International Islamic Tourism Conference
Halal Tourism, Heritage and Cultural Tradition

BOOK OF ABSTRACT
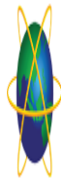

Beypazarı Municipality, Ankara / Türkiye
27th- 29th November 2025

Introduction

The International Islamic Tourism Conference is jointly organised by the Journal of Islamic Tourism (JIT) in collaboration with Necmettin Erbakan University (Turkey), Leeds Beckett University (United Kingdom), Asia Pacific University of Technology and Innovation (Malaysia), Circle International (United Kingdom), European Tourism and Events training Academy (Malta) and Beypazarı Municipality (Ankara – Türkiye).

Islamic Heritage represents a burgeoning field encompassing various activities engaged in by Muslims, ranging from visits to Islamic sites to both leisure and business travel. With Islam being the second largest religion globally, boasting an estimated 1.8 billion followers worldwide.

The primary objective of the conference is to provide a platform for academics, professionals, policymakers, researchers, and postgraduate students to present and discuss management issues and innovative practices from a global perspective.

Tourism, Heritage, and Inequality: Rethinking Management and Interpretation at Jordan's World Heritage Sites

Abd-el-Kader Ababneh
Yarmouk University, Jordan

Abstract

Jordan's World Heritage Sites showcase the country's distinctive archaeological legacy, a series of natural and cultural influences, and heritage tourism. Heritage management of these sites has not been clearly addressed. To manage and interpret World Heritage Sites, local heritage authorities in Jordan employ a centralized management policy in which some World Heritage Sites are marginalized and divergent aspects of heritage interpretation are underdeveloped. Iconic tourist destinations with their enduring monuments are being triggered by local heritage management and interpretation policies. While Jordan has seven World Heritage Sites: Petra, Qusair Amra, Wadi Rum, Umm Errassas, the Baptism Site, As Salt and Umm El Jimmal, Petra is the site that heritage management prioritizes over the other sites, so heritage management highlights Petra in a unique way. This study's main concern is that some World Heritage Sites and values are prioritized over others when it comes to heritage management and interpretation practices. This study, which is based on observations and personal experience, revealed important insights that inform future management practices at national World Heritage Sites. Thus, World Heritage Sites and their associated values need to receive equal attention and the same interest and focus.

Key Words: World Heritage sites, management, valorization, marginalization, Jordan

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Defining Muslim Friendly Cultural Tourism

NurFatin Adila Md Diton and **Lukman Hakim Mahmud**
Kulliyyah of Architecture and Environmental Design, IIUM, Malaysia

Mazni Saad
Kulliyyah of Languages and Management, IIUM, Pagoh, Malaysia

Abstract: Islamic tourism is deeply embedded within the socio-cultural fabric of society, and its development must reflect both tangible and intangible cultural dimensions. Cultural tourism, defined as travel motivated by the desire to experience and engage with a destination's cultural assets, intersects significantly with Muslim-Friendly Tourism (MFT). However, challenges persist in Malaysia, particularly in governance across federal and state levels, where each State Mufti Department independently issues fatwas. Additionally, service providers often lack adequate understanding of MFT principles, and maintenance of cultural sites remains insufficient. This study aims to: (1) To identify the concept of Muslim-Friendly Cultural Tourism (MFCT) from the perspective of religious authorities in Perlis; (2) To analyse existing and potential tourism products that align with MFCT principles; and (3) To assess stakeholder readiness to comply with MFCT guidelines. Employing a mixed-methods approach, the research integrates qualitative site surveys with thematic analysis and quantitative descriptive analysis. Data were collected from 200 tour operators for quantitative and six representatives from Islamic and tourism bodies for qualitative. Findings reveal that MFCT is feasible in Perlis, supported by the existence of relevant fatwas (e.g., FATWA2016) and stakeholder awareness and readiness. Thematic analysis identified three core themes: Faith-Based Elements, Inclusivity, and Cultural Experiences. These themes are substantiated by religious guidelines and culturally significant attractions. The study concludes that MFCT guidelines can be effectively implemented among tourism stakeholders, contributing to Malaysia's aspiration to be a leading destination for Muslim-Friendly Tourism.

