



# Call for Papers



## 2<sup>nd</sup> International Islamic Tourism Conference *Halal Tourism, Religious Tourism, Heritage and Cultural Tradition*



Badshahi Mosque Lahore



Faisal Mosque Islamabad

**Lahore, Pakistan**

**16th- 19th September 2026**



The 2nd 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 Lahore Leads University.

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.

## Conference Themes

The conference will focus on a broad range of topics related to Advances in Culture and Heritage: Challenges and Opportunities. The scientific committee welcome papers and offers to lead interactive workshops encompassing a range of themes, such as:

### ) **Sustainability in Tourism**

- ) *Challenges for Tourism Organisations*
- ) *Sustainability in Tourism Leadership and Global Boundaries*
- ) *Global Tourism Strategies*
- ) *Islamic Heritage: Contributions and Representation*
- ) *Sustainable Development Strategies for Events and Festivals*
- ) *Managing Economic / Social / Cultural / Environmental Impacts*

### ) **Halal Tourism**

- ) *Critical Perspectives on Halal Tourism*
- ) *Emerging Halal Tourism Routes and Trends*
- ) *Emerging Motivations of Halal Tourists*
- ) *Globalisation / Impact at Heritage Sites*

### ) **Managing Alternative Forms of Tourism**

- ) *Creativity In Events, Hospitality and Tourism Management*
- ) *Cultural Heritage Tourism*
- ) *Destination Management and Destination Branding*
- ) *Managing Stakeholders Perspective*
- ) *Community Participation in Tourism Activities*
- ) *Responsible Tourism Behaviour, Traditions and Heritage Sites*

### ) **Conservation and Preservation of Heritage**

- ) *Role of Technology in Documenting and Safeguarding Heritage Sites*
- ) *Managing and Maintaining Heritage Sites*
- ) *Revitalising Dilapidated Heritage Sites*
- ) *Conservation Ethics and Approaches for Heritage Sites*

### ) **Artificial Intelligence for Halal Tourism and Events**

- ) *The Evolution of Artificial Intelligence and It Impacts on Tourist Experience*
- ) *The Role of Robots in Enhancing the Tourists Experience*
- ) *Challenges For Events and Festivals at the Age of Artificial Intelligence*

## Management Committee

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## Scientific Committee

Abdus Sattar Abbasi, COMSATS University Lahore, Pakistan  
Fatima Almaghrabi, Umm Al Qura University, Saudi Arabia  
Mohamed Battour, University of Sharjah, UAE  
Paolo Pietro Biancone, University of Turin, Italy  
Mohamed El-Ansari, Circle International and University of Vitez, UK  
Noha El-Bassiouny, German University in Cairo (GUC), Egypt  
Tariq ElHadary, Istanbul Nisantasi University, Turkey  
Erdogan Ekiz, Central Asian University, Uzbekistan  
Fatima Zahra Fakir, International University of Agadir, Morocco  
Hatem El-Gohary, Birmingham City University, UK  
Kevin Griffin, Technological University Dublin, Ireland  
Viana Hassan, University of Malta, Malta.  
Mohamed Youssef Helal, Helwan University, Egypt  
Ahmad Jamal, Cardiff University, Wales, UK  
Tazim Jamal, Texas A&M University College Station, Texas, United States  
Yasushi Kosugi, Ritsumeikan University / Kyoto University, Japan  
Mostafa Marghany, University of Essex Edge Hotel School, Colchester, UK  
Muammer Mesci, Düzce University, Turkiya  
Omar Moufakkir, Maastricht School of Management Kuwait, Salmiyah, Kuwait  
Fathmath Muna, Maldives Media Council, Maldives  
Paolo Mura, Zayed University, UAE  
Baba Musa, Institute for Financial and Economic Management (WAIFEM), Nigeria  
Yousery Nabil, Helwan University, Egypt  
Zafer Öter, Izmir Clerk, Celebi University, Turkey  
Ceyhun Can Özcan, Necmettin Erbakan University, Turkey  
M. Omar Parvez, University of South Florida, USA  
Noriah Ramli, International Islamic University Malaysia  
Siti Salwa Bte Md Sawari, International Islamic University, Malaysia  
Cevat Tosun, George Washington University, USA  
Marco Valeri, Global Management and International Business NCIUL, UK  
Shin Yasuda, Takasaki City University of Economics, Japan  
Vincent Zammit, Institute of Tourism Studies, Malta

## Local Organising Committee

Abdus Sattar Abbasi, COMSATS University Lahore [drabdussattar@cuilahore.edu.pk](mailto:drabdussattar@cuilahore.edu.pk)  
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## Conference Secretariat

### Corporate Office

Lahore Leads University

Second Floor, 82 - B, Garden Block Garden Town, Lahore, 54000

Contact: Ms. Solat Balqees, Lahore Leads University (LLU) [solatbashir@gmail.com](mailto:solatbashir@gmail.com)

## Important Dates

**Abstract submissions:** 15<sup>th</sup> July 2026

**Notification of Abstract Acceptance:** 20<sup>th</sup> July 2026

**Conference Registration and Payment by:** 20<sup>th</sup> August 2026

**Full Paper Submission:** 10<sup>th</sup> September 2026

## Location of Conference

Conference will be held at Lahore Leads University, Kamahan Road, near DHA Phase V, Lahore, Pakistan.

