

Islamic Tourism : Concepts and Components

السياحة الإسلامية: المفاهيم والمكونات

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ABSTRACT :

Islamic tourism is a new tourism destination in the world today. There are 54 Muslim countries in the world. Most of the countries situated in an important nerve point of the world. The purpose of this paper is to discuss aspects of Islamic tourism .The different suggested ideas, models and comprehension of the definition “Islamic” tourism are reflected in three major concepts: economic, cultural and religious-conservative concepts .This research is closed by the characteristic of Islamic tourism in different countries.

Keywords : Islamic tourism ,models of Islamic tourism , characteristic of Islamic tourism

INTRODUCTION :

Islamic tourism is the tourism which respect the Islamic principles ,it is a new phenomenon which is developed recently with its impact on the value added of the Arab world . According to the holy text of the Quran, Muslims should travel in order to fully appreciate the beauty of Allah’s world and also visit their friends and relatives. They have a responsibility to provide hospitality to visitors who, under Islamic law, enjoy the citizens' rights. Tourism is traditionally closely linked to religion which has acted as a powerful motive for traveling. Religious buildings, rituals, festivals and religious events are important tourist attractions for those are the followers of the particular systems of belief represented (Henderson, 2003, S. T. Fahim & E.N Dooty, 2014).

The *Qur'an* often refers to travel. *Surat Al-Ankabout* (literally, The Spider) explains one purpose of tourism: consideration and contemplation. The ensuing *ayah* asks people to journey here and there in the world to contemplate the creation of God. To quote, Say: “*Travel* through the earth and see how Allah did originate creation; so will Allah produce a later creation: for Allah has power over all things” (*Surat Al-Ankabout*, 20; italics added).

Likewise, *Surat Al-An'am* (literally, The Cattle) urges people to roam about the earth to consider the destiny of those who preceded them, especially those who cast aspersions on God’s Word: Say: “*Travel* through the earth and see what was the end of those who rejected Truth” (*Surat Al-An'am*, 11; italics added).

The same thing is stressed in *Surat Mohammed*: “Do they not travel through the earth, and see what was the end of those before them?” (*Surat Mohammed*, 10).

Thus, based on these quotes from *Qur'an*, Muslims are encouraged to do so for historical, social, and cultural encounters, to gain knowledge, to associate with others, to spread God's word, and to enjoy and appreciate God's creations (Falk, Ballantyne, Packer, & Benckendorff, 2012; Timothy & Iverson, 2006).

The benefits of travel are many: the freshness it brings to the heart, the delight of beholding new cities, the meeting of unknown friends, the learning of high manners. (Jafari J, Noel S, 2014).

Islamic tourism is a new tourism destination in the world today. There are 54 Muslim countries in the world. Most of the countries situated in an important nerve point of the world. Due to the geographical and economic importance of Muslim countries, the scope of Islamic tourism increases day by day. (S. T. Fahim & E. N Dooty, 2014).

The purpose of this chapter is to discuss aspects of Islamic tourism .The different suggested ideas, models and comprehension of the definition “Islamic” tourism are reflected in three major concepts: economic, cultural and religious-conservative concepts . In this paper , I will talk about the issues follow :

- The concepts of Islamic tourism .
- The component and forms of Islamic tourism .
- The tourism in different countries .like :Algeria , Japan, Turkey ...

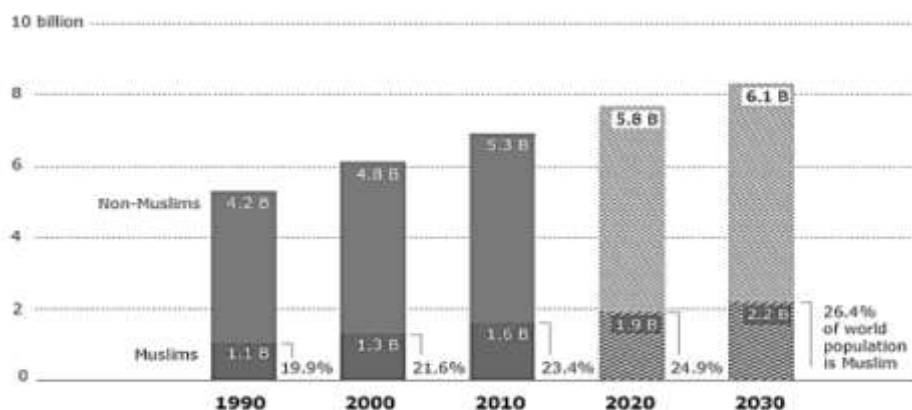
BACKGROUND :

Islamic tourism is widely defined by the authors , in this part ,the author will discuss about the different definition of Islamic tourism , its component and characteristics in different countries :

1-Definition of Islamic tourism:

Over the last two decades, Islamic life style market has been growing as sharia'h complaint products and services (e.g. halal food, Islamic tourism and Islamic finance) have become an important component of the global economy. With an increasing awareness and expanding numbers of Muslim tourists, many tourism industry players have started to offer special products and services, developed and designed in accordance with the Islamic principles, to cater the needs and demands of these tourists.(Report of tourism 2015)

Islam nations and its influence extends to politics, especially in theocracies where the state and religion are indivisible. In these countries, society is ordered in conformity with the principles of Islamic law, which directly and indirectly affect recreation and travel. According to Pew Research center, by the year 2030, Muslim population is expected to increase to 2.2 billion (Economist, 2011 see figure 1). The increase number of Muslim population globally is contributing to the new tourism trend which increasing tourism between Islamic countries, developing new tourist destinations and offering more tourism products according to Islamic requirements (Dabrowska, 2004). The growth of Muslim traveler markets contributes to the rise of Islamic tourism which has drawn much attention and growing interest by researchers. Due to increasing number of Muslim tourists, it is very important for destination marketers to develop tourism products based Islamic religious requirements (Battour, Ismail and Battour 2010, Haji Mohamed,2014)

Fig. 1: Muslim as a Share of World Population (1990-2030)

Source: Farahdel(2011) and PewResearchCenter(2011), Muhammad Khalilur Rahman,2014

Tourists can be defined as people who visit and stay in places outside their usual location for more than a day and not more than one year for business, leisure and other purpose(Khalilur Rahman M, Motivating,2014)

Tourism has become a popular global leisure activity and it is vital for many countries such as Malaysia, Thailand, Lebanon, Egypt, Spain, Greece, due to the large intake of money for business with their goods and services(Ukessays, 2014; Khan, Haque, & Rahman, 2013; Muhammad Khalilur Rahman,2014).The World Travel Organisation (WTO) defines tourism as "...the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." (Medlik, 2003, Haji Mohamed,2014)Islamic tourism is a new tourism destination in the world today. Through this tourism, religious duty was performed as well as knowledge achieved for wider dimension. By this way Muslim can ensure satisfaction of Almighty Allah.(Fahim S T & Dooty E N , 2014)

Tourism characteristics are consisted of three main parts namely the movement of people which makes up the demand side; a sector of the economy or the industry which makes up the supply side; and a broad symbiotic relationship between people with needs to travel and the services that are responding to their travel needs by supplying products (Page and Connell, 2009;Chadwick, 1994).

