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THE INSIGHTS AND GUIDELINES ON HALAL TOURISM

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ABSTRACT

Mankind has always been in urge to traverse from one part of the globe to another for exploring new destinations. His apprehensive nature never allowed him to live a serene life; hence he kept on discovering new horizons. From the individual journeys to the industrial scale tourism the travels of mankind are as old as he himself. Tourism when made compliant with religious rulings it becomes a religious code rather than a mere travel. Same is the case with halal tourism which is purely an Islamic phenomenon based upon beliefs and teachings of Islam. It is an emerging market that is expected to rise to US\$ 274 billion by 2023. This paper puts forth the latest trends of halal tourism arising from the Islamic and non-Islamic countries and the measures taken by them to attract and facilitate the Muslim travelers. This paper also suggests a code of regulations based upon halal tourism services starting with the halal basic tourism services and gradually reaching the halal ideal tourism services being derived from the Islamic Jurisprudence for the smooth running of halal tourism sector. By presenting the code of regulations the paper aims to facilitate the global halal tourism market. While defining the rules several verses from the holy Quran have also been taken in consideration. These verses have been referenced to their relevant chapter and verse number.

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INTRODUCTION

Mankind has been exploring the uncharted territories since the dawn of his life. The urge to traverse, discover and conquer enabled him to triumph over new destinations and develop new boundaries. From the very ancient past to the present modern age, his journey never ended and resulted in evolving multiple casts, tribes, nations, countries and continents. His restless nature never allowed him to stay calmly and peacefully, hence tourism on this planet is as old as mankind himself. This industry is not just used for the development of the growing economy, but it also empowers the entrepreneurship and sustains the innovative expansions. Research also links the human nature with need to tour in Existential Philosophy, a mean to improve the human nature. Famous Venetian wayfarer Marco Polo, who visited China in 13th Century trails far behind the Muslim scholar and explorer Ibn-e- Battuta (Andrews, 2017). His journeys are recorded in "The Travels of Marco Polo, c. 1300", a book that enlightened the Europeans about China, its size, capital city and wealth, also about the other Asian cities and countries.

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Though he was not the first European to reach China, yet he was the first one who left behind the details of his experiences. Later on his book inspired Christopher Columbus and many other travellers. Battuta trudged over the vesting horizons of Eastern Hemisphere. Initially he left his hometown for pilgrimage requiring 16 months of travelling. He wandered through the 40 modern nations of today crossing sea and deserts to satisfy his wanderlust. In his travelogue 'Rihla', he mentioned about his impulse to visit all the 'illustrious sanctuaries' (Andrews, 2017). His work was not known to people outside the Islamic world until a German traveler Seetzen (1767-1811) attained some manuscripts on his stay in Middle East. The extracts were highlighted by the French and Swiss publishers. This individual impulse to travel resulted in the creation of tourism on an industrial scale. The ubiquity and effectualness of tourism industry can be estimated from the statistics indicating its continuous growing pattern even in adverse circumstances, for example in Gulf war and terror attacks etc. United Nations World Tourism Organization, UNWTO's Tourism Vision forecasted the international arrivals up till 1.5 billion till 2020. When compared to initial data of 1995, in 2020 it will be increased by 24% (UNWTO, 2018). Africa, Asia, East Asia and the Pacific, and the Middle East are predicted with an increased growth rate of more than 5% when compared to 4.1% of the world.