Keywords: Muslim Friendly Tourism, Cultural Tourism, Shariah-compliant hospitality, Halal-compliant

The Factors of Tourist Intention to Revisit Muslim-Friendly Hotels in Klang Valley

Nurfatin Adila Md Diton, Muhammad Fitri Bin Suhaimi,

Noraihan Binti Mohamad

Abdul Rahman Redha Bin Ahmad Rashidi

Management and Science University, Malaysia

Abstract

The increasing global Muslim population has significantly influenced the tourism industry, driving demand for Muslim-friendly services and products. Concepts such as Islamic hotels, Shariah-compliant tourism, and halal travel have gained international prominence, with Malaysia consistently ranked at the top of the Global Muslim Travel Index. This positions the country as a potential global hub for halal tourism. To capitalize on this opportunity, the hospitality sector must align with halal standards and ensure facilities meet the expectations of Muslim travelers. Certifications such as the Muslim-Friendly Accommodation Recognition (MFAR) offer strategic advantages by enhancing destination appeal. However, the success of these initiatives depends not only on compliance but also on maintaining visitor satisfaction, destination image, and engagement through quality service and social media visibility. This study investigates the factors influencing tourists' revisit intentions to Muslim-friendly hotels, focusing on social media influence, risk perception, satisfaction, and halal-compliant attributes. A quantitative approach was employed, with data collected from 202 respondents in Klang Valley using non-probability convenience sampling. Multiple regression analysis was conducted to identify key predictors. The findings aim to guide the hospitality industry in enhancing infrastructure, marketing strategies, and overall readiness to serve the expanding Muslim travel market.

Exploring the Role of Artificial Intelligence in Transforming Halal Tourism

Viana Hassan

American University of Malta- Malta

Ahmad Albattat

Asia Pacific University of Technology and Innovation, Malaysia

Abstract

This study explores the transformative potential of artificial intelligence (AI) in the realm of Halal tourism, focusing on its role in meeting the unique needs and preferences of Muslim travelers. Through a comprehensive literature review, we examine the applications of AI across various aspects of the tourism journey, including accommodation booking, Halal food discovery, prayer time reminders, cultural experiences, language translation, and travel recommendations. While AI offers significant opportunities for enhancing convenience, personalization, and cultural sensitivity in Halal tourism, several challenges and limitations must be addressed, including cultural sensitivity, data privacy concerns, technological barriers, and ethical considerations. By prioritizing cultural awareness, data protection, digital infrastructure development, and ethical design principles, stakeholders can leverage AI to create a more seamless, personalized, and culturally aware travel experience for Muslim tourists worldwide.

Keywords: Halal tourism, Artificial intelligence, Muslim travelers, Cultural sensitivity, Challenges.

Research on the Service Differences among Muslim Tourists in Malaysia, Uzbekistan and China and the Compatibility of Cultural Inheritance and Tourism Services

Zhao Yi
International University of Tourism and Cultural Heritage and University Boulevard, Republic of Uzbekistan.

Yang Yashu
Management and Science University, Malaysia.

Ahmad Albattat
Asia Pacific University of Technology and Innovation, Kuala Lumpur, Malaysia.

Abstract
The global market scale of Halal Tourism continues to expand, and "compliance with Islamic precepts + cultural heritage experience" has become the core demand of Muslim tourists. To explore the differences in Muslim tourist services across diverse cultural contexts and their intrinsic connections with Islamic cultural inheritance and local traditions, this study takes three typical countries as research objects. Malaysia-a multi-ethnic Islamic country, Uzbekistan-a core region of Central Asian Islamic culture, and China-a country with Muslim communities under the integration of multiple ethnic groups. Employing methods of literature review, comparative analysis, and case study, the research conducts a comparative analysis from three dimensions: satisfaction of religious customs, cultural heritage experience services, and adaptability of tourism hardware and software services.

The study reveals that due to differences in their trajectories of religious development, ethnic composition, and national cultural patterns, the three countries exhibit distinct characteristics in Muslim tourist services: Malaysia emphasizes "accessibility" and convenience under the integration of diverse cultures, ensuring compliance with Islamic precepts while providing diverse cultural options; Uzbekistan focuses on "ritualization" and meticulous attention to details led by Islamic traditions, with services deeply embedded in religious etiquette norms; China embodies "inclusiveness" and a balanced standardization under the pattern of multiple ethnic groups, achieving the symbiotic adaptation of Muslim culture and Chinese culture. These differences not only reflect the diversity of Islamic cultural inheritance in different regions but also demonstrate the adaptability of tourism services to local cultural traditions.

The conclusions of this study provide diverse experiences for the optimization of global Halal Tourism services. Specifically, it is necessary to balance "respect for Islamic precepts" and "local cultural traditions," and integrate the service advantages of the three countries, Malaysia's diversity and convenience, Uzbekistan's focus on traditional details, and China's inclusiveness and integration to promote a better balance between cultural heritage inheritance and modern tourism experience in Halal Tourism.

Keywords: Halal Tourism; Muslim Tourist Services; Service Differences; Cultural Inheritance

Madinah as a Model for Halal Tourism: A Qur'anic and Prophetic Approach to Ethical Practice

Tarıq El Hadary
Nişantaşı University, Turkiya

The mention of the *Ansar* may God be pleased with them instantly evokes their distinguished virtues: generosity of spirit, purity of heart, altruism, love for fellow Muslims, and freedom from resentment or envy towards those blessed by God. These noble traits have been preserved among the people of Madinah to the present day. Such ethical dispositions constitute fundamental principles of *halal* tourism, aligning closely with the higher objectives of Islamic law (*maqāṣid al-sharīʿah*).