Islamic Tourism is defined as any activity, event, experience or indulgence, undertaken in a state of travel that is Islamically compliant, with the purpose to interface within an Islamic framework, with one or all of the following; history, arts, culture, heritage, way of life, economy, health, education and any other human interests (ITC, Malaysia; Fahim S T & Dooty E N , 2014) .

The UN has recognized tourism as a key contributor to sustainable development and important in achieving the 'Millennium Development Goals' (MDG's) social and economic targets. The world body maintain that the impact of tourism through the development and improvement of basic infrastructure and services on an economy may help ease the longstanding problems of hunger and poverty. On top of that, tourism has been seen as helping women to be more economically active and more socially-involved through community based tourism (UNWTO, 2011; Haji Mahmud ,2014).

Tourism is linked to a number of characteristics in Islam. A number of researches have given highlight on how Islam supported the various activities of tourism to boost religious and social purposes. Islam also encourages the Muslim to search for the beauty from the creation of Allah all over the world through travelling. Din (1989) emphasizes that tourism activities

and policies would be affected by religion in the entire Islamic countries, concluding that travel volume is rather low. The traditionally close linked between tourism and religion has represented a strong motivation to travel. Tourist attractions that are mostly important and followed by Muslims are such as the religious buildings, ceremonies, festivals and occasions associated by religious. (Henderson, 2003 ; Haji Mahmud , 2014)

Halal or Islamic Tourism is emerged as a new product in tourism industry. Therefore, there is a growing need to develop tailor made halal products and services to cater to this dynamic and emerging market. (Nursanty, 2011; Md. Aminul Islam and Kärkkäinen L, 2013).

There is no definitive definition of what constitute an Islamic Tourism. Islamic Tourism Center(2012) notes that Islamic tourism abide the guidance of Allah swt and Prophet Muhammad (peace be upon him). Islamic tourists are interested to explore Islamic knowledge on Islamic shariah, culture, heritage, arts, Islamic history, spiritual etc. (Muhammad Khalilur Rahman,2014).Halal Tourism is sometimes used interchangeably with Islamic tourism ,halal meaning that which Euromonitor (2008) explains it as a form of religious tourism defined as activities permissible under Islamic law .(Henderson , 2011).

Islamic tourism is mainly targeting people with Islamic beliefs in particular, though it could also have a universal appeal even for the non-Muslims due to a multitude of reasons like fair pricing, peace and security, family-friendly environment and hygiene etc. Islamic tourism as a concept has been used with different names and connotations in the tourism theory and practice. Halal tourism, Sharia'h Tourism and Muslim-friendly tourism are the most common terms, which are used alternatively.(SESRIC, 2015)

The categorization of tourism related goods and services that are designed, produced, and presented to the markets could be considered under Islamic.(Haji Mahmud Bin Haji Mohamed, 2015)

Duman (2011) notes that previous definitions of Islamic Tourism give reference to; the participants of the activity (Muslims), the locations of the activity (i.e. Islamic destinations, countries), the dimensions of the activity (i.e. economic, cultural, religious dimensions), the products offered to the markets (i.e. accommodation facilities, trips, food and beverage), and the management of the service production process (i.e. marketing and ethics) ,he defines Islamic Tourism as Muslim who are travelling to and staying in places other than their normal situation for less than twelve months motivated purely by their sense of obedience as servants of Allah, the All Mighty. So Islamic tourism is “All tourism activities by Muslims that originate from Islamic motivations and are realized according to Syariah principles.”

Henderson (2010) defines Islamic Tourism as all product development and marketing efforts designed for and directed at Muslims, even without completely religious motivations.(Haji Mohamed, 2014). The Muslim tourists may decide not to travel to a particular destination in the absence of some Islamic attributes.(Battour M, Nazari M Ismail, 2014)

Islamic tourism is about satisfying tourists looking for a destination that can fulfil their needs without being offensive in any way. It covers all tourism related goods and services that are designed, produced and presented to the market according to the Islamic rules (Hamza et al., 2012;SESRIC,2015) . Islamic tourism is agreed to be a powerful commercial force (Euromonitor, 2008 ; Zamani-Farahani H and Henderson Joan C, 2010)

In Islamic tourism, the visitors have traveled in a place for the satisfaction of Allah and their recreation Islamic tourism is one of the most important resources particularly in Muslim countries which have a rich and diverse heritage. This permanent wealth and treasure have attracted Muslim visitors throughout history and will also attract hundreds of non- Muslims..(Md. Anowar Hossain Bhuiyan et al , 2011)

It is important that Islamic tourism must be respectful to Islamic values and human beings in light of Islam (Md. Anowar Hossain Bhuiyan et al, 2011) , Battour and Nazari (2015) consider Islamic tourism or halal tourism as any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry". The definition consider the Islamic law(shariah) as the basis to deliver tourism products and service to the target customers who are mainly Muslims, such as Halal hotels (shariah compliant hotels), Halal Resorts, Halal restaurants, and Halal trips .

Carboni et al. (2014) defined Islamic tourism "as tourism in accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst travelling". This definition takes into the consideration the Islamic law, the target customers (Muslim), and the location of activity, but the product and service offered (i.e. food, facilities) is ignored. They recommended that Islamic tourism is not restricted only for religious purposes and is not exclusively to or within Muslim countries.(Battour and Nazari, 2015).

Henderson, 2009; Javed, 2007; Shakiry ,2006 also claim that 'The concept of Islamic tourism is not limited to religious tourism, but it extends to all forms of tourism except those that go against Islamic values'. .(Battour and Nazari, 2015).