Europe will continue to maintain its highest level of world tourists (Mohsin, Ramli, & Alkhulayfia, 2016). This industry is contingent on the customer experience in terms of services and provision of comfort. Halal tourism is fundamentally a religious phenomenon derived from the basic teachings of Quran, the last divine book revealed to the last Prophet Muhammad (P.B.U.H). The Holy Quran advises the mankind to travel through the land and observe how Allah (S.W.T) originated the creation and how He creates the subsequent creation, surely He is powerful to do everything (Quran, 29:20). It further showcases the glimpses of the nature and declares that in the creation of the heavens and the earth, and in the alternation of night and day, there are signs for the people of wisdom, who remember Allah standing, sitting, and lying, and ponder on the creation of the heavens and the earth (Quran, 3:190,191). Also, the Holy Quran counts the endless blessings of Allah as He is the One who sent down water from the heavens, of which the people have their drink; and with it they grow plants on which they pasture their cattle. He causes the crops therewith to grow for the people, and olives, date palms, and grape vines, and all the fruits. Surely, in that, there is a sign for the people who ponder. He has subjugated for mankind the day and the night, the sun and the moon, and the stars (too) are subservient by His command. Surely, in that, there are signs for the people who understand. He is the One who has subjugated the sea, so that the mankind may eat fresh meat from it, and may take out from it ornaments they wear, and they see the boats cleaving through it (Quran, 16: 10, 11, 12, 14). All the mentioned revealing from Quran (Arabic text and English rendering by Pickthall, 1994) cement a spiritual foundation for mankind to explore through the landscape and observe the momentum of the universe Allah made for him and think why Allah has originated the universe, thus providing a spiritual ground for halal tourism.

Recent growth trends have been observed in the halal tourism sector, as halal tourism industry in 2017 was of worth US\$ 177 billion which is expected to rise to US\$ 274 billion by the end of 2023 (State of the Global Islamic Economy Report, 2018/19). So, to attract the customers of this industry, several initiatives have been taken which are customized uniquely according to Islamic beliefs (Mohsin, Ramli, & Alkhulayfia, 2016). Affordable opportunities and ease of travel are considered as the most important factors for the rise in revenue of halal tourism (Center, 2012). The increased interest in halal tourism is recognized by tourism industry also because of growing Muslim population worldwide. It is also pursued from both the perspectives of researchers and practitioners (Battour & Ismail, 2016). The strategy to develop the halal tourism is based upon the fact that Muslims across the globe wish to spend vacations in environments respectful to their beliefs and catering to their ritual's requirements. From providing halal foods at restaurants and hotels, to more diverse offerings, such as accommodation that includes prayer rooms, and resorts that have segregation for women are the important needs of halal tourism. Referring halal to the tourism reflects the religious aspect of such a travel meaning by a travel that is lawful in the framework of Islam. In the book written by Sheikh Yusuf al-Qaradawi, chairman of The International Union of Muslim Scholars, "The Lawful and the prohibited in Islam", Halal is explained as "That which is permitted, with respect to which no restriction exists and the doing of which the law-giver, Allah, has allowed". (Al-Qaradawi, 2013). Therefore, Halal means permissible according to Sharia/ Islamic teachings (Battour & Ismail, 2016).

The conceptualization of Halal 'permissible' is a generic term, which is not only restricted to the food industry. Khalil (2010) mentioned that the idea of Halal Tourism was introduced by the hoteliers after the success and high acceptability of sharia laws in banking industry and investment sector. They adopted it on the large scale after observing it as a promising market in tourism industry. Using this piece of review, we will further explore the concepts and aspects of halal tourism in contrast with conventional tourism.

Global Tourism: Globally tourism is defined as 'Temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs' (Marqua, Hsu, & Cook, 2014). Statistically the total contribution of travel and tourism to global economy is 8.27 trillion US dollars while the global international revenue is 1.34 trillion US dollars. Total economic contributions of tourism industry directly, indirectly and inductively were estimated to be over 7.6 trillion US dollars in 2016 (Statista, 2016). According to United Nations World Tourism Organization (UNWTO), highest tourists' arrivals are seen in Europe, while minimum tourists flow in African and Middle Eastern region. Multiple factors improving the comfort opportunities for tourists have resulted in improving the tourism industry revenue from 1950 till 2016. Socio economic factors including accessibility, accommodation, amenities contribute along with improved environmental conditions mostly climatic conditions, landscape, scenery etc. Historical lineage, cultural preservation and religious privileges for all the incoming tourists are most important factors contributing to the tourism revenue. The availability along with maintenance of resources is largely responsible for the continuous improvement in tourism over the years in European countries. The African countries suffer from lower revenue in this aspect mainly because of lacking in good road structure, poor electricity availability and low quality of water. Improvement in such aspect greatly increases the tourist flow.