### Arrival in Lahore:

International participants will arrive at Allama Iqbal International Airport (LHE) in Lahore. After immigration and baggage collection, follow the exit signs to the arrival hall where taxi and ride-hailing services are available.

### Climate & Weather:

Average temperature in Lahore during September ranges between 28°C and 38°C. The weather is generally warm and humid. Recommended clothing:

- Light cotton clothing
- Comfortable walking shoes

### Entry Requirements:

Participants should ensure they have:

- A valid passport (minimum 6 months validity)
- A Pakistani visa or E-Visa
- Conference invitation letter
- Hotel booking confirmation
- Return flight ticket

### Recommended Mobile Apps for Local Transportation:

Before traveling to Pakistan, it is recommended to install the following applications:

- Google Maps – for navigation and location sharing
- inDrive – popular ride-hailing service in Lahore
- Yango – reliable taxi booking application
- Bykea – local transport option (motorbike and car rides)

### **Transportation from Airport:**

The easiest way to travel from the airport to your hotel is by using ride-hailing apps such as inDrive or Yango. Typical travel time to central Lahore hotels: 20–35 minutes depending on traffic conditions.

### **Local SIM Cards and Internet Mobile:**

SIM cards can be purchased at kiosks inside the airport. Major mobile network providers:

- Jazz
- Zong
- Telenor

### **Cultural Guidelines:**

Pakistan is known for its hospitality and respect for guests. Visitors are encouraged to:

- Dress modestly during official events
- Respect local customs and traditions
- Carry identification when traveling within the city

## **Registration Fee**

The fees for the conference are as follows:

<b>Authors/ participants (International)</b>	<b>180 USD</b>
<b>Academics and Professional (Local)</b>	<b>10,000 PKR</b>
<b>Students (Local)</b>	<b>5,000 PKR</b>

(Registration fee includes conference documentation, certificate of participation and coffee breaks, lunches, conference proceedings and access to full conference facilities, excluding accommodation).

## **Abstract Online Submissions Process**

**PLEASE SUBMIT YOUR ABSTRACT TO THE FOLLOWING EMAIL:**

[islamictourismjournal@gmail.com](mailto:islamictourismjournal@gmail.com)

### **Reviewing process:**

Submitted Abstracts will be reviewed and rated from 16<sup>th</sup> July 2026.

Authors will be notified of their acceptance on 20<sup>th</sup> July 2026.

Abstracts will be evaluated on the basis of scope, relevance, originality, methodology, and strength of conclusions. It is possible that we will require authors submitting papers to Islamic Tourism conference to assist in the reviewing process. Please note that submitting an abstract constitutes an agreement to reviewing a maximum of 3 other abstracts.

## Abstract Submission Process

### Formatting of Abstracts

- ) Initial Abstracts must not exceed 1 page of A4 (including title, data, figures and references, **300 words minimum**).
- ) Please use 10-point Arial font, single- spaced and set margins to 1 inch (2.54cm) all around.
- ) Abstracts will be subjected to blind review by a minimum of two referees from the Scientific Committee.
- ) Please include a list of **five keywords** that describe the research just under the title of the paper - to assist the reviewing process.
- ) Include 3 bibliographic references at the bottom of the abstract.
  
- ) **Submission Process**
- ) Authors must include the following information in the abstract:
  - ) name(s) of (all) author(s).
  - ) affiliation(s) of (all) author(s).
  - ) email address of (all) author(s).

**\*\*\* Additional information will be provided for full texts.**

## Publication Opportunities

A book of abstracts will be published.

### **Selected papers will be published in:**

Journal of Islamic Tourism

[www.jistour.org](http://www.jistour.org)

International Journal of Religious Tourism and Pilgrimage

<https://arrow.tudublin.ie/ijrtp/>

Edited Book (will be published by NEU press or CABI) (if there are sufficient numbers)

## The Venue

**Lahore Leads University**  
Kamahan Road, near DHA Phase V, Lahore, Pakistan.



Lahore Leads University (LLU) is a comprehensive higher education institution with a reputation for innovative programs and modern research activities. LLU's faculty, staff, programs, and services team provide an extensive range of learning choices and alternatives that offer an outstanding combination of quality education at all levels. For further details kindly visit <https://leads.edu.pk/>