It is any activity , event and experience undertaken in a state of travel that is in accordance with Islam . (Islamic tourism center , 2015)

The OIC Member Countries (2016) defines halal tourism when Muslims travelers who do not wish to compromise their basic faith –based needs while traveling for a purpose, which is permissible. Moreover , Nursanty (2011) notes that Islamic or Halal Tourism is an important segment of religious tourism which is particularly designed towards Muslims who abide by Sharia rules (Islamic jurisprudence). Hotel or resort in such destinations do not serve alcohol to Muslims and have separate swimming pools and spa facilities for men and women. Turkey, Malaysia and many more countries are trying to attract Muslim tourists from all over the world offering facilities and services in accordance with religious belief of Muslim tourists (Md. Aminul Islam and Laura Kärkkäinen , 2013) .Furthermore Hasharina(2006) consider that Religion is an important factor that can help shape the culture, attitudes and values of society. Based on the Islamic understanding of God, man and nature, tourism is a part of religion, and travel is fundamental in Islam. (Gordana Kovjanic,2014).

Haji Mohamed summaries the most definitions of Islamic tourism as it shown in table 1.

Table 1 : Summary of Various Definitions of Islamic Tourism

Authors	Definitions
Henderson (2010)	All product development and marketing efforts designed for and directed at Muslims. Motivations are not always or entirely religious. Participants could be pursuing similar leisure experiences to non-Muslims, albeit within parameters set by Islam, and destinations are not necessarily locations where Shariah or full Islamic law is enacted
Ala-Hamarneh (2011)	The economic concept for Islamic Tourism is an extension and expansion oriented concept which focuses on the importance of intra-Muslim and intra-Arab tourism in terms of inclusion of new tourist markets and tourist destinations. The cultural concept for Islamic Tourism includes visions and ideas that outline the inclusion of Islamic religious-cultural sites in tourism programs with "pedagogical" and self-confidence-building elements. The religious-conservative concept for Islamic Tourism has not yet been theoretically articulated. But various opinions and remarks in the discussions on the future of tourism in the Arab and Islam worlds as well as some practices of hotel's managements indicate that articulations and implementations are just a matter of time.
Henderson (2009)	Tourism mainly by Muslims, although it can extend to unbelievers motivated to travel by Islam, which takes place in the Muslim world
Shakiry (2006)	The concept of Islamic Tourism is not limited to religious tourism, but it extends to all forms of tourism except those that go against Islamic values.
Hassan (2007)	In its narrow sense, it may mean "Religious Tourism" (visiting shrines all over the Islamic World). But in its wide sense, it is the type of tourism that adheres to the values of Islam. Most of these values are shared with other religious and non-religious beliefs (for example the ethical

	code promoted by World Tourism Organisation). It calls for respect for local communities and the local environment, benefiting the locals, decency and learning about other cultures.
Hassan (2004)	Islamic Tourism means a new ethical dimension in tourism. It stands for values generally accepted as high standards of morally and decency. It also stands for the respect of local beliefs and traditions, as well as care for the environment. It represents a new outlook on life and society. It brings back values to the central stage in an age where consumerism is rife and everything is available for use and abuse in the most selfish way. It also encourages understanding and dialogue between different nations and civilisations and attempts to find out about the background different societies and heritages
Dogan (2010)	Islamic Tourism covers tourism activities by Muslims in seaside destinations for the purposes of relaxation and entertainment in hospitality enterprises that apply Islamic principles.

Source : Haji Mohamed, (2014)

To sum up , Islamic tourism is the tourism which respect the religious law(Shariah) of the Muslims as basic to deliver tourism product and services .

2- Component and forms of Islamic tourism :

Traditionally, Islamic Tourism is associated with religious activities such as hajj and umrah. As the years passed, it developed to a much larger dimension as people go beyond exploring other Islamic destinations. This new dimension has led to the need for all the other components in tourism such as the food industry, the airlines or transportation industry and many others, to make adjustments so as to fulfill the needs of this unique segment.

So in this part , I will discuss about the important forms and component of Islamic tourism noticed by the researchers :

- a. Syeda Tamanna Fahim & Evana Nusrat Dooty in their article: *Islamic Tourism: In the Perspective of Bangladesh* describe the features of Islamic tourism as follows :

Islamic *Sharee'ah* has brought a number of rulings that regulate travel and tourism, so that it will not overstep the mark or become a source of evil and harm in society.

These rulings include the following:

- i. It is haraam to travel for the purpose of venerating a specific place, except the three mosques. It was narrated from Abu Hurairah (may Allah be pleased with him) that the Prophet (peace and blessings of Allah be upon him) said: "No journey should be undertaken to visit any mosque but three: al-Masjid al-Haraam, the Mosque of the Messenger (peace and blessings of Allah be upon him) and the Mosque of al-Aqsa." Narrated by al-Bukhari (1132) and Muslim (1397). It is even more haraam to travel to visit places that are regarded as holy in other religions, such as those who go to visit the Vatican or Buddhist idols and so on.
- ii. The evidence also indicates that it is haraam for the Muslim to travel in kafir lands in general, because of the evils that will affect the Muslim's religious commitment and attitude as the result of mixing with those nations who pay no attention to religion and morals, especially when there is no need for him to travel for medical treatment or business and so on, rather it is just for leisure and for fun. Allah has made the Muslim lands spacious, praise be to Allah, and He has placed therein wonders of creation so that there is no need to visit the kafirs in their lands
- iii. There can be no doubt that *sharee'ah* forbids tourism in places of corruption, where alcohol is drunk and immoral actions take place and sins are committed. The Muslim is enjoined to keep away from sin so he should not commit sin or sit with those who are committing sin.

It's evident from these rulings that the Islamic tourism contains forms like :

- **Islamic places** : in Islam ,there is three mosque : al-Masjid al-Haraam, the Mosque of the Messenger (peace and blessings of Allah be upon him) and the Mosque of al-Aqsa , the Muslima dhouln't travel to visit any other place like the Vatican and Buddhist idols. Islamic tourist should visit to different locations to praise the beauty, greatness and creation of Allah (swt). Based on the guideline of the Holy Al-Qur'an practices, Islamic tourist should be hospitable and generous toward travelers (Farahdel, 2011; Muhammad Khalilur Rahman, 2014)

-**Islamic drinks**: Islam prohibits drinking alcoholic beverages.