According to International Tourists estimation by UNWTO, the trend of tourist's arrivals at multiple destinations from 1950 to 2016 was observed. From 1950-2016, a gradual but significant increase was visible in the tourists, largely dependent upon the local facilities of the hosting countries as mentioned above. One of the important pillars of the global tourism is that the hospitality industry constitutes of many acts and regulations for both members of workforce. These are monitored by various government regulatory authorities and private organizations (SIE Learning, 2017). These regulations include the Liquor Control Act and the Food Act. Liquor Control Act constitutes a major clause but it is variable according to each country's rules. The Food Act was explained by The Food Amendment Act of 1997; numerous aspects were covered including auditing and development of food in different individual business to ensure consumer safety and resolved operational conditions (SIE Learning, 2017). The major points include

- Preparation of food
- Composition of food
- Food additives
- Hygiene and food cleanliness

Classification of Hotels based on facilities: The classification of hotels in different star-based rating system is a general

distribution of categories. This distribution is done based on facilities provided. Following brief description provides a clear concept on the star-based classification of hotel from 1-5-star Hotels.

Table 1. Classification of hotels based on Stars classification

Classifications	Standardization	Facilities include
1 star	Tourist	Minimum 5 bedrooms with en-suite or private facilities, opened throughout the week defined reception area Includes licensed bar guest's accessibility Restaurant breakfast service 7 days Evening meals service 5 days a week.
2-Star	Standard	Along with the basic features of one-star hotel facility Maintenance of a higher standard of cleanliness Better hospitality Increased management staff
3-Star	Comfort	Additional facilities from 2-Star include: Bedrooms en-suited with Wi-Fi in public areas Internet telephonic system availability Dinner service for 6 evenings per week Snack bar service throughout the week.
4-Star	First Class	Additional facilities from 3-Star include: 24-hour room service with full breakfast and dinner All time on duty staff availability Wi-Fi in rooms Bathrooms with thermostatic showers Enhanced features includes: Afternoon tea Luggage assistance Meals availability at lunchtime.
5-Star	Luxury	Additional facilities from 4-Star include: Proactive service and customer care Multilingual services receptionists Second dining area Spa/Gym Permanent luxury site Business centers Valet parking Concierge Escort to the room service 80% rooms equipped with bathrooms All-time availability of restaurant services.

Halal Tourism: Recently it has been observed that Muslim consumers are showing sensitivity to food prepared against Shariah regulations (Scott & Jafari, 2014). Some practices are being applied specifically targeting the Muslim tourists and to advertise the location as 'Muslim Friendly Destination' (Battour & Ismail, 2016). Muslim friendly Hotels deliver the guests complaint with Sharia for example indication of Qibla direction, alcohol-free beverages and halal food availability (Stephenson, 2014). Most research work has not taken into consideration the tourism irrespective of Islamic Law (Shariah), targeted customers (Muslims/ non-Muslims), the location (Muslim/non-Muslim country), food and services offered (Halal/non-Halal) etc. Halal tourism continues its journey to broaden its reach with tremendous growth in Halal beach resorts. All of these resorts in addition to halal food, the absence of alcohol on premises and dedicated prayer spaces attract Muslim families through providing segregated pools, fitness centers and beaches for women. A dedicated environment for women to fulfill their needs of sunbathing and swimming in such resorts is the most attractive factor for Muslim families. Recently Turkey, Indonesia, Malaysia, Morocco, UAE and Thailand are ensuring such facilities in numbers.

