



# BOOK OF ABSTRACTS



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



Badshahi Mosque Lahore



Faisal Mosque Islamabad

### **Lahore Leads University, Lahore, Pakistan** **16th- 19th September 2026**



# CONTENT

|                                                                                                                                                                |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Let's Ask to AI "Which Countries Would You Recommend for Islamic Tourism?".....                                                                                | 3  |
| International Perspectives on Safeguarding Cultural and Religious Heritage Sites.....                                                                          | 4  |
| Rethinking Islamic Tourism through Ta'awun (Mutual Cooperation): Sociability and Community Development for Muslim Societies.....                               | 5  |
| Islamic Faith with AI: An Artificial Intelligence Based Halal Travel Supporting Model for Muslim Tourists Globally.....                                        | 6  |
| From Monuments to Metadata: Reconstructing Pakistan's Legal Framework for Technology-Enabled Heritage Conservation through Comparative Lessons from Japan..... | 7  |
| Pakistan's Readiness for the Global Halal Tourism Market: Opportunities, Challenges, and Policy Recommendations.....                                           | 8  |
| Halal Tourism as an Economic Engine: Global Trends, Strategic Frameworks, and Market Opportunities.....                                                        | 9  |
| Rediscovering Islamic Civilisation: The Role of Islamic Heritage in Shaping Muslim Tourists' Identity and Travel Intentions.....                               | 10 |
| Evaluating Halal Service Quality and Its Influence on Hotel Pricing Strategies.....                                                                            | 11 |
| Interfaith Heritage and Islamic Tourism: Reinterpreting Mughal-Jain Sacred Landscapes in South Asia.....                                                       | 12 |
| Emerging Motivations of Halal Tourists: Trends, Drivers and Implications For Sustainable Global Tourism.....                                                   | 13 |
| Muses from Past : Personal Memory of Collective Heritage.....                                                                                                  | 14 |
| Religious Tourism: The Role of Islamic Movement Parties: A Case Study of Jamaat-e-Islami Pakistan (JIP).....                                                   | 15 |
| Islamic Identity in Hotel Design and Operations: A Conceptual Framework.....                                                                                   | 16 |
| Building Resilient Halal Tourism Ecosystems through Integrated Risk Management Approaches.....                                                                 | 17 |
| Building Trust in Halal Tourism: Governance Frameworks for Certification, Inclusion and Sustainability.....                                                    | 18 |
| Sustainable Halal Tourism: Integrating Islamic Principles with Responsible and Eco-Friendly Travel.....                                                        | 19 |
| Blockchain Technology as a Framework for Authenticating, Protecting, and Monetizing Islamic Cultural Heritage: Challenges and Opportunities.....               | 20 |
| Preserving the Sacred: The Contribution and Representation of Islamic Heritage in Global Halal Tourism.....                                                    | 21 |
| Purpose-Oriented Tourism in Islam: Reframing Travel Beyond Leisure and Consumption.....                                                                        | 22 |
| Beyond the Destination: Representing Islamic Heritage as a Catalyst for Sustainable Halal Tourism.....                                                         | 23 |
| Trust in Treatment: Governance and Accreditation Frameworks for Halal Medical Tourism.....                                                                     | 24 |

|                                                                                                                                                                                     |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Fading Signals: The Declining Digital Footprint of Sufi Shrine Urs Commemorations in Pakistan — Evidence from Google Trends, 2011–2026.....                                         | <b>25</b> |
| Beyond the Plate: Expanding Halal Certification to Full-Spectrum Islamic Tourism and Hospitality.....                                                                               | <b>26</b> |
| Enhancing the Muslim Traveler Experience: A Shariah-Compliant AI App to Fulfill Their Religious Requirements.....                                                                   | <b>27</b> |
| Exploring the Role of Internet of Things (IoT) in Enhancing Sustainable Performance: A Case Study of the Hotel Industry in Pakistan.....                                            | <b>28</b> |
| Environmental Sustainability Challenges in Abbottabad: Assessing the Impact of Tourism on Urbanization.....                                                                         | <b>29</b> |
| AI-Driven Statistical Analysis of the Saudi Arabian Tourism Market During Hajj and Umrah Seasons.....                                                                               | <b>30</b> |
| Sustainable Halal Tourism and Islamic Heritage Preservation: A Strategic Framework for Cultural Identity and Economic Development in Muslim Countries.....                          | <b>31</b> |
| The Comparative Study of the Memoirs, Lahore: A Sentimental Journey and Istanbul: Memories and the City, the Significance of Melancholic Inflexion in Celebrating the Cultures..... | <b>32</b> |
| Analysis of Non-Muslim Tourists' Perspective on the Mosque Tour Experience at the Tourism Mosques in Malaysia.....                                                                  | <b>33</b> |

