



## **TERM OF REFERENCE (TOR) ISLAMIC TOURISM RESEARCH GRANT (ITRG)**

---

### **1. INTRODUCTION**

- 1.1 The Islamic Tourism Research Grant (ITRG) was established to strategically support and empower researchers from Higher Learning Institutions (HLIs) in Malaysia who are actively engaged in Islamic Tourism or Muslim-Friendly Tourism and Hospitality (MFTH) studies. This funding aims to catalyse high-impact, evidence-based research that meaningfully contributes to the formulation, enhancement, and implementation of national Islamic tourism and MFTH policies.

### **2. OBJECTIVES**

- 2.1 The goal of the ITRG is to actively engage, support, and facilitate researchers with a strong interest in Islamic Tourism or Muslim-Friendly Tourism and Hospitality (MFTH). Through this initiative, the study aims to generate robust, evidence-based insights that will inform industry practices and policy direction. Specifically, the objectives of the study are as follows:
  - i. To analyse emerging trends and critically assess the current landscape of Islamic tourism in Malaysia;
  - ii. To provide a comprehensive overview of Muslim-friendly practices adopted by tourism operators nationwide; and
  - iii. To evaluate the depth, consistency, and maturity of Muslim-friendly practices among Malaysian tourism operators.

### **3. THE MANAGEMENT OF ITRG**

- 3.1 The Islamic Tourism Centre (ITC) serves as the approving authority for the disbursement and payment of the ITRG. The ITRG is administered by the ITRG Technical Committee, which ensures that all funded research delivers strategic value to the Islamic Tourism and MFTH segment. This includes generating actionable insights to support the formulation of new policies and action plans, as well as providing robust evidence to guide stakeholders in strategic planning and informed decision-making related to Islamic Tourism and MFTH.
- 3.2 All research outputs shall be designed to address actual market needs and generate actionable insights for the development of Islamic tourism and MFTH in Malaysia.

3.1 The organisational structure of ITRG is as follows:



#### 4. METHODOLOGY AND SCOPE OF STUDY

4.1 The studies should be carried out using approaches that best suited the topics proposed. Applicants should be able to justify the methods/approaches adopted in the **Application Form**.

4.2 The research should cover topics related to Islamic Tourism or MFTH with any areas of interest, such as the following:

- i. **Sustainable and Inclusive Tourism;**
- ii. **Community-Based Tourism;**
- iii. **Cultural and Heritage Tourism;**
- iv. **Digitalisation, Smart Technologies and AI;**
- v. **New Product and Service Development; and**
- vi. **Market Trends and Demand.**

#### 5. DURATION OF STUDY

5.1 The study must be completed within **six (6) months** as specified in the Offer Letter.

5.2 The research findings must be presented to ITC in stages as follows:

- i. **Inception Report:** To be submitted to the ITRG Technical Committee/Secretariat **one (1) month after the study commences**, followed by a presentation of Inception Report, scheduled thereafter;
- ii. **Interim Report:** To be submitted to the ITRG Technical Committee/Secretariat **two (2) months after the study commences**, followed by a presentation of Interim Report, scheduled thereafter;

- iii. **Draft Final Report**. To be submitted to the ITRG Technical Committee/Secretariat **two (2) months after the submission of Interim Report**, followed by a presentation of the draft final report scheduled thereafter; and
- iv. **Final Report - Hardcopy and Softcopy**: To be submitted and presented to the ITRG Technical Committee/Secretariat **after amendments on the draft final report**.

## 6. RESPONSIBILITY OF THE GRANT HOLDER

6.1 As a condition of acceptance, the grant holder is required to commit to the following obligations:

- i. Not to change the approved research topic or scope without prior written approval from ITC;
- ii. To adhere to the approved start and end dates of the grant award;
- iii. To conduct field research in accordance with the approved subject matter and research objectives;
- iv. To permit ITC to publish the grant holder's name, photograph, and descriptions of their field research activities on ITC's official website; and
- v. To accept invitations from ITC to present their research aims, experiences, and findings to relevant audiences.

## 7. DISBURSEMENT OF GRANT

7.1 The disbursement of ITRG will be made through the University's Treasury Department/Research Centre/Grant Holder's account (which applicable). The payments of ITRG will be executed as follows:

- i. **First Payment (40% of the approved grant)** will be disbursed after submitting the Acceptance Letter to ITC.
- ii. **Second Payment (40% of the approved grant)** will be disbursed after the submission/presentation of the Interim Report to ITC.
- iii. **Third Payment (10% of the approved grant)** will be disbursed after the submission/presentation of the draft Final Report to ITC.
- iv. **Final Payment (10% of the approved grant)** will be made after submitting the Final Report in the form of hardcopy and softcopy.