Turkey in this regard is the most advanced country with 28 resorts dedicated to Muslim travelers, and includes 3-, 4-, and 5-star resorts (Salaam Gateway, 2016). Halal beach tourism is a strong growth segment, reflected in Turkey's halal friendly resorts having a turnover of US\$184 million in 2017 (State of the Global Islamic Economy Report, 2018/19). The launch of dedicated halal airline is another glittering aspect of halal tourism. Recently Rayani Air, the Malaysian airline that pitched itself as fully Shariah-compliant was launched but unfortunately grounded after four months due to financial issues (Business, 2018). A London-based Muslim businessman, KaziRahman vows to launch a Shariah compliant airline that will soar private routs in UK in the beginning of 2019 (Arabian Business, 2018). Furthermore, several international airlines including Malaysia Airlines, MEA, Oman Air, PIA, Qatar Airways, Saudi Arabian Airlines, Kuwait Airways, Iran Air, Gulf Air and Etihad etc. provide halal foods while the other international airlines do the same on 24-48 hours prior demand (Arabia, 2016).

Targeting and focusing the Vision 2030, Saudi Arabia wants to achieve the goal to be more than a pilgrimage destination for Muslims going for Hajj and Umrah by having visitors extend their stay to visit other religious, historical and cultural sites. Digitization is an important aspect of Saudi halal tourism industry. Up till now, 17,000 smart buses fitted with GPS systems, and a high-speed railway between Makkah and Madinah have been launched (State of the Global Islamic Economy Report, 2018/19). In a bid to promote tourism sector Pakistan has recently launched the e-visa facility to 175 countries and visa on arrival to 50 countries. Also, tour operators that are approved by the International Air Transport Association (IATA) will now be allowed to bring groups of tourists to Pakistan (Dawn, 2019). Furthermore, the National Tourism Coordination Board (NTCB) has been established for promotion and marketing of tourism spots.

The mandate of this board is to provide a platform to devise a comprehensive strategy on tourism and technical assistance to the provinces in the field of the tourism sector (Space, 2019). The launch of the Muslim answer to Airbnb, Bookhalal homes, and TripAdvisor, Tripfez are also important features of halal tourism. Moreover, halal travel sector is expected to undergo rapid growth, with Muslim spend on outbound travel expected to reach \$243 billion by 2021 (State of the Global Islamic Economy Report, 2017). According to Crescent rating of 2017, most revenue generating countries are listed in accordance with OIC (Organization of Islamic Conference) and non-OIC countries (Crescent rating, 2017). Among the OIC countries, Malaysia peaked for the provision of Halal tourism. The factors responsible for making Malaysia as the main tourist site include the security and safe conditions for long term travelling. Certainly, the marketing campaigns done by tourism department and the friendliness of the hosts also attract the people towards Malaysia. Similarly, the strength of Infrastructure mainly roads, services and accommodating attitude of local community are the highlights for tourists.

According to Crescent rating, Malaysia as top of the list amongst the Muslim countries due to the reasons mentioned above and the fact that the country maintained its level of inbound Muslim travel and halal friendly ecosystem. UAE ranked second in the above figure, but according to state of the global Islamic report 2016-17 and 2018-19, the UAE overtook Malaysia in the rankings, mainly due to an increase in its awareness scores. Furthermore, by maintaining high level of

inbound Muslim travel, the country is quickly capitalizing on its reputation as an enjoyable travel destination for the Muslim travelers. Halal friendly ecosystem score is the highlighting and attracting factor for the country to gain reputation as a favorite destination for Muslim travelers (State of the Global Islamic Economy Report, 2017).

Similarly, for non-OIC countries Singapore was the leading country in providing the most revenue for halal seeking tourists. Tourism is considered as a main pillar in the Gross Domestic Product (GDP) of Singapore. The country's lowest crime rate, conservatory environmentalist sites, along with tropical tourist resorts largely makes the difference in attracting the tourists from all over the world. Latest technology in highlighting the tourism sites, sight-seeing bus fleets, island resorts, historical locations, cultural sites and religious freedom attract the diverse set of people from all over the world. In the non- OIC countries, weather conditions, tropical islands and affordability along with services to tourists mainly contribute towards the finalization decision. Similarly, tourism in Thailand is a major contributor to its economic kingdom. It has contributed from 9 to approximately 20 million baht in Thailand's GDP. Multiple media campaigns have been made to promote this tourism to Thailand in international community. Tourism in various forms has been promoted with slogans under culture, medical, gastronomical, elephant and Muay Thai tourism industry.