# Let's Ask to AI "Which Countries Would You Recommend For Islamic Tourism?"

Yasin Bilim

Necmettin Erbakan University, Türkiye,  
ybilim@erbakan.edu.tr

İbrahim Hakkı Kaynak

Necmettin Erbakan University, Türkiye,  
ihkaynak@erbakan.edu.tr

## Abstract

Muslim consumers constitute a significant market in terms of both quality and quantity. Both the tourism sector and Muslim tourists closely monitor the reciprocal effects of this potential. Therefore, serious academic and sectoral research is being conducted on the trends of Muslim consumers. As a result, the interactive power of big data emerging on the internet has also increased. Although evaluations are generally made through concepts such as halal tourism or Muslim-friendly tourism, it has been observed that the concept of Islamic tourism as a whole can create a broader interaction. In this study, the suggestions of artificial intelligence applications resulting from big data regarding Islamic tourism destinations were evaluated. Different AI applications were asked the question, "Which countries would you recommend for Islamic tourism?", and their content and the alternatives they offered were evaluated. In the results, interpretations were made based on the direction and characteristics of the suggestions rather than the destination names themselves. Content analysis shows that while AI applications pointed to almost the same destinations, the recommendations differed in their evaluations regarding Islamic tourism content. Accordingly, distinctions were made between Muslim and non-Muslim countries, as well as classifications based on criteria such as cultural, natural, halal, luxury, modern, budget and spiritual. Furthermore, all applications explained the reasons for travel that stand out from an Islamic perspective for each destination. This differentiation of destinations is considered important in terms of Islamic tourism marketing. However, while cultural and religious suggestions are prioritized, a wide range of alternative tourism options (health, adventure, sports, etc.) are not offered. Finally, while many Muslim-majority countries naturally offer a halal-friendly environment, some have actively developed their tourism infrastructure to specifically cater to this market. These evaluations will provide important clues for determining the direction of Islamic tourism movements and developing marketing activities. In light of this brief information, it is suggested that studies be conducted on preferences and destination characteristics within the Islamic tourism market.

**Keywords:** İslami tourism, AI, halal, muslim friendly, destination.

## Indicative Bibliography:

- Battour M, Mady K, Salaheldeen M, Elsotouhy M, Elbendary I & Boğan E (2023), "AI-enabled technologies to assist Muslim tourists in Halal-friendly tourism". *Journal of Islamic Marketing*, Vol. 14 No. 5 pp. 1291–1309, doi: <https://doi.org/10.1108/JIMA-01-2022-0001>
- Hoang, D.S., & Nguyen, D.T.A. (2025). "The role of AI assistants in promoting sustainable Halal tourism in non-Muslim destinations". *Discov Sustain*, 6, 705. <https://doi.org/10.1007/s43621-025-01640-9>
- Rafidah Abas, Salleh Mohd Radzi & Mohd Salehuddin Mohd Zahari (2024) "AI Adoption in Islamic Tourism Stakeholders' Business Orientation" *International Journal of Business and Technology Management*, Vol.6, No. 1, 1-14.
- Battour M, Mady K, Salaheldeen M, Ratnasari RT, Sallem R & Al Sinawi S (2024), "Halal tourism and ChatGPT: an overview of current trends and future research directions". *Journal of Islamic Marketing*, Vol. 15 No. 12 pp. 3464–3483, doi: <https://doi.org/10.1108/JIMA-11-2023-0379>
- Mohd Amin MR, Wider W, Sivakumaran VM, Yang L, Asbi A (2026;), "Artificial intelligence-driven approaches for halal tourism and hospitality: a framework for enhancing consumer trust and meeting Muslim travelers' needs". *Journal of Islamic Marketing*, <https://doi.org/10.1108/JIMA-02-2025-0103>