This study seeks to direct attention towards the virtuous behaviours prescribed in the Qur'an and the Prophetic Sunnah as guiding values for stakeholders across the tourism sector in general, and religious tourism in particular, forming an ethical foundation for *halal* tourism. The study adopts the city of the Prophet, Madinah al-Munawwarah, as an exemplary model.

The research methodology is grounded in the critical examination and analysis of Qur'anic and Prophetic sources, supplemented by the researcher's personal observations during the performance of *Hajj* and ʿ*Umrah*. The study contributes to affirming ethical *halal* practices as a guiding framework for the sustainable development of religious tourism.

Keywords: Halal Tourism, Islamic Ethics, Maqāṣid al-Sharīʿah, Madinah, Religious Tourism Development

The Quality of Tourism Education at The University of Jordan in Light of Quantitative Indicators and Qualitative Measures

Lubna Said Hijawi
The University of Jordan and Putra Malaysia University

Abstract
The tourism education program and tourism curriculum are prioritised for updates to remain current and relevant, in line with the acceleration of the tourism industry and the crucial role in the country's economy. In addition, there are rapid changes in the tourism industry worldwide. Referring to the quantitative indicators and qualitative measures of the Association of Arab Universities, this article presents the results of a survey conducted among 116 students at the third and fourth levels of the Tourism Management Department at the University of Jordan.

The survey used the SPSS program to analyse and investigate validity and reliability. It utilised a questionnaire that assessed participants' impressions of the University's quality of tourism education. Most surveyed students said that the teaching curriculum and the program's quality were intermediate, regardless of the gender and academic level of respondents.

These results demonstrate the need to enhance the teaching program and curriculum at the Tourism Management Department by updating current curricula and collaborating with international programs, such as "TEDQAL", to supplement the global and local tourism industries with a well-educated and skilled workforce that can effectively serve tourists.

Keywords: Tourism Education, Curriculum, Quantitative indicator, qualitative measures

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The Impact of Higher Education Policies on Halal Tourism Development

Mohamed El-Ansari

Circle International

Abstract

The rise of Halal tourism as a significant sector in the worldwide hospitality industry indicates an increasing demand from Muslim travellers for services compliant with Islamic precepts. As this market transforms into a multi-billion-dollar industry, anticipated to attain $300 billion by 2026, the significance of higher education policies in cultivating a proficient workforce becomes increasingly vital.

This paper analyses how governmental structures in higher education might enhance the advancement of Halal tourism by influencing curricula, cultivating industry-academic collaborations, and encouraging research projects. It underscores the imperative for educational programs to cater to the distinct requirements of Muslim travellers while including Islamic studies into tourism education, therefore yielding graduates proficient in both academic understanding and practical competencies.

This study emphasises the importance of continuous professional development and international collaboration in augmenting workforce capabilities. Notwithstanding current obstacles like disparate educational standards and the necessity for practical training, effective higher education policies can markedly enhance the Halal tourist sector, thereby fostering economic development and cultural interchange. By synchronising educational methodologies with industry requirements, stakeholders may effectively leverage the potential of Halal tourism, guaranteeing a resilient and adaptive workforce prepared to meet the needs of Muslim travellers.

Keywords: Muslim travellers, Halal tourism, Training, Economic, Cultural, Islamic

Problems Encountered By Students Internıng In Halal Hotel Operatıons: A Case Study

Zeynep Mesci

Düzce University, Turkiya

Muammer Mesci

Düzce University, Turkiya

Abstarct

The aim of this study is to identify the problems encountered by students interning at hotels offering halal services. To this end, the study will attempt to identify the negative experiences students face from both guests and hotel management. Data will be collected from a five-star hotel operating in the Alanya region. The study will be evaluated within the context of a case study. Data will be collected using semi-structured interviews. The data obtained will be analyzed using descriptive analysis.

Keywords: Students interning, Halal Hotel, Alanya

A Key Factor in Halal Tourism: Islamic Finance

Mebrure Boydemir Bilim

Selçuk University, Turkiye

Yasin Bilim

Necmettin Erbakan University, Turkiye

Abstract

Muslim based market has a growing trend and Muslim travelers are becoming a significant segment within the global tourism sector with over 120 million Muslim tourists' potential. In parallel with market development, Halal tourism has been the emergent, relatively untouched and new concept relations to religion and religious tourists. Halal tourism is often thought by non-Muslim communities just relation to food and beverages what is allowed under Islamic rules. But the concepts about halal are much wider than food. However, latest considerations are showing the details about halal product for travel and accommodation services, for example prayer rooms (gender – separated), Muslim staff, conservative staff dress, Quran (holy book) copies in each room, direction of Mecca (Kiblah) in rooms, gender – separated facilities, attention to bathroom or toilet, guest dressing code.