Saudi Pilgrimage Industry: As it has been mentioned above that halal tourism is fundamentally a religious phenomenon, yet it is coupled with recreation and revenue. Millions of Muslims travel annually to their desired destinations to spend their vacations, enjoy the jubilant moments of their honeymoon and for other purposes. In response the hosting countries provide them the facilities and gather valuable revenue.

The Saudi pilgrimage industry is entirely different from what has been mentioned in the above mentioned lines. The believers hold their journeys to Makkah and Madinah to perform their obligatory Hajj, which is once in a lifetime and Umrah, which can be offered more than once. Hence this industry is subjected to the Muslim Rituals, not for mere recreation. The economic experts have said that Hajj and Umrah revenues are expected to exceed \$150 billion by 2022 (Arab News, 2017). The expected mergers of economic blocs and groupings to meet the growing demand on Hajj and Umrah economics in terms of transport, commercial stores and expansion in small, medium enterprises (SMEs) will cause such increase in the revenue. At current it is the most important and biggest revenue collecting industry after oil and gas (Times of India, 2018). Hajj and the Umrah pilgrimage add an estimated \$12 billion a year to Saudi's GDP. That's about 20% of the kingdom's non-oil GDP and 7% of total GDP (Times of India, 2018).

Pakistan: Pakistan is an unfortunate country in a sense that it has much more to showcase and present to the travelers, but it is an unseen and undiscovered destination by both the international world and the local travelers. From the plan grounds and fields to the sky-high mountains, from the lacks, canals and rivers to the beaches and ocean, from the woods to the deserts and glaciers, the country has been vastly gifted and loaded naturally. The hospitality and tourism sector can offer phenomenal opportunities to discover this country from the business and tourism perspectives. Moreover, Pakistan is

heavily Muslim populated country with 96.28 percent Muslim community (Pakistan Bureau of Statistics, 2019), hence it can offer more halal destinations as compared to any other Muslim country in the world.

Tourism industry has boosted by 300% as compared to the previous years, crediting the security of the country. Pakistan Tourism Development Corporation (PTDC) stated that 1.75 million people visited in 2017 only. World Travel and Tourism Council (WTTC) indicated that tourism contributed 6.9 % of total GDP in 2016 with a significant \$19.4 billion, which is predicted to rise to \$36.1 billion in a decade. Not only the foreigner tourism percentage is increasing but also the business travel across the country. Regarding the tourism policies, Khyber Pakhtunkhwa province has been implementing the provincial tourism policy. Baluchistan province has also passed the Tourism Act and travel guide since 2014. Law division in Azad Jammu & Kashmir province has yet to give clearance to State tourism Policy drafted in 2016. There is no dedicated tourism policy at provincial level in Punjab and Sindh. Many challenges are identified including inadequate infrastructure and lodging facilities available along with negative travel advisory to foreign tourists. In the past two years, certain parts of the country are being focused on more regarding tourism propagation. Launching of camping pods in all scenic sites of Khyber Pakhtunkhwa, hiring of tourism consultants, media campaigns and development of tourism sites have shown an increasing trend of tourism flow.

DISCUSSION

As it has been explored that halal tourism is growing rapidly around the globe and that the different countries are introducing new measures to enhance their market share, hereafter it becomes necessary to draw fundamental distinctions for the smooth running of the industry in compliance with the Islamic rules. In this regard following points are worth important.

- Availability of Halal Foods
- Compliance with Islamic Rules

Availability of the halal foods at the tourist destination is the starting point of halal tourism. To attract the Muslim tourists, it is a core issue to provide them with the foods allowed by their religion. In halal related literature, the discussion often revolves around the main prohibitions, namely the consumption of pork, blood, carrion, and animals not slaughtered according to Islamic requirements, intoxicants and products thereof. In addition to what is explicitly prohibited, there are also other nuances, like a mammal or bird amongst the land animals and their products, like eggs and milk, to be deemed as suitable for Muslim consumption they should be solely herbivores (e.g. sheep, goat, camel, cattle, rooster, pigeon, dove, quail and sparrow) (Raheem & Demirci, 2018). Integration of Halal food is not only found in Holy Quran for Muslims, but certain other Holy Scriptures also mentions similar aspects of food preparation.