- b. Fatemeh Shafaei and Badaruddin Mohamed (2015) define the form of Islamic tourism by some activities such as drinking alcohol, wearing scanty clothing, sun bathing naked, and serving pork in restaurants .In their description of Islamic tourism in Malaysia , they mention the following forms :
 - i. **Inclusion of Mosques and prayer facilities**: First-class hotels such as Sultan Abu Bakar Mosque in Johor provide Muslim tourists with prayer facilities and the Islamic call to prayer,
 - ii. **Halal food paradise for Muslims** including fast food outlets : availability of *halal* food is of a great importance to Muslim tourists.
 - iii. **Hotels' services for Muslim tourists.**
 - iv. **Availability of Muslim-friendly travel packages** including those of seasonal festivities i.e. Ramadan, Eid-ul Fitr and Adha
 - v. **Muslim-friendly healthcare facilities**
 - vi. **Islamic artifacts** including mosques, Islamic architectural beauty, and museums of Islamic art and **Islamic funding and financing.**
- c. No indoor disco/nightlife hotels ,gender-segregated fitness and sport facilities , conservative indoor dress code , availability of prayer rooms on site women floors and Islamic entertainment programs .(Henderson, 2009)
- d. Yusniza Kamarulzaman , Farinda Abdul Ghani & Azian Madun define the form of Islamic tourism as Halal Hotels whose are all goods and services of hotel industry designed according to Islamic principles .
- e. TC Chang focuses on Islamic Tourism in Singapore: Trends & Prospects using Six areas in tourism/leisure industry catering to new Islamic niche market :
 - i. **Hotels** : Increase in **Halal-kitchens** & banqueting packages, prayer rooms & mats etc.
 - ii. **Tourist Attractions** : Wildlife Reserves Singapore's 3 attractions have installed prayer rooms
 - iii. **Shopping Malls** :Ion Orchard: concierge should be able to speak in **Arabic & Bahasa-Indonesian**; staff with working experience in **Middle-East** preferred
 - iv. **Hospitals** : **Raffles Hospital**: priority in hiring staff with Arabic fluency; Quran in all its rooms
 - v. **Muslim Visitor Guide**: guide book listing **Halal restaurants**; annual events of interest to Muslims; select **shops & attractions**
 - vi. **Travel Packages** :**STB-SIA Ramadan package** for Middle-East tourists , **Itinerary**: *return ticket* to UAE during Ramadan period; free shuttle to *Sultan Mosque*; early morning *breakfasts*; visit to *Malay Heritage Centre*; sampling of local *Malay food*

f. So Ching (2010) mention the forms of Islamic tourism as follows :

- Hotels:** Halal kitchens in mainstream hotels
- Attractions:** prayer rooms in leading sites
- Shopping malls:** staff with Middle-East experience
- Hospitals:** focused on Arab visitors
- Muslim Visitor Guide:** specific aid for Islamic market .
- Travel packages:** Ramadan packages .

g. Battour and Ismail (2015) discuss about the current practices or forms related to Islamic tourism :

-**Muslim friendly hotels** deliver Muslim guests with all services that are compliant with Islamic teachings such as Qibla Direction, Halal food, alcohol-free beverages, and prayer room with call for prayers (Battour et al., 2010; Henderson,2010; Javed, 2007; Stephenson, 2014; Battour et al , 2015). For example in Moscow The hotel provides a copy of the Quran, a prayer mat and the Qibla direction, The shampoo and soap provided in the rooms are certified Halal. Two prayer rooms are available; one for men and one for women

-**The availability of Halal food and beverages** is vital for destinations that target Muslim travelers. According to Islamic law, it is not allowed for Muslim followers to eat pork or pork by products, Some of chain restaurant cater for Muslim tourist needs by serving dishes prepared in kitchens certified as Halal and using Halal chicken. For example in UK

-**Provide smartphone application such as ‘HalalTrip’ and ‘Muslim Pro’** that make the holiday enjoyable and Muslim friendly. Thailand is one of non-Muslim country that takes initiatives to launch Muslim friendly application to help further enhancement tourism industry in Thailand (Lefevre, 2015; Battour et al , 2015).It helps Muslim visitors to find halal hotels and restaurant .

-**Muslim friendly airport** is recently one of the best practises to satisfy Muslim travelers. For example , Kansai International Airport (KIX) has taken initiative to satisfy Muslim. The airport allocates three prayer rooms for use of travellers and visitors. One room is located on the third floor on terminal one and another two rooms are located at the international departure gate. The prayer rooms are segregated by gender. A washing space is provided to perform ablution for praying. The payer rooms are opened for 24 hours a day for Muslim travellers with rental prayer tools and display Qibla direction. Fifteen restaurants prepare Halal food promoted as “porkfree & alcohol-free menus” and three restaurants are ‘Halal certified’.(Battour et al , 2015) .

-**Halal Holiday** include Halal resorts and hotels which serve only halal foods and non-alcoholic drinks. Other services offered may include separate pools, spa and leisure facilities for men and women, an open beach which separates males from females, private women female only beach, family oriented facilities such as mixed beach areas for families with Islamic swimming dress code, and Muslim prayer facilities. Some may even offer Islamic Heritage tours for tourists to explore and discover the history and culture of the Islamic civilisation. Some of the tour providers may stress that their activities are geared towards maintaining the values and modesty of Muslims who desire to follow the Quranic

encouragement to travel throughout the Earth to see God's signs and patterns all over the world.

-Availability of Muslim swimming suit for women in destination may satisfy Muslim tourists. It is sometimes called **Burqini** or **burkini** swimsuit (Euromonitor International, 2015; Battour et al ,2015). It is a type of swimsuit for women intended to comply with the Quranic admonition for Muslim women to dress modestly. The suit covers the whole body except the face, the hands and the feet, whilst being light enough to enable swimming.

-Muslims friendly cruise: It is the first Halal cruise which is launched by the Antalya-based Fusion Tour Company in Turkey. It sails to Greece without alcohol, pork-related products and gambling on board. It also includes segregated sports centers, single-sex spa facilities, separate Turkish baths and prayer rooms (Salama, 2015; Battour et al ,2015) .

All theses partcitises reledt the form or the component of Islamic tourism , Halal Tourism or Muslims friendly tourism according to Battour and Ismail.