All these rules generally related to product or facility dimensions. Despite being a fundamental area, Islamic finance (money transfer and other money operations / exchanges without interest, as far as possible usage Muslim Banking services, halal money sources of banking…) applications in Halal travel or tourism operations have not been examined adequately. Maybe some part of Muslim world who don't care the financial rules, have a secular nature, but the other part has a high conservative sense on Islamic rules. For the second group, Islamic finance is an important decisive factor for participating tourism facilities.

The study aims to show the importance of Islamic finance in Halal tourism concept and to examine the applications of Islamic Finance in World tourism industry. Study methodology has a conceptual approach based on secondhand data. Related literature and reports have been used for explaining the issue. Study results can be useful for marketers, particularly helping to see details about not only product dimensions but also financial dimensions to develop Halal tourism packages.

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Spiritual Tourism Approach of the Young Generation: Individualised Faith and New Searches

Hakkı Kaynak
Necmettin Erbakan University

Filiz Arslan
Necmettin Erbakan University

Abstract
Today's young people shape their spirituality according to their own feelings and values rather than strict rules from family or religious institutions. For them, spirituality is mostly about finding peace, understanding themselves, feeling good, and giving meaning to life. Therefore, spiritual experiences are not seen as obligations but as a journey that supports their emotional and personal development. Studies show that when young individuals visit spiritual or sacred places, what matters most is how they feel and what kind of meaning they gain from the experience. Digital media also plays a role by helping them learn about spirituality and share their own experiences with others, making it a part of their identity expression. In addition, interest in practices such as meditation and yoga is increasing, showing that spirituality has become more diverse and personal. In this context, the concept of spiritual tourism goes beyond traditional forms of faith-based travel and represents a search for inner meaning, self-discovery, and psychological well-being.

The young generation often approaches sacred sites, retreats, or cultural-spiritual experiences not merely for worship but to achieve emotional balance, mindfulness, and transformation. Their motivations are largely experiential, emphasizing self-expression and authenticity rather than adherence to ritualistic behavior. Moreover, the influence of digital culture allows young travelers to construct and share their spiritual identities through social media, blogs, and digital storytelling, thus expanding the global visibility of spiritual tourism.

This study brings together findings from the literature to show how this change in spirituality among the young generation shapes their view of spiritual tourism. It highlights that spiritual tourism among modern youth is not confined to a single belief system but reflects a pluralistic and individualized understanding of spirituality. Ultimately, the paper concludes that spiritual tourism for contemporary youth serves as a multidimensional process of self-discovery, emotional healing, and meaning-making, helping them meet their psychological and spiritual needs rather than merely fulfilling a religious duty.

Keywords: Spiritual Tourism, Young People, Spirituality, Personal Meaning, Experience

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Evolving Role of Mosques in Malaysia: Religious Institution to Community Development Hub

Noriah Ramli
International Islamic University Malaysia

Abstract

Historically, mosques have served as sacred spaces dedicated primarily to prayer and spiritual reflection. However, with the advancement of knowledge, lifestyle changes, and evolving community needs, the function of mosques has expanded significantly. This study aims to examine the transformation of mosques in Malaysia from traditional religious institutions into multifunctional centers that integrate religious, social, and economic dimensions for sustainable community development. This study employs a qualitative and descriptive approach based on secondary data and case examples from selected Malaysian mosques. Data were gathered from academic literature, official reports, and mosque management records to explore how religious, social, and economic activities are integrated within the mosque ecosystem. The analysis focuses on identifying the types of community services provided, their management models, and their contribution to mosque sustainability.

The findings reveal that the modern Malaysian mosque has evolved beyond its conventional role as a prayer space. Many mosques today provide diverse facilities such as wedding halls, conference rooms for hajj and umrah courses, Qur'anic reading classes, and religious education centers. These initiatives not only enhance the mosque's social relevance but also generate sustainable income streams. During Ramadan, almost every mosque offers free iftar and sahur meals to congregants and visitors, while funeral (janazah) management services are also commonly available at minimal cost. Collectively, these activities position the mosque as a central institution for community welfare and empowerment.

This study highlights the mosque's growing role as a catalyst for holistic community development in contemporary Malaysia. By balancing spiritual, educational, and socio-economic functions, mosques have become dynamic community hubs that contribute to social cohesion, religious awareness, and financial sustainability. The findings provide valuable insights for policymakers, religious authorities, and mosque committees seeking to strengthen mosque governance and promote sustainable models of community engagement.

