

# MADI Travel Mart

## Islamic Tourism in the best tourism show in the heart of Europe

Prague – A. S. Shakiry



A high degree of organization, precision and meticulous work characterized the 12th MADI travel exhibition held in Prague, the capital of the Czech Republic from the 8th - 10th November 2005. It provided a model for specialized regional and national exhibitions. Mrs Marie Divisova must be congratulated for the efficient staging and management of the event, which takes its name from the first letters of her name.

She visited Islamic Tourism's stand and told us about her career in the travel industry. Mrs Divisova started as a tourist guide in Eastern Europe, then worked in publicity and subsequently organized tourism workshops. Currently, she has more than 500 participants specialized in tourist

services representing 33 countries; the majority from the Czech Republic, neighboring European countries and some Asian countries.

This exhibition was distinguished by the large number of specialized visitors. The majority came from the Czech Republic and neighboring countries by tourist coaches. It was also characterized by the full use of space: small stands, 160 in total, equipped with a rectangular table, six chairs and pieces of furniture were offered to exhibitors at reasonable prices along with bottles of water, juice, sandwiches, and various snacks. Files and papers were distributed to the exhibitors to help them organize their appointments.

There were numerous cultural events

including folk dances and theatre with a noteworthy performance of "The Miserable". A number of workshops were devoted to the debate between lecturers and visitors on the best ways of providing services to tourists coming to the Czech Republic. The country regards tourism as an essential ingredient in the development of its economy.

The Czech Tourist Board contributed to the success of the exhibition as did the Czech Airline company which offered reductions to visitors. The Olympic hotel accommodated foreign guests.

Islamic Tourism magazine was the only Arab-Islamic tourism media participant. Its website, in five languages, greatly impressed visitors. ■