

MEDIA RELEASE



FAMILIARISATION TRIP & BRIEFING: **MASJID WILAYAH, KUALA LUMPUR** *29 January 2019*

Islamic Tourism Centre (ITC), in collaboration with Department of Federal Territory Islamic Affairs (JAWI), Masjid Wilayah Persekutuan, Kuala Lumpur and its Masjid Tour Programme presents a briefing and familiarisation trip to Kuala Lumpur's *Masjid of Choice*, aimed at promoting it as one of Malaysia's premier Muslim Friendly Tourism highlights.

Recently, ITC completed its research on "Profiling of Mosques with Tourism-Related Attractions within the Tourism Corridors in Malaysia". The findings of the research contain the analyses and evaluation of the current status and future prospects of mosque tourism in Malaysia, as well as a comprehensive profiling of 80 mosques throughout Malaysia that are recommended for mosque tourism. It can serve as a reference point for tour operators, tourist guides, hoteliers and other industry stakeholders.

Ensuring the sustainability of Islamic tourism means expanding the development of guidelines for hospitality services and strategic policies. ITC works across all government, public and private sectors, as well as tourism stakeholders, to create the right conditions to move the industry forward and to realise these opportunities. Hence the organising of this familiarisation trip and briefing with the media and tourism players.

Located just a stone's throw from the city centre near the MATRADE building and Jalan Tuanku Abdul Halim's government complex, the architecture of the Federal Territory Mosque is heavily influenced by Turkey's iconic Blue Mosque, with a touch of traditional Malay and Middle Eastern design elements. The mosque is also a community, research and educational complex, equipped with a host of facilities such as a meeting room, a seminar room, a library, a multi-purpose hall, and even accommodation. In addition, the Federal Territory Mosque provides a mosque tour programme which boasts a volunteer group of tour guides often touted as Malaysia's best.

This media familiarisation trip is also to showcase the Tourist Information Centre located within the Mosque Complex named after the Islamic World's most prolific traveller, Ibnu Batuttah, that will cater to both local and international visitors interested to know more about the Mosque and other Islamic tourism products.

About Islamic Tourism Centre (ITC)

Islamic Tourism Centre (ITC) was officially launched on 16 March 2009 at the Al-Azim State Mosque's Auditorium in Melaka. The Centre was established to assist the Ministry of Tourism, Arts & Culture (MOTAC) Malaysia in undertaking strategic tourism research and market intelligence as well as providing training and capacity-building services in relation to Islamic tourism.

Aside from complementing and supplementing the functions of MOTAC and *Tourism Malaysia*, ITC also serves as an advisory body particularly in matters pertaining to Islamic tourism. Over the years, the Centre has increasingly become a point of reference among stakeholders and industry players and seen as an industry expert for Islamic tourism.

The Centre is committed in serving the government of Malaysia and stakeholders by providing an objective and impartial understanding of tourism issues at national, regional and international levels and to use tourism as a means to promote goodwill among mankind.

About Masjid Wilayah Persekutuan / Masjid Tour Program

MTP MW or Mosque Tour Program Masjid Wilayah is a program under the Masjid Wilayah Social and Welfare Unit but is fully managed by a group of volunteers on its vision/ Mission and objectives.

Started in July 2009 from a humble beginning of 1 volunteer has now evolved into 80 fully committed volunteers. Started its first tour in July 2009 the program received 700+ visitors in the first year mostly walk-in tourist, wayfarers and locals non-Muslims. Now the program received about 10,000 visitors a year. The unique selling proposition of the MTP MW tours is done with personal touch to almost all of the visitors. They share the unique architectural designs as well as Islamic beliefs and culture. As a mosque and a place of worship many had entered the mosque ignorant and left enlightened.

The promotional tag line is "*Masjid Wilayah the Masjid of Choice*". We dubbed ourselves as Jewel of Kuala Lumpur as the beautiful architecture never fail to beckon visitors. From amongst the pockets of greenery the concept of Mosque in the Garden in the middle of the city gives hope of finding tranquillity in it.

Already in the 10th year of operation, the tour received good feedback and comments on social media. Masjid Wilayah is rated amongst the top 5 most visited tourist attraction in KL and also the most photographed masjid in KL.

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