- h. Mahamod Hadji and muhamed Hadji (2014) claim that SHC (**Syariah-Compliant Hotel**) is a form of Islamic tourism currently widely used , it can be defined by means of a hotel that provides services based on the Islamic law and guidelines. The SCH is an all-encompassing concept that goes beyond the serving of halal food and drink but includes all aspects a hotel's operation that would be managed based on Syariah/Islamic law. The Islamic law is the source of direction for the SCH. The Islamic law is the principles of which are created upon the Qur'an, the *Sunnah*(*the practices and saying of Prophet Muhammad PBUH*)and the *Fiqh*(*jurisprudence, the opinion of Muslims legal Syariah-Compliant Hostellers*) .The mains operations of SCH are summarized in the following figure .

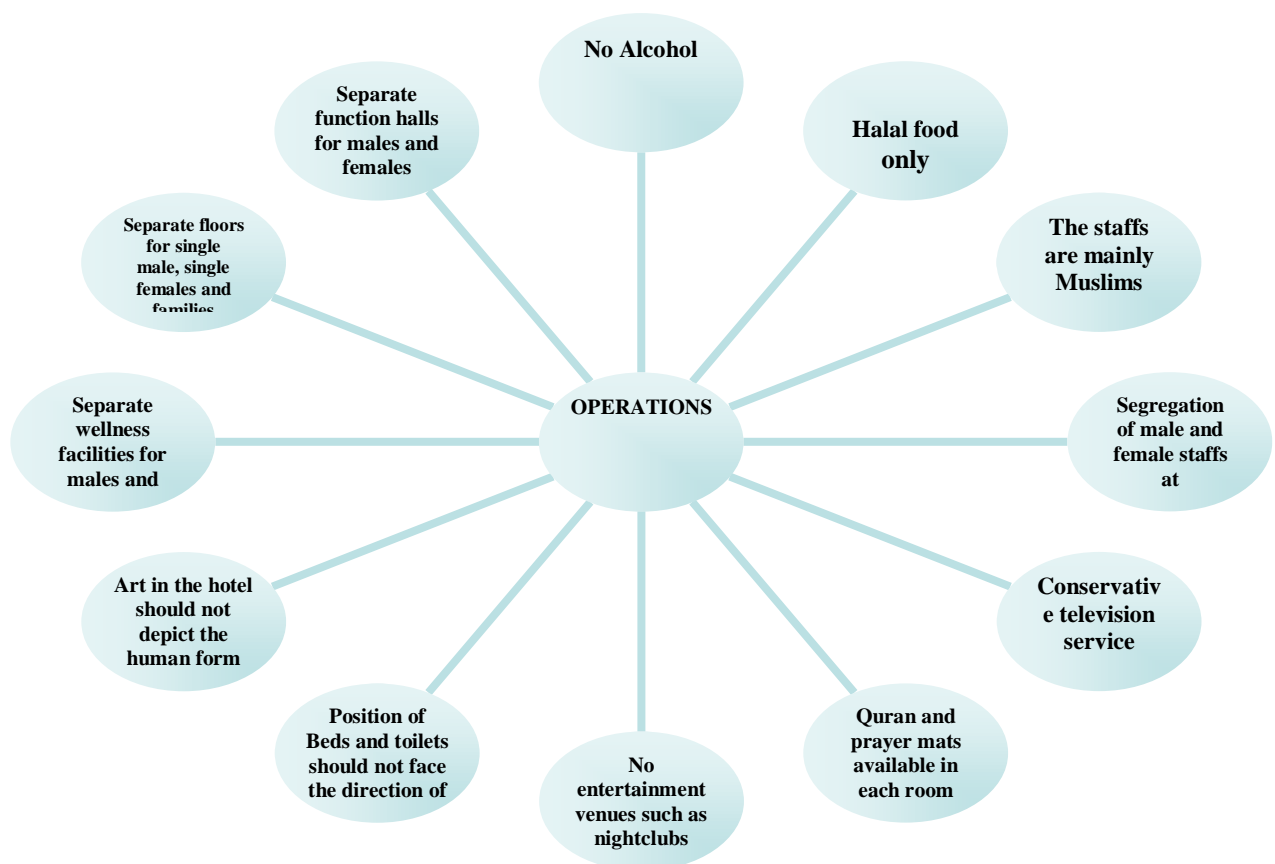


Figure 2: Syariah-Compliant Hotel Operations

- i. Malaysia uses different form to encourage the Islamic tourism like: (Islamic tourism , sharing Malaysia's success stories ,2016)

1. Prayer Facilities Easily Accessible :

- + Airports
- + Highway Rest Service Areas
- + Shopping Malls
- + Theme Parks
- + Government Offices
- + Golf Resorts & Clubs
- + Stadiums
- + Convention Centres
- + Hospitals
- + Restaurants

2. Muslim Friendly Hotels

- + At least one Halal certified kitchen in hotel
- + Qiblat Direction on room ceiling
- + Prayer mats / rugs / Holy Quran
- + Prayer time schedule
- + Segregated swimming pool / gym
- + Halal Executive
- + Ramadan Buffets / Iftar

- + Sahoor (pre-dawn) menu
- + Shuttle to Mosque for Terawikh prayers
- + Guest Imams for surmons / prayers (De Palma hotel)

3. The Halal Factor

- + Global Halal Market earns USD2.3 Trilion Annually.
- + Vibrant and government regulated Halal industry in Malaysia
- + Pioneer of Halal standards and certification
- + Halal Certification provides assurance as it fulfils the Syariah law, which is a must for Muslims.
- + Malaysia Halal Logo is recognized and well-accepted worldwide
- + Recognition program for world Halal certification bodies (CB) led by the Halal Hub Division, JAKIM
- + As of 6 January 2016, 55 Halal CBs have been recognised by JAKIM

4. A Halal Culinary Haven

- + Top International Fast Food Chains Certified Halal
- + Delicious Local Cuisines by Muslims
- + ASEAN Food Heritage Trail
- + Fabulous Food 1Malaysia
- + Street Food and Restaurant Carnival
- + World Curry Festival, Penang organised inconjunction with the Penang International Halal Expo & Conference.

5. Iconic Mosques

Rich in History and Majestic Architecture

- + Over 6,000 mosques around the country
- + National Fatwa Council issued a fatwa in 2010 allowing mosque tourism
- + JAKIM has produced guidelines for mosque tourism in Malaysia ,
- + Tourist facilities at mosque: tourist robe, guided tour, souvenir shops .

