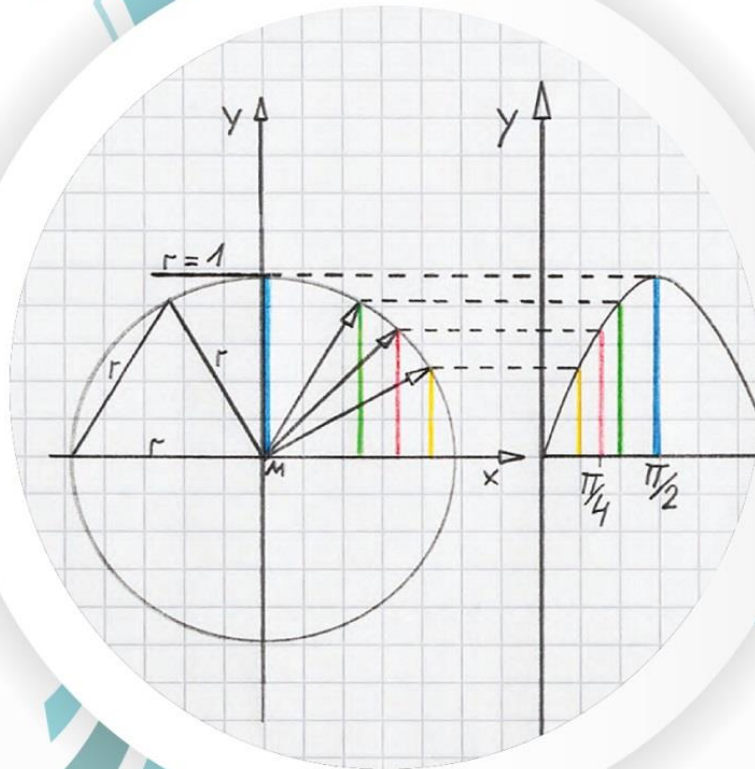


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## THE CONCEPTUAL AND THEORETICAL APPROACHES TO HALAL TOURISM

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**Abstract:** In this article, analyzing the previous studies, the theoretical concepts, origins, and researches of tourism, especially halal tourism, are determined, and conclusions and suggestions are given.

**Keywords:** Muslim, organization, objective, determination, standards, strict requirements, Islamic tourism.

With a rising population of worldwide Muslims, organizations around the globe have begun to focus on the requirements of that market section. The travel industry is offering halal products, services, Muslim-Friendly Tourism (MET) is becoming more, more significant in the industry.

In affirmation of the significance of the halal tourism area, numerous governments around the world are developing a Muslim-friendly hotel, facilities are supporting private businesses who want to develop halal products, services. Many businesses are solely focused on halal tourism, goods, services, this is continuing despite the situation with a pandemic.

New halal tourism movement business has been using an arrangement of terms to portray products, enterprises zeroing in on Muslim explorers going from “Islamic tourism” “Muslim-friendly,” to “Shariah-compliant”, “Halal Travel”. Scholars used the terms “Halal Tourism”, “Islamic Tourism” to define tourism products, services meeting Muslim travelers’ wants, necessities. Commercial Cooperation of Organization of Islamic Cooperation (COMCEC), equated **Halal Tourism** with **Muslim-Friendly Tourism**. Muslim-accommodating travel industry is divided as: “the exercises of Muslim voyagers who don't wish to bargain their religious requirements while going for a reason, which is allowable.” [1].



To have an away from about general importance of halal travel needs, nature, and overall online client review was directed by COMCEC.[2] Concerning topographical dispersion of overview respondents, 36% live in GCC (Gulf Cooperation Council) nations, near 29 % live in North American, European nations, 18% living in Asian nations, African nations are 15% of examples. 66% of respondents are inhabitants of the Organization of Islamic Cooperation (OIC) countries.

Discoveries of the review were concerning voyager venture, customer objective determination standards, and strict requirements during movement. The vital takeaways from the review are:

1. Concerning the point of their excursions, recreation was at the top with (62%), visits to loved ones (54%), emergency travel (32%), business (21%), training (16%), and clinical purposes (5%). Concerning voyaging associates, 68% of respondents expressed going with relatives, 14% travel alone and 12 % travel with companions.