# International Perspectives on Safeguarding Cultural and Religious Heritage Sites

Razaq Raj

Leeds Beckett University, UK

[r.raj@leedsbeckett.ac.uk](mailto:r.raj@leedsbeckett.ac.uk)

## Abstract

Cultural and religious heritage sites represent important repositories of collective memory, faith, history, and identity, while also attracting increasing numbers of visitors through religious tourism and pilgrimage. However, the growing interest in such sites raises important questions concerning their preservation, safeguarding, and the motivations that shape visitors' engagement with sacred heritage. This paper examines the historical, religious, spiritual, and motivational dimensions of visiting the Cave of Hira (Jabal al-Hira), one of the most significant Islamic heritage sites associated with the life of Prophet Muhammad (peace be upon him). Located northeast of Makkah, Saudi Arabia, Jabal al-Hira is recognised for its profound religious and historical significance as the place where the first revelation of the Qur'an was received by Prophet Muhammad (PBUH).

Drawing upon Islamic historical and theological sources, including the hadith narrated by Hazrat Aisha (Mother of the Believers), this paper explores the Prophet's retreats to the Cave of Hira for contemplation, worship, and spiritual reflection prior to the first revelation. The encounter with the Angel Jibreel (Gabriel) and the divine command "Iqra" (Read) marked the beginning of Qur'anic revelation and established the Cave of Hira as a sacred site of exceptional significance within Islamic heritage. Beyond its theological importance, the site continues to attract pilgrims and visitors seeking spiritual connection, historical understanding, personal reflection, and engagement with the physical landscape associated with the prophetic experience.

The paper particularly considers the motivations of religious travellers, including both explicitly religious and non-religious motivations, and examines how spirituality, religious identity, heritage consciousness, historical interest, and personal meaning contribute to the visitor experience. From an international heritage perspective, the paper highlights the importance of safeguarding sacred sites such as Jabal al-Hira while maintaining their historical authenticity, religious significance, and spiritual value. It argues that effective safeguarding requires an integrated approach that recognises religious heritage not only as a physical place but also as a living cultural and spiritual resource. The study contributes to wider discussions on the protection and sustainable management of cultural and religious heritage sites and offers insights into the relationship between heritage conservation, religious tourism, pilgrimage, and visitor motivation.

**Keywords:** Cultural Heritage; Religious Heritage; Safeguarding Heritage Sites; Islamic Heritage;

## Indicative Bibliography:

- Al-Ghazali, A.H.M. (1995) *The Revival of the Religious Sciences (Iḥyā' 'Ulūm al-Dīn*, F. Rahman, Trans.). Islamic Texts Society.
- Raj, R. (2012) Religious Tourist's Motivation for Visiting Religious Sites, *International Journal of Tourism Policy (IJTP)* Vol. 4, No.2, pp.95-105,
- Rosli, N.L.I.J.M.A.R.A.S.M. and Ahmad, A.N. (2025) 'Catering to Muslim travellers: a review on the value of Muslim-friendly tour guides services', *Halalsphere*, 5(1), 72-81.
- Shafi, M. (1998) *Maarifur Qur'an*. Maktaba Darul-Uloom Publishers, Karachi, Pakistan.

# Rethinking Islamic Tourism through *Ta'awun* (Mutual Cooperation): Sociability and Community Development for Muslim Societies

Shin Yasuda

Takasaki City University of Economics, Japan

[syasuda@tcue.ac.jp](mailto:syasuda@tcue.ac.jp)

## Abstract

The rapid growth of halal tourism and the increasing number of Muslim tourists have expanded the significance of Islamic tourism within the international tourism market. Existing studies of Islamic tourism have largely emphasised its economic value, particularly in relation to the halal tourism industry, and its religious significance as tourism conducted in accordance with Islamic principles. While these perspectives have contributed to the development of Islamic tourism studies, they have paid relatively limited attention to the social value that Islamic tourism generates within Muslim communities.