Keywords: Mosque management, community development, social sustainability, religious institution

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Revisiting the Mountain of Revelation: Pilgrim and Tourist Motivations at the Cave of Hira

Razaq Raj
Leeds Beckett University, UK

Tariq Elhadary
Istanbul Nisantasi University, Istanbul, Turkey.

Abstract
The revelation of Quran on Jabal al-Hira the Sacred Site was a miracle of Allah. Jabal al-Hira, located northeast of Makkah, is a site of exceptional significance in Islamic history as the location where the first revelation of the Qur'an was revealed to Prophet Muhammad (peace be upon him). This event signifies the commencement of the prophetic mission and the transmission of divine guidance to humankind. Narrated 'Aisha (the mother of the faithful believers) Sahih al-Bukhari, Book 1, Revelation (Kitab al-Wahy), Hadith 3 states that: He used to take with him the journey food for the stay and then come back to (his wife) Khadija to take his food likewise again till suddenly the Truth descended upon him while he was in the cave of Hira. Prior to the revelation, the Prophet (PBUH) regularly sought solitude in the Cave of Hira, engaging in contemplation and worship of Allah (SWT) in an environment of spiritual isolation, detached from the polytheistic practices of pre-Islamic Arabia. It was during one such retreat that the angel Jibreel (Gabriel) appeared and delivered the first divine command, "Iqra" (Read), marking the inception of the Qur'anic revelation and the establishment of Islam as a faith founded upon knowledge, reflection, and revelation.

This miraculous encounter not only transformed the spiritual destiny of humanity but also rendered Jabal al-Hira a sacred heritage site embodying the intersection of history, faith, and divine experience. In contemporary times, Jabal al-Hira emerged as a focal point for religious and spiritual tourism, attracting pilgrims and scholars who seek to engage with the physical and metaphysical dimensions of the prophetic experience.

This study examines the historical, theological, and motivational factors associated with visits to the site, exploring how religious devotion, cultural heritage, and spiritual identity converge in shaping visitor experiences. By contextualizing the revelation event within both its early Islamic and modern frameworks, this research highlights the enduring relevance of Jabal al-Hira as a symbol of divine-human communication and spiritual awakening. The site continues to inspire reflection, faith, and scholarly inquiry, serving as a tangible link between historical revelation and contemporary expressions of Islamic spirituality.

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Determination of Customer Satisfaction in Hajj and Umrah Tourism: A Case Study of Konya

Zekeriya Yetiş
Necmettin Erbakan University

Ibrahim Hakkı Kaynak,
Necmettin Erbakan University

Ahmet Büyükşalvarci
Necmettin Erbakan University

Makkah and Medinah are important cities for Muslims within the context of faith tourism. Every year, millions of individuals travel to Saudi Arabia to fulfill religious rituals. The Hajj, one of the five pillars of Islam, and the Umrah, a worship that can be performed at any time of the year, generate significant international tourist mobility. A substantial portion of tourists participating in Hajj and Umrah visits utilize the services of various travel agencies to organize these trips.

This study aims to examine the satisfaction levels of tourists participating in Hajj and Umrah tourism regarding the services provided by travel agencies. For tourism enterprises, the concept of customer satisfaction is of paramount importance concerning numerous aspects such as service quality, positive corporate image, customer loyalty, and business sustainability. Accordingly, adopting a quantitative approach, this study measures satisfaction levels via the survey technique. The factors influencing customer satisfaction have been analyzed by considering the unique characteristics of Hajj and Umrah tours.

Keywords: Faith Tourism, Islamic Tourism, Hajj and Umrah, Customer Satisfaction, Travel Agencies.

Legal and Ethical Challenges to Reproductive Tourism in Malaysia: An Islamic Perspective Concerning Surrogacy based on Profit-Driven Practices

Majdah Zawawi
International Islamic University, Malaysia.

Abstract
Surrogacy as a type of service offered to infertile foreign couples has emerged as a contentious issue in Malaysia. One of the reasons for this is the lack of specific legislation regulating fertility clinics that offer assisted reproductive technologies (ART) services in the country. The absence of a legislation creates significant challenges, especially when surrogacy arrangements involve cross-border transactions. Fertility clinics in Malaysia are driven by profit motives where they have exploited this legislative vacuum by offering surrogacy services to both foreign and domestic markets.

This practice raises complex Islamic bioethical concerns. This concern needs to be addressed because, in Malaysia the reproductive health guidelines and policies are heavily influenced by Islamic ethical principles. Surrogacy is frowned upon is Islamic law because it involves third-party participation in the reproductive process, albeit a medical one. This results in a conflict with traditional family and inheritance laws. Despite this, the absence of formal legislation has inadvertently created a permissive environment where fertility clinics operate with minimal accountability. When financial gain is prioritised over ethical considerations, this leads to potential exploitation of vulnerable women who become surrogates under precarious conditions. Not only that it also causes legal uncertainties around parentage, citizenship and the rights of the child.