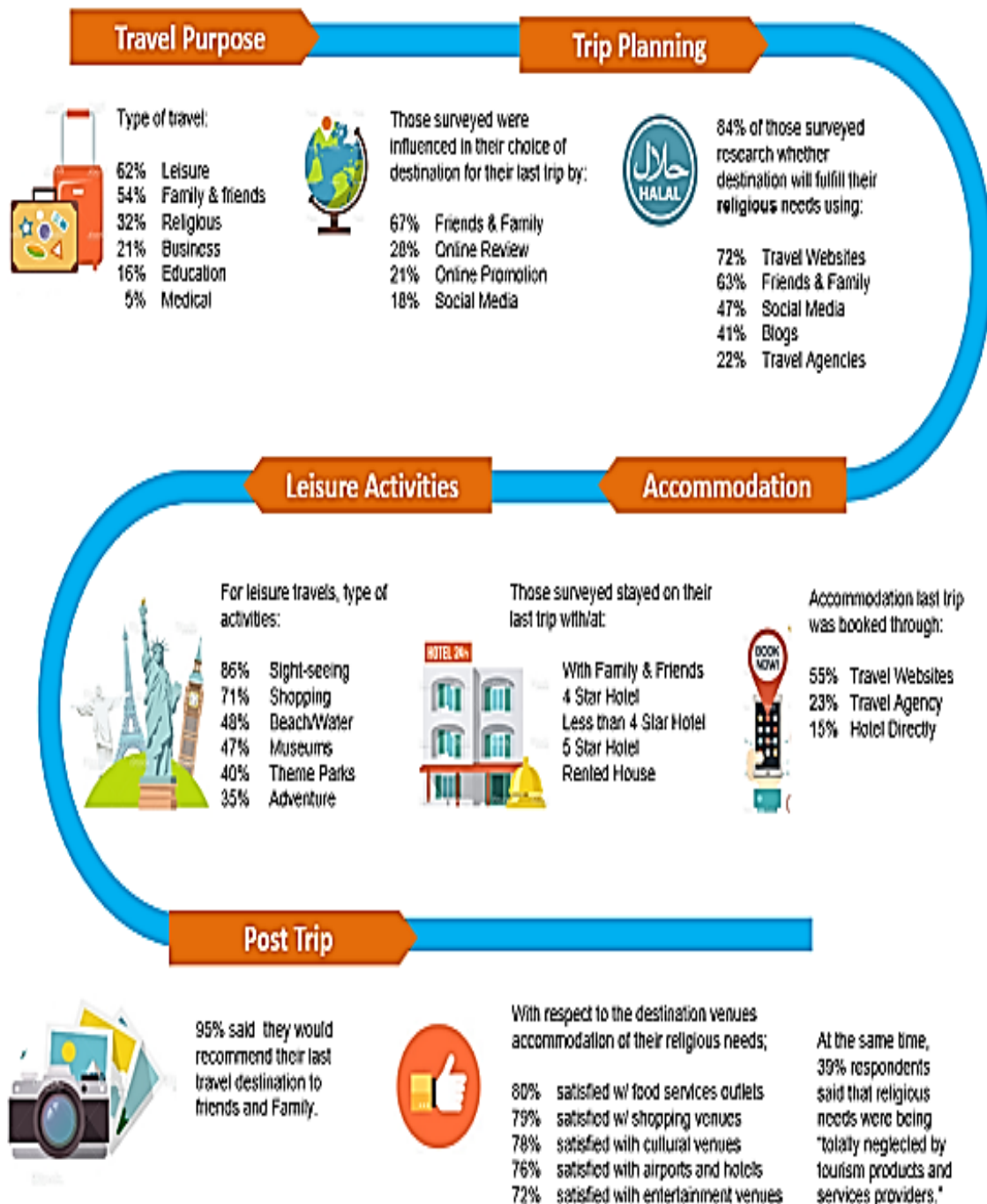
2. Exercises explorers took were touring (86%), shopping (71%), seashore exercises (48%), visiting historical centers (47%), amusement parks (40%) experience exercises (35%), travels (18%), sports exercises, occasions (11%).

3. The 84% of review respondents considered objections before heading out to satisfy their strict requirements. The data over movement were taken from websites (72%), from loved ones (63%), online media (47%), websites (41%), travel services (22%), promoting (12%).