Some recent researches have explored Islamic tourism from the perspectives of community development, community empowerment, and social capital. However, relatively few studies have examined these issues through Islamic normative concepts that explain how social relationships and collective welfare are fostered within Muslim communities.

Thus, this paper focuses on the Islamic concept of *ta'awun* (mutual cooperation) and examines its theoretical significance for understanding sociability in Islamic tourism. The study adopts a conceptual and theoretical research approach. First, it reviews the concept of *ta'awun* as developed in the Qur'an, hadith, and Islamic jurisprudence, clarifying its ethical and social foundations within Islamic thought. It then compares these perspectives with theoretical discussions on community-based tourism, community development, community empowerment, and social capital in tourism studies.

Through this comparative analysis, the paper argues that *ta'awun* provides a distinctive normative framework for explaining how Islamic tourism contributes not only to religious practice and economic development but also to community cohesion, mutual trust, and the creation of social value. By integrating Islamic studies with contemporary tourism theory, this study proposes a new conceptual framework for understanding the social significance of Islamic tourism and offers a theoretical contribution to both Islamic tourism studies and community-oriented tourism research.

**Keywords:** Ta'awun (mutual cooperation), sociability, community development, social value, welfare

## Indicative Bibliography:

- Ali, A. H. (2024). Community-based economic development and partnership cooperation: The economics strategy for prosperity of the ummah. *Samarah: Jurnal Hukum Keluarga Dan Hukum Islam*, 8(2), 1280-1300.
- Maghfiroh, S., & Supriyatin, A. (2026). A multiparty cooperative model for pesantren-based halal tourism development: Strengthening the local sharia economy in Bayumas, Indonesia. *Referensi Islamika: Jurnal Studi Islam*, 4(2), 17-27.
- Yasuda, S. (2025). Spiritual turn of Islamic tourism: The Islamic way to experience economy beyond the halal certification system. *Kyoto Bulletin of Islamic Area Studies*, 18, 44-6

# Islamic Faith with AI: An Artificial Intelligence Based Halal Travel Supporting Model for Muslim Tourists Globally

Hamza Khalid

Minhaj University Lahore, Pakistan

mp.iithm@mul.edu.pk

## Abstract

The tourism industry has practiced remarkable growth over the past years due to the increasing exploring and travelling of Muslims and the expanding recognition of Islamic tourism as an important contributor to economy. With this growth, many places consistently face challenges in providing reliable, and suitable services that support the religious and basic needs of Muslim travelers. They often encounter hurdles in searching halal food available restaurants, nearby prayer areas, availability of shariah compliance accommodations, and having proper information regarding Islamic heritage destinations. While digital travelling applications have transformed travel planning, most facilitating applications provide basic recommendations without incorporating Muslims requirements into their decision-making systems. Having this data proposes an Artificial Intelligence (AI) Based Halal Travel Guidance Model that merge emerging technologies with the basic principles of halal travel and tourism to improve the experience of Muslim tourists. Using a conceptual research design supported by detailed review of available data on smart tourism, halal tourism, artificial intelligence, and digital innovation, the study identifies the essential part that required for an intelligent halal travel ecosystem.

The proposed framework combines real time guideline, location surrounded services, supporting AI, forecast analytics, and verified available halal information to generate travel recommendations while maintaining obedience with Islamic values. The model also includes sustainability considerations by supporting tourism practices and promoting local Islamic destinations. The paper argues that AI has the potential to enhance destination competitiveness, increase tourist confidence, improve service quality, and collaborate among travel supporting servers, hotels, restaurants, transport providers, and destination management groups.

This framework offers guidance for policymakers and tourism seekers to speed up the digital transformation of halal travel tourism in attractive destinations, especially within potential countries such as Pakistan. The research contributes to the existing body of knowledge by presenting a disciplinary framework that connects faith tourism with technologies and provides a foundation framework for future research, digital development, and industry execution.

