

Awards to Islamic Tourism

Inspire confidence

London - Islamic Tourism

Every morning seems to be a good morning for *Islamic Tourism Magazine* (ITM) and its website (ITW). ITM is now bi-monthly, our first French-Arabic issue was published last month and other Occidental and Oriental languages may also be added soon.

The website ITW is near completion and we have an active team working on it. We have added more country profiles and have managed to attract more advertisers for both the ITM & ITW. The French language has also been added to ITW.

We are continuously approached to help with handling the publicity for various events, the last of which was the WTTTC conference in Doha. Recently, we supported the Kazakhstan International Travel Fair through the magazine and the website and we are entering into a barter deal to support the Beijing International Travel Exhibition 2005.

Many media organization have taken an interest in our publications and written about them. They have also published material from ITM & ITW and acknowledged them as their sources.

We also received over the months and years a number of awards, such as the one from The 4th Exhibition of Hajj and Umrah, The 7th Int'l Travel and Tourism Expo in Kuwait, both held last year. More recently we received a shield from Abha in Saudi Arabia, presented by Prince Khalid Bin Faisal, the Emir of Asser as well as an award from KITF 2004 in Kazakhstan.

We are pleased and thankful for these awards: they are signs of growing confidence in our publications. We feel that the appreciation we have received is not a reward for a job that has been done but an encouragement to do more on a long journey towards promoting tourism and providing a good service. The responsibilities grow everyday, with every award and so does our commitment. From those to whom much is given, much is expected. ■