4. While all-out expense is the highest norm for objective decisions followed intently by Muslim-accommodating administrations, the affability of local people is the third rule for objective decisions.

5. For lodgings, Halal food decisions are fundamental to 95% of respondents, followed by the feasible nature of a bidet shower or sprayer in lavatories (89%), no blended drinks being in the room (85%), serving Ramadan suppers (84%).





**Figure 1: Muslim Traveler Journey according to survey**

Source: "Muslim-Friendly Tourism: Understanding Dem, Supply Sides in OIC Member Countries." COMCEC, Feb. 2016. Web.

6. For bistros, fundamental assistance is the movement of Halal food decisions (96%), followed by serving Ramadan dinners, having all food at the workplace be



Halal (85% each), having agreeably dressed staff, no blended refreshments at diners, food eases back down (81%).

7. For airports, redirection, social scenes at the level headed, two most huge segments are transparency of Halal food choices, request zones (95% each), the openness of bidet shower, sprayer in lavatories (89%), having unobtrusively dressed staff, all food at settings be Halal with (78% each), having no blended refreshments at territories (76%).

A significant market for all travel industry organizations is the "Muslim Consumer" market.[3] As a classification, this market is understudied in the travel industry scholarly community. Muslim buyers establish around 24 percent of the total populace, making m a critical objective market for all travel industry organizations.[4] Seeing requirements, desires for religious travel industry buyers is turning out to be more significant given the developing monetary noteworthiness of the market .[5]

Islamic tourism or halal tourism have been on the rise until the pandemic started but it will be growing rapidly again due to the rising number of Muslims all over the world.

Prior deliberations absorbed more on the recitation nature of the idea of Islamic tourism [6,7] by works of Nakata & Izberk-Bilgin (2016) who made more recent research and have conducted more market-specific studies. According to Duman (2011), Islamic travel incorporates travel industry exercises by Muslims that begin from Islamic inspirations, are acknowledged by shariah standards. Duman's secluded significance of Islamic movement business from halal movement business gave a long depiction of why they change from each other.

Reasonable meanings, limits of Islamic, halal travel industry have converted purer with ongoing distributions proceeding these points. [8,9]

From **Table 1** we can understand, that halal tourism is about all travel activities that are considered allowable by shariah law and Islamic teachings. Islamic tourism



can be identified as part of religious tourism where the journey is made for virtuously religious goals. The halal tourism is mainly for leisure and business domain.



**Table 1**

**Conceptualizations of Islamic, halal tourism**

<i>Travel motivation</i>	<i>Type of tourism</i>	<i>Domain</i>	<i>Research agenda</i>	<i>Indicative literature</i>
<b>Hajj, Umrah, all or travel for purely religious purposes</b>	Islamic tourism	Religious/faith-based tourism	<p><b>Consumer specific:</b> Psychology, decision styles of Islamic tourism consumers, Islamic travel motivations, cultural, religious aspects of Islamic travel.</p> <p><b>Market-specific:</b> Nature, the potential of Islamic tourism markets, destination, service characteristics of religious destinations.</p>	Din (1989); Timothy, Iverson (2006); Duman (2011); Samori, Salleh, Khalid (2016); Battour, Ismail (2016).
<b>All travel activities actualized for or purposes</b>	Halal tourism	Leisure/business tourism	<p><b>Consumer specific:</b> Psychology, decision styles of Muslim travelers, travel motivations of Muslim travelers.</p> <p><b>Market-specific:</b> Nature, the potential of the Muslim traveler markets, halalness of marketing mix components of tourism products, services, development of halal standards, properties of Muslim-friendly hospitality services</p>	Scott, Jafari (2010); Carboni, Janati (2016); Henderson (2016); Mohsin, Ramli, Alkhulayfi (2016); Razzaq, Hall, Prayag (2016); Stephenson (2014); Izberk-Bilgin, Nakata (2016); Marzuki, Hall, Ballantine (2014); Sumaedi, Yarmen (2015); El-Gohary (2016).

Source: Teoman Duman. 04 Jun 2019, *Attributes of Muslim-Friendly Hospitality Service in a Process-Based Model from Routledge H, the book of Halal Hospitality, Islamic Tourism Routledge.*





Rapports of “halal”, “Muslim-friendly” are extra reasonable aimed at travel industry items, administrations accentuation of current part is on the halal travel industry.

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