sup>nd</sup> September 2014				
7:30am – 9:00am	Registration			
9:00am – 9:15am	Quran Recitation and Introduction			
9:15am – 9:30am	Welcome Remarks Sebastian Perez Ortiz, President of Granada City Council			
9:30am – 10:30am	<p>Alhambra, the most visited site and the Muslim Attraction Maria Del Mar Villafranca Jimenez , Director of the Council Alhambra and the Generalife (tbc)</p> <p>An initiative for sustainable Islamic Tourism development Mr Zulkify MD Said, Islamic Tourism Centre, Malaysia</p>			
10:30am – 11:00am	Coffee Break and Networking			
11:00am – 13:00	<p>Halal Tourism and its growth within the Global Islamic Economy – Rafi Uddin-Shikoh, Dinar Standard</p> <p>Halal Friendly Travel: Understanding the Market – Fazal Bahardeen, Crescent Rating</p> <p>Halal Hotels: How inclusive? Exploring successes and challenges – Al Jawhara Group &amp; Shaza Hotels/Kempinski</p>			
13:00 – 14:30	Lunch, Networking and Prayer			
14:30 – 15:30	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">                     Workshop Number 1                       Alsasha Environment                       Blending Halal Tourism and Eco Friendly Practices                       “Halal Friendly Eco – Accommodation in Islamic Countries”                 </td> <td style="width: 33%;">                     Workshop Number 2                       Serendipity Travel                       Preserving Luxury in Halal Tourism                 </td> <td style="width: 33%;">                     Workshop Number 3                       Halal Institute Croatia                       Halal Friendly practices for Hotels                 </td> </tr> </table>	Workshop Number 1  Alsasha Environment  Blending Halal Tourism and Eco Friendly Practices  “Halal Friendly Eco – Accommodation in Islamic Countries”	Workshop Number 2  Serendipity Travel  Preserving Luxury in Halal Tourism	Workshop Number 3  Halal Institute Croatia  Halal Friendly practices for Hotels
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15:30 -16:30	Indonesia as a Moslem Friendly Destination – Mrs Esthy Reko, Ministry Of Tourism and Creative Economy Republic of Indonesia			

	A 4-Step Muslim Market Strategy Roadmap for Hotels & Resorts, Destinations and Tour Operators – Reem el Shafaki, Dinar Standard
16:30 – 17:15	Developing Halal Services : Exploring the impact of labeling and terminology – Elnur Seyidli, Halal Booking
17:15 – 17:30	Closing Remarks

Tuesday 23 <sup>rd</sup> September 2014				
8:00am – 9:00am	Coffee and Welcome			
9:00am – 9:15am	Welcome address – Manuel Munoz Gutierrez, Director of Granada Tourist Board and Granada Convention			
9:15am – 11:00am	The role of halal certification and ratings in creating a halal friendly experience – Isobel Romero, Halal Institute and Crescent Rating  How to market to the Muslim Consumer – Anas Kasak, Mccann Reach  Is Halal the future for mainstream tourism: Current Travel Trends and Future destinations (launch of new research findings and statistics) – Creative Minds Media			
11:00am – 11:30am	Coffee Break and Networking			
11:30am – 13:00	Airports and Airlines – adding to the experience Turkish Airlines  A toolkit for developing Halal Friendly Tours – Tariq Mahmood, Andalucian Routes  Panel Discussion – Diversifying the offer for Muslim Tourists – Tour Operators			
13:00 – 14:30	Lunch, Workshops, Prayers and Networking			
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15:30 – 16:30	Compliance in Halal Tourism (session tbc)			
16:30 – 17:00	Closing remarks			

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