

KERATAN AKHBAR

JUDUL : **Bernamea Online**

TARIKH : **Khamis, 30 Mei 2019**



World #QuranHour enhances country's Islamic Tourism appeal - Muhammad Bakhtiar

Last update: 30/05/2019

KUALA LUMPUR, May 30 (Bernama) -- The World #QuranHour programme is a good platform to enhance the country's Islamic tourism industry, says Deputy Tourism, Art and Culture Minister Muhammad Bakhtiar Wan Chik.

He said this was in-line with Malaysia being a Muslim-friendly country which also attracted tourists from the Middle East and Central Asian countries such as Kazakhstan and Uzbekistan.

"According to the results of the Global Muslim Travel Index 2018, Malaysia retains its position as the most popular Islamic travel destination with a total score of 380.4.

"It is based on the criteria such as easily available Muslim-friendly facilities which include halal restaurants, prayer areas and Muslim-friendly airports and hotels," he said in conjunction with the launch of the World #QuranHour programme at the National Library here today.

Muhammad Bakhtiar said apart from that, the government was also committed to producing more Islamic-based tourism products by embracing Islamic values ??in the country's administration, driving the growth of halal and halal-based products and the building of Islamic infrastructure and architectural landmarks.

In the meantime, he said World #QuranHour programme - an initiative by the Ummah Ikhlas Heritage Foundation which entered its fourth edition since 2016 - was to encourage individuals to interact with the Qur'an through reading, understanding and taking action.

"The programme has also received good response with participation from students and the general public. Last year, the programme recorded one million entries for the library sector, and the target for this year is 1.1 million entries," he said.

The World #QuranHour programme organised by PNM in collaboration with the Council of Library Directors Malaysia was held simultaneously throughout the country today with the cooperation of all State Public Libraries.

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