In Deuteronomy (14:21) "You shall not eat of anything that dies of itself"

In Leviticus (17:14) "You shall eat the blood of no kind of flesh"

The prohibition of pork is also clearly mentioned in Leviticus (11:7-8) "And the swine, because it parts the hoof and is cloven-footed but does not chew the cud, is unclean to you. Of their flesh you shall not eat, and their carcasses you shall not touch; they are unclean to you" Halal consumption is considered as one of the fastest growing segments of the markets. Consumer protection laws are observed according to the Halal tourism authorization. This is approved by the local government bodies or the authorized associations in each country. These associations ensure the Sharia law conformity to the Muslim travelers. Halal Certification Bodies are operating in different countries. Few such bodies are mentioned below as examples (Mohsin, Ramli, & Alkhulayfia, 2016):

Table 2. Halal certification bodies in different countries

Sr. No.	Countries	Halal Certification Bodies
1.	Malaysia	Department of Islamic Malaysia (JAKIM)
2.	Indonesia	Institute of Food, Drugs and Cosmetics Indonesian Ulema Council (LPPOM MU)
3.	Taiwan	Chairman of Taichung Mosque Taiwan Halal Integrity Development Association (THIDA) Taipei Cultural Mosque
4.	Thailand	Central Islamic Committee of Thailand (Crescent Rating)
5.	Turkey	Kas Dluslararasi Sertifikasyon Göz Ve Tek Kon. Hiz LTD Sti (KASCERT) Association for the Inspection and Certification of Food and Supplies (GIMDES) (Crescent Rating)
6.	India	Jamiat-E-Ulama-E-Hind Maharashtra State (Halal Committee) (Crescent Rating) The Agency of Halal India
7.	Pakistan	IFANCA Pakistan Halal Apex Private Limited SANHA Halal Associates Pakistan Pvt Ltd
8.	Australia	Halal Australia Inc Australian Halal Authority & Advisers Australian Federation of Islamic Council Inc. Adelaide Mosque Islamic Society of South Australia (Crescent Rating)
9.	United States of America (USA)	Department of Islamic Malaysia (JAKIM) The Islam Food and Nutritional Council of America (IFANCA) Halal accreditation of complaint services and products in the United States (Crescent Rating; Islamic services of America)

Islamic Rules regarding Halal Tourism: Initially Hospitality was only a methodology to treat the guests in accordance to cultural and religious practices. This has developed now into a large business venture where the quality and type of services offered to consumers leave a lasting impression on their minds (Qadhat, Attaalla, & Hussein, 2016). Some of the crucial principles for halal tourism industry that have been derived from Quran (Arabic text and English rendering by Pickthall, 1994) are mentioned below. These principles would be trailed by the guidelines for halal tourism industry to be followed by the sector.

Hospitality: Islam is the religion of peace, compassion, love and hospitality. To be hospitable is a great virtue in Islam. It is the essential part of the Islamic civilization and culture. The following verse of Quran glorified the Prophet Abraham when he took no time in attending the guests, hence taught the

mankind to be friendly and welcoming for the guests. And Our messenger's came unto Abraham with good news. They said: Peace! He answered: Peace! and delayed not to bring a roasted calf (Quran, 11:69).

No Disturbance: Islam has greatly emphasized on the comfort and ease of the people. Any act that can cause discomfort to anyone is strictly prohibited. The prohibition is stricter where the guests are concerned. In this regard following verses from Quran showcase the social behavior to be followed by the believers. O you who believe, do not enter any houses, other than your own houses unless you seek permission and greet their inmates with Salām. That is good for you, so that you may be heedful (Quran, 24:27). Even if you do not find anyone in them, do not enter therein until permission is given to you. And if it is said to you, 'Go back', just go back; it is more decent for you. Allah is All-Aware of what you do (Quran, 24:28).