This paper calls for an urgent need for a comprehensive legislation that aligns with the Shariah principles. The legislation should put in place protective measures that curb reproductive tourism, ensuring that fertility treatments are conducted ethically, transparently and within a clearly defined legal framework. Failure to address these pressing issues risks perpetuating exploitation and undermine the welfare of the infertile couple, surrogate mothers and the resulting children.

Keywords: Reproductive tourism, Islamic bioethics, technologies, profit driven, fertility practices

Evaluation of the Conversion of Existing Tourism Facilities to Passive House Standards in Terms of Economics and Sustainability in Islamic Tourism.

Mustafa Digilli
Selcuk University, Turkiya

Ceyhun Can Özcan
Necmettin Erbakan University,

Abstract
Islamic tourism offers an activity framework that respects the environment and nature. Similarly, passive building standards promise a highly environmentally friendly lifestyle, particularly regarding energy consumption. This study evaluates the economic and sustainability aspects of transforming existing tourism facilities within the framework of passive building standards, assessing the economic benefits this transformation will provide to the operator, the benefits to society within the framework of sustainable development goals, and the potential impact of the Islamic tourism perspective on the demand side.

The transformation fundamentally involves improving the building envelope's insulation, ensuring airtightness, improving window improvements, installing heat recovery ventilation systems, and reducing losses from thermal bridges. Studies show that investing in energy savings is the most effective investment, particularly for Turkey. Reducing carbon emissions from a sustainability perspective not only provides an advantage in achieving global goals, but also gains importance in Islamic tourism, which is expected to avoid waste, increasing its desirability and providing a competitive advantage. Highlighting the direct and indirect impacts of the transformation of tourism facilities within the framework of the United Nations Sustainable Development Goals will be beneficial for image development.

It is also possible for existing tourism facilities to be demolished and rebuilt due to inefficient energy consumption. In this context, reducing energy consumption, along with considerations for comfort, durability, and aesthetics, has become increasingly preferred in new projects. The 2025 update of Turkey's TS:825 building thermal insulation regulations, with increased insulation thickness, is a key indicator of this.

It is anticipated that the transformation proposed in this study could reduce heating and cooling demand in existing tourism facilities by up to 70-90%. Furthermore, retrofitting existing buildings instead of demolishing and rebuilding them will contribute to circular economy goals by implementing energy-saving measures, eliminating energy losses, and reducing construction waste. A transformation approaching Passive Building Standards in tourism facilities is not only feasible but also strategically advantageous in Islamic tourism markets seeking high-value, ethical, and low-environmental-impact accommodations.

Keywords: Transformation, Fundamentally, Economy, Tourism Facilities, Islamic

Applicability of Food Waste Hierarchy in Accommodation Establishments: Comparative Analysis of Thermal, City and Coastal Hotels

Aynur Ilyasov
Necmettin Erbakan University

Mustafa Cüneyt Şapcilar
Necmettin Erbakan University

Abstract
The hospitality sector, responsible for approximately one-third of global food waste, has become central to sustainability discussions due to the economic, social, and environmental problems it generates. Accommodation businesses, as a key component of the sector, produce large quantities of food waste because of waste-oriented policies and service practices driven by intense competition and increasing customer expectations. The food waste hierarchy, widely used in modern waste management, provides a guiding framework for prevention, reuse, recycling, recovery, and disposal and aims to minimize the environmental, economic, social, and ethical problems associated with waste.

This study aimed to determine the applicability of the food waste hierarchy in accommodation establishments and to comparatively evaluate the implementation levels of thermal, city, and coastal hotels. A qualitative research design was employed, and data was collected through interviews and analyzed using MAXQDA 2024. The results indicated that accommodation establishments fail to implement all stages of the food waste hierarchy holistically. It was also found that establishments experiencing technological and economic limitations in recycling, recovery, and disposal processes should work more closely with local governments. Furthermore, significant differences were observed among accommodation types depending on their service characteristics.