In general , the major components of Islamic tourism are similar to those of conventional tourism like hotels, restaurants, logistics, finance, and travel packages. Evaluation of the value of tourism products in case of Islamic tourism, however, entails a completely different process due to the requirements of the Islam. These requirements are called Sharia'h-principles and at the simplest level, these principles “prohibit adultery, gambling, consumption of pork and other Haram (forbidden) foods, selling or drinking liquor and dressing inappropriately. We adopte the classification of the report of **Directions in the Tourism Sector: Islamic Tourism in the OIC Countries(2015)** (see figure 3) .

Figure 3 : the major component and form of Islamic tourism



Source: Maedeh Bon, *New Directions in the Tourism Sector: Islamic Tourism in the OIC Countries*, 9th Session of Islamic Conference of Tourism Ministers (ICTM), 21-23 December 2015, Niamey, Niger

- a. **Halal Hotels:** Some of the main indicators of an Islamic hotel include: No alcohol, gambling etc.; Halal food only; Quran, prayer mats and arrows indicating the direction of Mecca in every room; Beds and toilets positioned so as not to face the direction of Mecca; Prayer rooms; Conservative staff dress; Islamic funding; Separate recreational facilities for men and women.
- b. **Halal Transport (Airlines):** Major indicators for halal transport include: cleanliness; nonalcoholic drinks; and publications which are coherent with Islam
- c. **Halal Food Premises:** Foods that served in a restaurant have to be halal. All animals must be slaughtered according to Islamic principles. No alcoholic drinks should be served in the premise.
- d. **Halal Tour Packages:** The content of the tour packages must be based on an Islamic themed. The Islamic tour packages include visits to the mosques, Islamic monuments and promote and event during the Ramadan.
- e. **Halal Finance:** The financial resources of the hotel, restaurant, travel agency and the airlines have to be fit with Islamic principles. In general, Islamic finance requires participation in sharing the profit and loss among of all parties who involved in this finance enterprise. Islamic finance also prohibits interest.

3- Islamic tourism in the perspective of some countries :

In this part of the chapter , I will discuss about the experience of Islamic and non Islamic countries in the Halal tourism like : Bangladesh , Malaysia , Turkey and Algeria .

- a. **Bangladesh:** Tourism is one of the emerging industries in Bangladesh. It possess a strong potential for Islamic tourism, the following statements describe the tourism in Bangladesh : (Fahim ST & Nusrat E Dooty,2014)
 - i. **Natural beauties:** Bangladesh is country of natural beauty. It is a country filled with hills, valleys, forests, beaches, lakes and rivers. The Sundarbans (large and small rivers, forest ecology, wild life, beaches, culture, plants, mammals (Royal Bengal Tiger, spotted Deer), Otter squirrel, Monkeys, Barking deer, wild boar, Dolphin, reptiles, fish, birds etc. Hiron points, Katka, kochikhali, Dubla Island, Mandarbari, and Putency Island etc). Miles of golden

sands, towering cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful sea-food--this is Cox's Bazar, the tourist capital of Bangladesh.(Fahim ST & Nusrat E Dooty,2014)

- i. **Islamic heritages:** As second largest Muslim country of the world Bangladesh possess a strong Islamic heritage. About 0.5 million people visit Bangladesh every year in the purpose of World Ejtema. The main Islamic heritage sites are- Star Mosque; Baitul Mukarram Mosque; Shait- Gumbad Mosque, Bagerhat; Chhota Sona Mosque; Mosque of Baba Adam; The Shrine of Hazrat Shah Jalal; Shrine of Sultan Bayazid Bostami; Shrine of Shah Amanat; Huseni Dalan Mosque. These places may be attractive destinations for Islamic tourism. (Fahim ST & Nusrat E Dooty,2014)
- ii. **Archeological heritages:** Bangladesh is a country considerably rich in archaeological wealth, especially of the medieval period both during the Muslim and pre-Muslim rules. The major archeological sites are Shait-Gumbad Mosque, Bagherhat; Sonargaon; Lalbag Fort; Paharpur; Mahasthangor; Mainamati; Kantanagar Temple, Dinajpur.
- iii. **Historic heritages:** Historical monuments of Bangladesh represent Hindu, Muslim, British periods and independent scattered all over the country. Major historical attractions are-Lalbagh Fort; Sonargaon; world war 2 symmetry Gandhi Asram; National Memorium, Mujibnagar Memorial, Central Sha-hid Minar, Martyred Intellectual Memorial, Old High Court Building,etc.
- iv. **Cultural heritages:** Bangladesh has a strong cultural heritage. The mentionable places with cultural heritage of Bangladesh are-Natore - Dighapatiya Rajbari (Uttara Ganabhaban) Shilaidaha Kuthibari, Kushtia: Sagordari, Jessore: Trishal: Shahjadpur Kuthibari: National Museum, Ahsan Manzil Museum, Dhaka.
- v. **Recreational tourism products:** Bangladesh has world's largest unbroken sea beach, thousand of rivers and rivulets, numerous lakes and cannels which provide recreation facility like speed boat, paddle boat, normal boat, swimming, squash etc to the tourist such as angling, boating, swimming, fishing etc.

b. Malaysia :

Against the backdrop of additional criteria, Malaysia continues to top the GMTI this year(see table 2). It is the sixth year in a row that Malaysia has ranked number one having topped the previous rankings produced by Crescent Rating since 2011. Malaysia has consistently been able to maintain its standing amongst the main three themes of (1) Family-friendly holiday and safe travel destination (2) Muslim-friendly services and facilities at the destination, and (3) Halal awareness and destination marketing.

Table 2 : Top 10 OIC Destinations

GMTI (Global Muslim Travel Index)2016 Rank	Destination	Score
1	Malaysia	81.9
2	United Arab Emirates	74.7
3	Turkey	73.9

4	Indonesia	70.6
5	Qatar	70.5
6	Saudi Arabia	70.4
7	Oman	70.3
8	Morocco	68.3
9	Jordan	65.4
10	Bahrain	63.3

Source : MasterCard-CrescentRating Global Muslim Travel Index 2016

The figure 4 shows Malaysia's efforts to develop the Islamic tourism, which are illustrated by Fatemeh Shafaei and Badaruddin Mohamed(2015) as follows:

- i. **-Islamic Civilization**
- ii. **Developing halal tourism as a promising approach to attract more Muslim tourists:** Malaysia is a pioneer in introducing a comprehensive standard for *halal* products through Malaysian Standard: *Halal* Food-Production, Preparation and Storage-General Guidelines.
- iii. **The Halal Master Plan:** This addressed issues of certification, sectoral development, *halal* integrity, implementation, timeframes and responsibilities, projecting the country's international image as an authority in *halal* products matters
- iv. **Strategy to encourage Middle East tourists to travel beyond the Klang Valley :** This strategy commenced in 2005. As a consequence, the average length of stay of Arab tourists in Kuala Lumpur has shortened from two weeks to only seven or eight days in favour of destinations like Langkawi and Penang according to Malaysian Association of Tour and Travel Agent (MATTA).
- v. **Intensive promotions in 2008 for Middle Eastern tourists:** The emphasis was on the Malaysian life and culture, eco-tourism, medical and health tourism, spa, honeymoon, and Malaysia My Second Home program to attract tourists from the Middle East during the summer season.
- vi. **Hosting the first OIC Global Islamic Tourism Conference and Exhibition and World Islamic Conference in Kuala Lumpur in 2008:** These two events sent the message of Malaysia as in Islamic destination
- vii. **Establishment of Islamic Tourism Centre (ITC) by Tourism Malaysia in 2009:** The aim for establishing this centre was to enhance the development and expansion of Islamic tourism market and to lure more Muslim visitors from Islamic countries.

- viii. **Tourism Malaysia's promotion of Visit Malaysia Year (VMY) 2014 in the Middle East:** The aim of this event was to offer Malaysia as an excellent platform to market and create awareness of Visit Malaysia Year 2014 to the Middle East travel and tourism industry players in the Dubai Arabian Travel Market (ATM).

Figure 4. Malaysia's Efforts in Promoting as an Islamic Country



Source : Fatemeh Shafaei and Badaruddin Mohamed (2015)

c. Turkey :

Turkey is second country in the list of countries that Muslim tourists are visiting, after Malaysia. The most preferred countries by Muslim tourists after Turkey by order United Arab Emirates, Singapore, Russia, China, France, Thailand and Italy.(Özgür Arpacı, 2015)

Also, Turkey was ranked as the third halal-friendly Muslim destination in the world, in 2015. In total, there are 152 tourist facilities in Turkey that are considered halal. As the total number of tourist facilities in Turkey is 3830, the share of halal touristic facilities can be calculated as about 4 %.(Fikret Tuna,2016)

Turkey is a secular state, Islam is an important part of Turkish life. According to Pew Research Center's report 98% of Turkish population is Muslim so it is assumed that most of the food products coherent with halal concept in Turkey. (Mevlüt A and Özgür K , 2014) .

- i. **Most practice of Islamic tourism in Turkey :** Providing halal food and non-alcohol principles, separate facilities for women and prayer rooms are the main and common features of an Islamic or a halal hotel. Moreover, internet and social media provide a

significant communication platform for halal hotels because halal orientated industry suppliers and intermediaries generally target the Muslim population. Turkey hosted nearly 40 million foreign tourists in 2014 and more than 3.5 million of them were Muslim tourists. The country's tourism industry has 1.1 million bed capacity with 4.248 tourism establishments including 684 five-star hotels, according to Association of Turkish Travel Agencies.²⁷⁸ This almost doubles Spain's five-star hotel numbers that are 356 as placed in booking.com. (Muslim Friendly Tourism: Developing and Marketing MFT Products and Services In the OIC Member Countries, 2016).

Turkey has opportunities to become among the first ten in attracting Muslim tourist in the world , these opportunities are demonstrated as follows (2nd international halal tourism conference, 2016) :

1,000 years of Islamic Heritage significant historic and sight seeing attractions

- %50 of worlds Halal hotel facilities are based in Turkey
- Opportunity to bring Muslim travellers throughout the year – winter, summer, thermal tourism;
- %25 occupancy rate difference between Halal vs regular hotels
- Subsidies for Halal tourism

Halal tourism certification almost complete

- 10 new facilities opening every year
- Plans for advertising halal tourism globally
- Second place in Halal Tourism market globally
- 6th place on world tourism industry

c. Japan :

Halal tourism products have been expanding rapidly in Japan in the past few years as Japan intensified its efforts to attract Muslim travelers from South East Asia in a bid to diversify its source countries after tensions with Taiwan, South Korea and China affected the inbound tourism volume. With the relaxation of visa requirements for Thailand and Malaysia in 2013, local governments in Japan have provided support to local businesses for the development of Muslim friendly products. Additionally, the anticipation of the influx of foreign visitors by the time Tokyo holds the Olympic Games in 2020, which will surely include a sizeable Muslim segment, has been one of the factors that led to Japanese government interest in supporting local businesses that want to cater to Muslim travelers. (

- i. *Muslim-friendly Airports Japanese airports* have made an effort to become Muslim friendly by offering Halal food outlets in addition to having designated prayer areas

for the convenience of Muslim travelers. Kansai Airport created a prayer room in 2006 and added two more in 2014 in addition to planning to have 16 of its food outlets go pork and alcohol-free.

- ii. ***Muslim-friendly Hotels*** : A number of Japanese hotels have started catering to Muslim travelers needs especially with regard to Halal food including the “Ryokans” which are essentially traditional Japanese inns serving Japanese-style breakfasts and dinners.
- iii. ***Muslim-friendly Restaurants*** : In an effort to make Muslim travelers able to enjoy Japanese cuisine while still following their religious beliefs, a rising number of restaurants have altered their dishes to be Halal. Hanasakaji-san, a restaurant in Shibuya serving authentic Japanese cuisine, introduced Halal shabu-shabu which contains thinly sliced beef instead of the dish’s normal pork.
- iv. ***Muslim-friendly Entertainment and Shopping Venues*** Japanese karaoke bars traditionally serve food and alcoholic beverages with no Halal food. However, in a bid to appeal to Muslims, some of these establishments have started to accommodate Muslim needs. Karaoke Honpo Maneki Neko in Tokyo began offering Halal food options as well as providing a prayer room for Muslims to make karaoke establishments friendlier to Muslim tourists.
- v. ***Muslim-friendly Travel Agencies***: Miyako International Tourist Co. tailored their services to accommodate Muslim visitors. They have Muslim guides and they design their tours to accommodate Muslim needs with respect to Halal food and praying. They also organize Islamic heritage tours that include visiting mosques and the Islamic sites in Japan.
- vi. ***Muslim-friendly Travel Mobile Apps and Websites*** : An Indonesian native, who moved to Japan and then had a frustrating experience with finding Halal food, developed a mobile phone app named "Halalminds" in 2014 to help both Muslims locally and visitors from overseas to locate Halal products in Japan. The app includes a Halal restaurant locator in addition to a “Qibla compass” that designates prayer direction and also displays daily Quran verses.