Prohibition of Alcoholic Drinks: Consumption of alcoholic drinks was also a communal aspect of the Arab culture before Islam. Quran gradually imposed the restrictions upon its consumption. The final and authoritative verse in this regard that prohibited the alcoholic drinks is given below. O ye who believe! Strong drink and games of chance and idols and divining arrows are only an infamy of Satan's handiwork. Leave it aside in order that ye may succeed (Quran, 5:90).

Prohibition of Pork, Dead Animals and Blood: Consumption of pork, halal animals died without being properly slaughtered according to the Islamic rules and blood are also prohibited in Islam. Following verse narrates the bar on their consumption. Forbidden unto you (for food) are carrion and blood and swine flesh (Quran, 5:3).

Compulsion of Halal Foods: The universe is packed with living and non-living organisms, but mankind is not allowed to eat each and everything. Islam has imposed certain amount of restrictions on his consumption. Halal denotes permissibility and haraam connotes impermissibility in Islam. Only a thing which is halal can be consumed by mankind. Following verse narrates the same. O mankind! Eat of that which is lawful (halal) and wholesome in the earth and follow not the footsteps of the devil. Lo! he is an open enemy for you (Quran, 2:168).

Prohibition of Gambling: Gambling was an important aspect of the Arab culture before the dawn of Islam. It was one of the social evils existed in the pre-Islamic Arab culture. After the arrival of the holy Prophet Muhammad (PBUH) it was banned strictly by the Quran through the following verse. O ye who believe! Strong drink and games of chance and idols and divining arrows are only an infamy of Satan's handiwork. Leave it aside in order that ye may succeed (Quran, 5:90).

Prohibition of Adultery: Islam has imposed a strict ban on the sexual relationship between a man and a woman without having an Islamic marriage. Even an act that can lead to or cause such relationship has also been bared in Islam. The following verses from Quran depict the same. And come not near unto adultery. Lo! It is an abomination and an evil way (Quran, 17:32). Tell the believing men to lower their gaze and be modest. That is purer for them. Lo! Allah is aware of what they do (Quran, 24:30). And tell the believing women to lower their gaze and be modest, and to display of their adornment only that which is apparent, and to draw their veils over their

bosoms, and not to reveal their adornment save to their own husbands or fathers or husbands' fathers, or their sons or their husbands' sons, or their brothers or their brothers' sons or sisters' sons, or their women, or their slaves, or male attendants who lack vigour, or children who know naught of women's nakedness. And let them not stamp their feet so as to reveal what they hide of their adornment. And turn unto Allah together, O believers, in order that ye may succeed (Quran, 24:31).

Obligation of Prayers: Islam has made it mandatory for the believers to offer prayers five times a day. These prayers are called Salah in Islam. Making ablution (Wadu), to be towards Qibla and ritually pure soil or prayer mats are amongst the important and essential conditions to offer the prayers. The holy Quran says: And be steadfast in Salāh (prayer), and pay Zakāh, and bow down with those who bow down (Quran, 2:43) O ye who believe! When ye rise up for prayer, wash you faces, and your hands up to the elbows, and lightly rub your heads and (wash) your feet up to the ankles (Quran, 5:6)

In the light of these mentioned Quranic principles some important guidelines to be followed by the halal tourism sector are given below

Counter bars/alcoholic drinks near main entrance should not be allowed: Alcoholic drinks should not be displayed or made available on the entrance of the Hotels. The bars present near reception should not be selling any alcoholic drinks. Even among the European countries Turkey is considered as the major tourist attraction for the tourists of far and Middle East seeking Halal tourism.

No dance clubs/discos and night clubs should be present in Hotels: Shariah complaint hotels should not be involved with un-Islamic practices. For the provision of entertainment, segregated opportunities should be available for male and female tourists (Qadhat, Attaalla, & Hussein, 2016).

Segregation of swimming pool for men and women should be arranged: Separated recreational facilities, salons and grooming facilities should be provided to both men and women. It should be considered as one of the main characteristics of a Shariah complaint hotel. Similarly, separate facility of spa and gym facilities for men and women must be made possible.

