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ISLAMIC TOURISM CENTRE CORPORATE FORUM (ITCF)

WOMEN IN ISLAMIC TOURISM ECONOMY

Prelude to Islamic Tourism Outlook Conference 2022

8 JULY 2021 (THURSDAY) 28 ZULKAEDAH 1442H
0900 HRS - 1300 HRS

REGISTER NOW!



**Meeting ID:
810 2321 1405**

OFFICIATED BY:



Hon. Dato' Sri Hajjah Nancy Shukri
Minister of Tourism, Arts and Culture Malaysia
KEYNOTE SPEAKER

SPEAKERS LINE UP



Puan Sri Prof. Dr. Shariffa Sabrina
Founder & CEO, Tanah Aina Sdn. Bhd.
(Sustainable Tourism)



Sri Anindiaty Nursastri
Editorial Board, Have Halal Will Travel (Singapore)
(Myth of Muslim Women Traveller)



Anis Ramli
Founder and Editor, Halaluxe
(Luxury Tourism)



Emellia Shariff
Managing Partner, Speak Up Malaysia
(Safety in Workplace)



Hannah Pearson
Founding Partner, Pear Anderson
(Muslim Friendly Economy)



Raudha Zaini
Strategic Partnerships & Project Lead, Halal Trip
(Muslim Women in Travel)



Jane Rai
Tourist Guide
(Muslim Friendly Tour Guide)



Karen Loh
Founder, Malaysia Women Marathon
(Sports)



Dr. Rokhshad Takavoli
Taylor's University
MODERATOR



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Islamic Tourism Centre

#MuslimFriendlyMalaysia

For Enquiries

Call/Whatsapp Ms. Nadhirah (+60193560530) /
Ms. Sarah (+60124981107) or email rt@itc.gov.my

ISLAMIC TOURISM CENTRE CORPORATE FORUM (ITCF)

WOMEN IN ISLAMIC TOURISM ECONOMY

OVERVIEW

“Tourism provides better opportunities for women’s participation in the workforce, women’s entrepreneurship, and women’s leadership than other sectors of the economy.”
– World Bank Group.

The Islamic Tourism Centre, with the support of the Ministry of Tourism, Arts and Culture (MOTAC), is organising a Virtual Forum on Women in Islamic Tourism Economy, and we’re inviting everyone – both women AND men who are in the tourism industry and who are travellers themselves – to join us for some interesting perspectives.

Let’s hear how we can make the tourism industry a better, more inclusive space for all!!

- ✧ Get insights about the role of women in the Muslim-Friendly Tourism and Hospitality sector
Find out the needs of female travellers and why tourism industry players should care
- ✧ Learn how to make the tourism industry a better and safer workspace for women
- ✧ Get inspiration about how innovators are making travel more safe, inclusive, and meaningful for women
- ✧ Learn about the challenges as a woman traveller or a woman in the tourism workforce, and how to overcome them
- ✧ Be inspired by women who are making positive changes for the female community, the tourism industry, and the world!

TOPICS

- ✧ The Rise of Muslim-Friendly Economy: Women and the Muslim-Friendly Tourism and Hospitality Sector
- ✧ A Muslimah’s Heaven: Muslim-Friendly Luxury Tourism and Hospitality
- ✧ Muslim Women in Travel
- ✧ Thriving in a Man’s World: Organising Women-Centric Sporting Events
- ✧ Women’s Safety in the Workplace
- ✧ Debunking the Safety Myths of Muslim Women Travellers
- ✧ Women Championing Sustainable Tourism
- ✧ Leading Lady: Tour Guiding Goes Digital

WHO SHOULD ATTEND ?

- ✧ Travel Industry Practitioners
- ✧ Planners
- ✧ Business Communities
- ✧ Policy Makers
- ✧ Academicians
- ✧ Media and PR
- ✧ Marketers