## 8. SUBMISSION OF FINAL REPORT

8.1 After the Draft of Final Report has been presented and amended based on the comments by the ITRG Reviewing Committee, the following documents must be submitted to ITC **within one (1) month after the date of the presentation:**

- i. **Five (5) hardcover copies** of the comprehensive Final Report must be submitted. The report should include the Abstract, Executive Summary, and Financial Report. All copies must be sent to the following address:

**Director General**  
**Islamic Tourism Centre**  
**Ministry of Tourism, Arts and Culture**  
Ministry of Tourism, Arts & Culture, Malaysia  
13th Floor, No. 2, Tower 1  
Jalan P5/6, Precinct 5, 62200  
**PUTRAJAYA**  
**(Attention: Research and Training Division)**

- ii. Email the **softcopy of the Final Report (PDF format)** to [itr@itc.gov.my](mailto:itr@itc.gov.my) / [rt@itc.gov.my](mailto:rt@itc.gov.my) ; and
- iii. **Abstract and Monograph** of the study in softcopy (MS Word).

8.2 Grant holders must **present their research/findings** at the **Islamic Tourism Symposium** organised by ITC.

8.3 Grant holders are also required to contribute **one (1) article** based on the research findings published in the **Islamic Tourism Journal**.

## 9. RATES AND COSTS OF RESEARCH

9.1 The offer of the research grant is subject to review and approval by the ITRG Technical Committee. The approved research budget must comply with the following limitations on the main cost components:

NO.	NAME	RATES AND COST
1.	<b>Honorarium</b>	<ul style="list-style-type: none"> <li>▪ <b>RM400.00</b>/man/day (Prof.)</li> <li>▪ <b>RM300.00</b>/man/day (Associate Prof./Dr.)</li> <li>▪ <b>RM200.00</b>/man/day</li> </ul> <p>Note: Must not exceed 8 days / researcher / project (maximum RM3,200 / RM2,400 / RM1,600)</p>
2.	<b>Number of Research Members</b>	The research team shall consist of <b>no more than five (5) researchers, including the Project Leader</b> , unless otherwise approved by ITC.
3.	<b>Travel Claims</b>	Claims for land, air, and sea transportation are limited to the <b>lowest available or economy fares</b> only
4.	<b>Cost of Accommodation</b>	Accommodation expenses are capped at a <b>maximum of RM350.00 per person per night</b> , inclusive of meals, and are subject to the approved eligibility rate.
5.	<b>Allowance for Research Assistant</b>	<ul style="list-style-type: none"> <li>▪ <b>RM1,800.00</b> (Bachelor's Degree)</li> <li>▪ <b>RM2,300.00</b> (Masters)</li> </ul>
6.	<b>Purchase of Equipment and Asset</b>	<b>Not Allowed</b>
7.	<b>Cost of Traveling Abroad or Participating in Conferences /Seminars Locally or Abroad</b>	<b>Not Allowed</b> <p>Note: All benchmarking visit applications must be formally submitted and approved by ITC before the visit is conducted.</p>

9.2 The **purchase of equipment or supplies**, including but not limited to laptops, camcorders, voice recorders, mobile phones, digital cameras, printers, scanners, and similar items, is **not permitted** under this grant.

9.3 The Project Leader is responsible for ensuring that all **research expenditures** are managed prudently and **comply with the prevailing Government Financial Regulations**. Accordingly, all reports submitted to ITC must include a **financial performance report** for the research study.

## **10. OWNERSHIP OF THE RESEARCH REPORTS, RECORDS, WEB DEVELOPMENTS AND OTHER RELEVANT DOCUMENTS**

10.1 **All reports, records, digital developments** (including mobile applications, websites, and software), and data such as maps, photographs, graphs, drawings, statistics, and other information or materials collected or produced throughout the research study shall be treated as **confidential** and shall **remain the property of ITC during the research period and after the completion of the study**.

10.2 Grant holders **shall not disclose, publish, or disseminate any research findings, in whole or in part, without obtaining prior written consent from ITC**.

## **11. DISCIPLINARY ACTIONS**

11.1 ITC reserves the right to take appropriate disciplinary action against grant holders or their institutions for any violations of the Terms of Reference (TOR) for ITRG 2026.

## **12. NOTICE OF DELAY FROM GRANT HOLDERS**

12.1 If a grant holder experiences any delay in conducting the research, they must immediately notify ITC in writing. Any request for an extension of the research deadline is subject to approval by ITC and/or the ITRG Technical Committee.