



MALAYSIA

Project No: 2024-MYSTOURI-356

Project Title: Reimagining Islamic Heritage Tourism: Best Practices and Critical Success Factors

Project Owner: Ministry of Tourism, Arts and Culture

Project Partners: Uzbekistan, Türkiye, Jordan and Mali

Cooperation Area: Tourism

Implementation Year: 2025

Project Purpose: To identify the critical factors behind the successful practices in Islamic heritage tourism and raise awareness of tourism stakeholders to strengthen and increase recognition of Islamic heritage tourism

Project Activities:
Workshop and Study Visit

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