Key words: hospitality sector, food waste, food waste hierarchy, modern waste management

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Islamic Tourism Research in Web of Science: A Comprehensive Bibliometric Analysis

Yiğit Güven
Istanbul Rumeli Üniversity: Turkiya

Abstract

This study presents a comprehensive bibliometric analysis of Islamic Tourism research indexed in the Web of Science (WoS) database between 1995 and 2025. A total of 462 publications explicitly employing the term "Islamic Tourism" were examined using the R bibliometrix package and VOSviewer software. The analysis incorporated multiple performance and science-mapping indicators, including Most Relevant Sources, Most Local Cited Sources, Co-occurrence of All Keywords, Keywords Plus Word Cloud, and Three-Field Plot visualizations. The findings reveal a marked growth in Islamic Tourism scholarship, particularly after 2010, indicating the field's evolution into a distinct and expanding research domain within tourism studies. Source analyses show that publications are concentrated in journals focusing on halal tourism, cultural heritage, and hospitality management, while citation patterns highlight a small group of foundational works that shape the intellectual structure of the field. The co-occurrence networks demonstrate strong thematic clusters around halal tourism, Muslim-friendly destinations, religious heritage, and cultural identity, illustrating the multidimensional nature of Islamic Tourism research.

Overall, the study provides an evidence-based overview of the knowledge structure, thematic evolution, and emerging research fronts in Islamic Tourism, offering insights that may guide future academic inquiry and contribute to the strategic development of Islamic tourism practices, policies, and destination planning.

Keywords: Islamic tourism, halal tourism, cultural heritage

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Food Waste Management in the Context of Halal Tourism

Mustafa Akturfan
Karamanoğlu Mehmetbey Üniversitesi

Ali Şen
Selçuk Üniversitesi, Turizm Fakültesi

Abstract

The growth of the halal tourism sector has made sustainability, ethical management and waste prevention practices in halal-concept hotels an important area of research. The aim of this study is to systematically review the existing academic literature on food waste management in halal hotels, thereby identifying trends and gaps in practice within the field. The research was conducted using a systematic literature review approach based on the PRISMA flow chart; studies focusing on the themes of halal hospitality, food waste, waste management and kitchen operations were analysed according to the defined inclusion criteria. The included studies have been thematically categorised in the context of operational practices, staff behaviour, customer preferences and technological solutions. The findings indicate that halal hotel staff are aware of food waste, but this awareness is not fully reflected in processes such as portion control, menu planning and buffet management.

The literature emphasises that strategies such as staff training, consumption forecasting, effective inventory management and monitoring products approaching their expiry date are decisive in reducing waste. Furthermore, smart waste measurement systems and digital traceability technologies offer significant potential in halal food waste management.

The study demonstrates that managerial commitment, increased staff awareness and enhanced technological integration are critical for effective food waste management in halal-concept hotels. In light of these findings, it is recommended that staff training programmes be expanded to improve food waste management in halal hotel operations, consumption prediction models be implemented in buffet systems, and digital monitoring technologies be integrated into operations.

Keywords: Halal tourism, halal hotels, food waste, waste management, sustainability

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The Symbolic Meanings, Intergenerational Cultural Transmission, and Contributions to Gastronomy Tourism of Religious Ritual-Based Gastronomic Practices: The Case of Azerbaijan

Sibel Ayyildiz
Karabük Üniversity

Halima Isayeva
Karabük Üniversity

Abstract
This qualitative study aims to examine the contemporary forms of use, symbolic meanings, and intergenerational transmission of gastronomic practices associated with religious rituals within Azerbaijani society. In this context, in-depth interviews were conducted using a semi-structured interview technique. Food preparation, sharing, and presentation practices observed during significant ritual periods particularly Ramadan, Eid al-Adha (Qurban Bayramı), Ashura, Novruz, and mourning ceremonies were subjected to content analysis.

Findings indicate that foods associated with religious rituals serve both as instruments that reinforce social solidarity and as cultural heritage elements that can be regarded as fundamental components of Islamic tourism. The interviews reveal that Islamic values such as halal slaughter, sharing among coreligionists, hospitality, simplicity, and cleanliness play a defining role in the preparation of ritual foods. Ritual gastronomic practices especially those related to the holy month of Ramadan, Eid al-Adha, Muharram, and mourning ceremonies continue to be preserved and actively practiced in Azerbaijan. Key examples include the distribution of sacrificial meat to those in need during Eid al-Adha; the sharing of ashure during Ashura; and the modest iftar tables composed of dates, water, soup, and traditional dishes, all of which reflect cultural patterns aligned with principles of halal gastronomy. Ritual food practices in Azerbaijan not only represent expressions of religious identity but also hold strategic value for halal tourism, cultural heritage preservation, and faith-based visitor experiences.

However, the study also identifies that modernization, urbanization, and changes in the lifestyles of younger generations have contributed to the weakening of certain aspects of traditional ritual gastronomy. Overall, this research provides a significant framework for understanding the role of religious gastronomic practices in gastronomy tourism, the safeguarding of cultural heritage, and the sustainability of religious traditions.