Indication of Qibla in Hotel rooms: A proper display of Qibla direction (mostly done with an arrow sticker) must be mentioned in the room for a convenient salat offering. Hotels and resorts should comply with the basic Islamic services.

Praying mats should be present: Praying room should be present in the vicinity or the praying mats must be present in the rooms and on reception. Similarly, Holy Quran should be available if requested by the visitors and guests.

No alcoholic drinks should be present in refrigerators of rooms/Kitchen: Prohibited foods and beverages (Haram) should not be present in the close presence of Halal drinks and Halal food. This separate storage and keeping should be maintained in the refrigerators of both the rooms and the kitchen.

Non-see through walls should be constructed for toilet/bathing for effective privacy: Effective privacy should

be maintained for the toilet and bathing facility, either in joint toilets/bathrooms or in separate availability of these facilities.

Presence of water for Teharat in toilets should be made compulsory: Bidets or flowing water facility must be present for the Teharat. Appropriate cleaning opportunity should be provided for the visitors and staff of the Hotel.

Shampoos and soaps provided in bathroom should be certified Halal: The toiletries provided in the rooms should be prepared using Halal products. Soaps, shampoos, conditioners and toothpaste must be Halal certified for normal usage.

Namaz Clock should be displayed at the main counter near entrance of Hotel: If possible, on the display counter of Reception, a Namaz clock should be displayed for the convenience of the Muslim guests and visitors.

Kitchen of the Hotel should be partially or completely Halal certified: Predominantly, the products used for Muslim tourists in the restaurants should be Halal certified. It should be kept separated completely from non-Halal products in the kitchen.

Gambling prohibition The Shariah complaint hotel should not be offering any non-Islamic activities including gambling etc.

From Basic to Ideal: It has been mentioned earlier that the traveling to Europe and other non-OIC countries are far more than the travels to OIC destinations. In such case it is obvious that the halal tourism guidelines aforesaid mentioned may not be enforced or implemented to the maximum extent.

In this scenario the resolve should be to adopted according to the basic requirements and then gradually reaching the ideal benchmark. Since the accommodation premises for a Muslim tourist are the center point of halal tourism, hence these are mainly focused while setting the rules for halal tourism. While adding to and exploring the above mentioned rules the accommodation premises are further distinguished between the basic/initial and ideal, starting with the basic/initial halal tourism services and gradually reaching the ideal halal tourism services. In the basic category halal food options including foods from the halal certified kitchen of the premises or list of local halal restaurants upon request shall be made available to the Muslim tourist. Prayer mats, marked Qibla direction or direction to the local mosques upon request shall be made available. Alcohol from the minibar shall be removed upon the request of the Muslim tourist. Furthermore, the staff of the premises must be trained on halal tourism services. In the ideal category of halal tourism services halal restaurant, halal kitchen, praying room, praying mats in the room along with Qibla direction, provision of Sahur and Iftar during Ramadan, washroom with means for water cleansing and wudhu along with halal soap, Separate spaces or time for men and women in the recreational and leisure facilities (pools, wellness and SPA...etc.) and copy of Quran upon request shall be made available. While Najis pets, alcohol in mini bar in rooms and in restaurant, television channels for adults, night club and casino shall be made prohibited. In addition to all these facilities the staff of the premises shall be trained on halal tourism services.

Conclusion

To conclude the whole discourse, it can be said that halal tourism is shaping up the Global tourism industry. Numerous OIC and non OIC countries are taking measures to provide the

religion-based facilities to the Muslim tourists. Further adaptation to the needs of Muslim travelers will encourage the hospitality industry. In this regard proper standardization on the foundation of Islamic rules is required, likewise the halal foods industry that have proper standards to follow. Another important factor is usage of technology to increase revenue generation. Websites like Halalbooking.com, halaltrips.com, bookhalalhomes.com are also widely attracting the targeted consumers. This industry is still in infancy, so further advancements can make it prosper as a dominating market.

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