The importance of raising awareness of what is Halal is an essential step towards developing Halal products and services. Japan’s case illustrates how local governments as well as businesses are coming together in an effort to increase awareness and develop products suited to Muslim travelers.

d. Algeria :

The population is 37.1 million according to January estimates from the Office of National Statistics. Over 99 percent is Sunni Muslim. Groups together constituting less than 1 percent of the population include Christians, Jews, and a small community of Ibadi Muslims residing in the province of Ghardaia.(International Religious Freedom Report (2012)

i. **Services use to improve the Islamic tourism in Algeria:**

In Algeria, nationwide initiatives are required to recognize tourism in general and Islamic or spiritual tourism in particular as an instrument for economic development, through its potential to create job opportunities and earn foreign exchange. (Farooq Haq ,2016) Algeria enjoys a unique geographical location that offers a huge potential for leisure and tourism. A rudimentary search shows several tourism opportunities available to Algeria based on its very robust cultural, geographical and social infrastructure. Moreover, assorted landscapes, favourable weather conditions, affordable consumer prices and a historically rich and diverse heritage could enable Algeria to be a leader in tourism destination. (Bouadam 2011).

ii. ***The love and dedication for the Sufi scholars:*** that brought and developed Islam to Algeria throughout its Islamic life is common among Algerians. The shrines and tombs of the great characters of Islam are revered and regularly visited as ‘ziyara’ by the devotees. (Farooq Haq ,2016)

iii. ***Islamic People in Algeria*** :The most famous Sufis that are observed as part of the historical people associated with Islamic tourism in Algeria are:

- Abu Maydan whose tomb is in Tlemcen.
- Sidi M’hamad Bou Qobrine the pioneer of the Rahmaniyya Sufi order.
- Sidi Ahmed Ben Youcef Al Rashidi, buried in the city of Melyana (Islamic Tourism 2007).
- The Patron Saint of Algiers Sidi Abdul-Rahman Athaalibi, he belongs to the family of the Prophet Muhammad (PBUH) with noble lineage going up to Jaafar Ibn Abi Taleb, author of more than 100 books during the fourteenth century, he is buried at Bab El Oued in the center of Algiers (Islamic Tourism 2007). He is also referred to as the primary ‘people’ in Islamic tourism.
- Sidi Ahmed Zerrouk Al Barnoussi the pioneer of the Chadiliyya Sufi order.
- The lady Lalla Zaynab bint Sheikh Mohammad ibn Abi Al-Qasim.

iv. ***Islamic Places in Algeria*** : The following examples show the most places

- Among the historical Islamic monuments in Algeria, the Great Mosque of Tlemcen stands out. This Mosque was built during the reign of Sultan Yousuf bin Tashfin in 1082 and after many renovations is still considered as the spiritual capital of Algeria and could be referred to as primary ‘place’ for Islamic tourism.
- The Great Mosque of Algiers, also known as El Jadid Mosque was also built during the time of Sultan Yousuf bin Tashfin in 1097.
- Historically the most significant site is the Ketchaoua Mosque in the Kasbah of Algiers and is recognized as UNESCO World Heritage Site. The Ketchaoua Mosque

was built by the Ottomans in 1612. The French invaders converted it into Saint Phillippe Cathedral in 1838 and erected a gigantic Cross on it in 1940 to celebrate their occupation of the land. Ultimately, in 1962 it was restored as a Mosque again and has been the center of attention for many Muslim tourists around the region.

- The city of Biskra hosts the Mosque of Fatih Okba, which is the resting place of the famous conqueror of North Africa Okba Ibn Nafea Al Fihri (Islamic Tourism 2007).
- The mosque of Sidi Al Moubarak in Khanka Sidi Naji is also known as "the Big Mosque" or the " Friday Mosque". This mosque was constructed in 1734 and is considered as one of the most dominant historical monuments and a center of Islamic and scientific scholarship.
- The Al Bacha Mosque in Oran is well known as an architectural jewel of the region. These well-known structures not only present the national glory for Algerians but also a good case to be studied as historical places for Islamic tourism.

v. ***Halal Restaurants in Algeria*** :like Taj Mahal , Maharaja, La Palmeraie Restaurant,

vi. ***Halal finance*** : Algeria plans to launch #Islamicfinance, push banking reform
Algeria is preparing to launch Islamic financial services as the OPEC member seeks new ways to raise money after a sharp fall in energy earnings. Algeria's outdated financial system has been a barrier to investment as the government seeks to diversify its economy away from oil and gas, which account for 60 percent of the state budget. Boualem Djebbar, head of the state-run Banks and Financial Institutions Association, said a legal framework would need to be finalized before introducing Islamic financial services. Djebbar said developing the banking system had become inevitable, with a particular focus on electronic payment systems, which are still little used in Algeria.

Halal hotel : like sweet hotel ,it is very clean, guest friendly and good food. Hotel is halal, so no alcohol, and it is very close to a mosque so in the morning you wake up early.

Tourism in Algeria contributes only about 1 percent of Algeria's GDP. Algeria's tourist industry lags behind that of its neighbours Morocco and Tunisia, although, Algeria has a diverse landscape and lots to offer travellers. National awareness of the issue of tourism development as a vector of economic and social development requires the need to establish a strategic framework to build a vision for 2025, translated into objectives by a master plan for tourism development (SDAT).

The national strategy for tourism development aims at establishing a state policy based on the accession of all the institutions directly or indirectly involved in the development of tourism products and activities. The definition of a new national tourism policy, must naturally rely on these strengths to develop and to promote an offer of quality that is available to all. It is important to explore avenues for reflection and proposals especially in terms of promotion, quality policy, planning, employment and training, all of which will enhance the attractiveness of Algeria's tourism industry.(Bouadam K, 2011)

Conclusion :

In this research , authors mentioned the most important issues related to the concept of Islamic tourism through its definitions, components and its different forms in Muslim and non Muslim countries . Islamic tourism, of which halal food , halal finance , halal transport and halal hotel are critical component, is a striking phenomenon yielding valuable opportunities for the tourism industry worldwide . To realise these opportunities, tourism businesses must understand the requirements of Muslim tourists and take the necessary measures to satisfy them without inconveniencing non-Muslim customers. It is also necessary to communicate effectively with Muslim markets

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