Keywords: Religious rituals, gastronomic practices, cultural heritage, Azerbaijani cuisine

The Cultural Heritage Dilemma in Egypt: A Critical Analysis of Experience Tourism at the Giza Pyramids in the Context of Islamic Sensitivities and Authoritarian Religious Control

Hasan Hüseyin Alkan
Necmettin Erbakan University

Selman Bayrakci
Necmettin Erbakan University

Abstract
The cultural identity of the Arab Republic of Egypt lies at the heart of an enduring tension between its ancient Pharaonic heritage and fourteen centuries of official Islamic identity. This study critically examines the policies adopted by the Egyptian state in managing universal cultural heritage sites, particularly the Giza Pyramids. Our central argument posits that an economic dependence on tourism revenues which reached $6.6 billion in the first half of 2024 compels the state to repurpose the Pyramids into a venue for secular, Western-centric "experience tourism" that often conflicts with established Islamic values. We analyze how this transformation prioritizes economic expediency at the expense of cultural and religious integrity. Methodologically, this research employs critical policy and discourse analysis, focusing on recent tourism projects (such as the Pyramids Echo Festival), legal rulings aimed at regulating religious discourse, and national economic data. Through this lens, the study reveals that heritage management at Giza has adopted an opportunistic framework. First, in a bid to attract high-net-worth tourists, the government has repositioned the Pyramids as a "modern cultural stage", prioritizing international, secular programming such as classical Western music and Hollywood-themed spectacles.

This strategic secularization signifies the commodification of the site's spiritual gravity and its integration into global consumer culture. Second, to shield these contentious tourism policies from societal backlash, the state has established a rigid monopoly over religious discourse via legislative and judicial channels. The prohibition against non-specialists issuing religious edicts (*fatwas*) serves to neutralize conservative critique of economic measures, framing such dissent as a threat to "national security" or an incitement to "chaos".

This reflects an institutional hypocrisy: the state enforces strict control over the public religious sphere while deliberately disregarding religious sensitivities in strategic economic domains. Egypt stands at a critical juncture in heritage management, where short-term financial gains are overriding long-term cultural and spiritual integrity. The state's instrumentalization of religious authority to delegitimize dissent thereby validating Western-centric luxury entertainment risks eroding social trust and damaging institutional reputation. To mitigate these risks, the study advocates for a transition to alternative, respectful tourism models such as those focused on scientific exploration or Islamic art and history that preserve the site's cultural and spiritual coherence.

Keywords: Egypt, Giza Pyramids, Islam, Tourism Policies, Cultural Heritage.

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Islamic Ethical Choices and Sustainability in Halal Game Meat Production and Consumption

Osman Özer

Selçuk Üniversitesi, Turkiya

Abstract

This study examines the relationship between Islamic ethical principles and sustainability in halal game production and consumption. The study analyzed more than 50 sources compiled from TR Index, DergiPark, Scopus, Web of Science, and other academic databases through a systematic literature review. The findings demonstrate that Islamic teachings align with modern ecological approaches regarding animal welfare, environmental protection, and the sustainable use of natural resources. The relationship between halal slaughter conditions for game, population dynamics, habitat protection requirements, and consumer preferences was evaluated multidimensionally.

The results revealed that the Islamic ethical framework provides a strong foundation for sustainable game management, but several challenges remain in practice. The study offers recommendations for policymakers, producers, and consumers, outlining a roadmap for how sustainability can be strengthened in the halal game sector.

Keywords: Halal game meat, Islamic ethics, sustainability, animal welfare, environmental ethics

Analysis of Factors Determining Travel Agency Preferences of Hajj and Umrah Tourists: A Case Study in Konya

Meral Iş
Karamanoğlu Mehmetbey University

Zekeriya Yetiş
Necmettin Erbakan University

Travel agencies are among the primary enterprises operating within the tourism sector. These businesses play a pivotal role in the industry by determining the accommodation and travel preferences of tourists, organizing tour programs, or facilitating the sale of pre-arranged tours. Hajj and Umrah organizations, considered as faith tourism and specifically Islamic tourism, generate significant international tourist mobility. A vast majority of tourists participating in Hajj and Umrah pilgrimages utilize the services of various travel agencies to organize these trips.

This study aims to examine the travel agency selection criteria of tourists participating in Hajj and Umrah tourism and the factors influencing their agency preferences. The research population consists of tourists residing in Konya who have participated in Hajj and Umrah tourism. Accordingly, adopting a qualitative approach, data were collected from tourists through in-depth interviews using convenience sampling. Content analysis was used to examine the obtained data. The MAXQDA 2024 software package was used for content analysis. Factors influencing the selection of travel agencies were analyzed by taking the unique characteristics of Hajj and Umrah tours into account. This study will seek to reveal what expectations of Hajj and Umrah tourists are from travel agencies.

Keywords: Faith Tourism, Islamic Tourism, Hajj and Umrah, Tourist Behavior, Travel Agencies.