**Keywords:** Halal Tourism, Artificial Intelligence, Islamic Tourism, Smart Tourism, Digital Innovation

## Indicative Bibliography:

- Al-Ansi, A., Olya, H. G., & Han, H. (2019). Effect of general risk on trust, satisfaction, and recommendation intention for halal food. *International Journal of Hospitality Management*, 83, 210-219.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments. *Electronic markets*, 25(3), 179-188.
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism management perspectives*, 19, 150-154.
- Han, H., Al-Ansi, A., Olya, H. G., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism management*, 71, 151-164.
- Carboni, M., Perelli, C., & Sistu, G. (2017). Developing tourism products in line with Islamic beliefs: some insights from Nabeul-Hammamet. *The Journal of North African Studies*, 22(1), 87-108

# From Monuments to Metadata: Reconstructing Pakistan's Legal Framework for Technology-Enabled Heritage Conservation through Comparative Lessons from Japan

Muhammad Imran Ali

Principal Quaid-e-Azam Law College, Kasur, Pakistan

[principal.kasu@qlc.edu.pk](mailto:principal.kasu@qlc.edu.pk)

## Abstract

Heritage conservation is in the process of changing from protecting physical monuments to managing their online reputations. The technologies of the present and future, such as 3D-scanning, photo-grammetry, Geographic Information Systems, Unmanned Aerial Vehicle (UAV) technology, Artificial Intelligence, Virtual and Augmented Reality, Blockchain, and Digital Repositories, have exceptional possibilities to document, monitor, reconstruct, validate, and preserve cultural heritage. However, their use reveals a major normative gap. There are limited provisions on how Pakistan's heritage laws treat digital heritage records in terms of their legal status, authenticity, ownership, evidentiary value, integrity, accessibility, cyber security and long-term preservation. This paper questions the ability of Pakistan's heritage-law architecture to respond to the technological transformation.

The study rethinks the concept of heritage based on a doctrinal legal research and comparative legal analysis, including sensitive and tangible cultural property and digitally mediated cultural memory. It critically analyses the constitutional base, Antiquities Act 1975, provincial heritage law, institutional set-up and international commitments of Pakistan and points to a 'digital heritage governance gap', the disconnect between the technologies and the legal frameworks for protection. In this context, Japan is analysed as a case-study example of how cultural property law can be integrated with institutional coordination, technological documentation, disaster risk management, community involvement and preservation policies, in Asia. It poses questions on how Pakistan can legally accept the digital documentation as a part of the heritage conservation, how to set up authoritative standards on metadata, digital twins, artificial intelligence, drones, and three-dimensional records and how to balance technological innovation with authenticity, intellectual property rights, public access, accountability, and sustainable heritage tourism. It suggests a Pakistan Digital Heritage Protection Model based on Japan, which includes the creation of a National Digital Heritage Registry, elaboration of interoperable documentation standards, creation of digital heritage twins, a monitoring mechanism using AI, emergency digital heritage preservation, institutional coordination and protection from any unauthorised changes. The paper calls for a paradigm shift from monument protection to digitally resilient governance of heritage, and proposes a complementary approach to heritage protection based on law and technology.

**Keywords:** Artificial Intelligence, Digital Heritage, Japan, Metadata Standards, Pakistan.

## Indicative Bibliography:

- Dipankar Buragohain and others, 'Digitalizing Cultural Heritage Through Metaverse Applications: Challenges, Opportunities, and Strategies' (2024) 12 *Heritage Science* 295 <https://doi.org/10.1186/s40494-024-01403-1>
- Yali Li and others, 'A Review of the Tools and Techniques Used in the Digital Preservation of Architectural Heritage Within Disaster Cycles' (2023) 11 *Heritage Science* 199 <https://doi.org/10.1186/s40494-023-01035-x>
- Lei Cui, 'Research on the Protection of Intangible Cultural Heritage Based on Virtual 3D Animation Technology' (2025) 19(1) *International Journal of Cognitive Informatics and Natural Intelligence* <https://doi.org/10.4018/IJCINI.371402>

# Pakistan's Readiness for the Global Halal Tourism Market: Opportunities, Challenges, and Policy Recommendations

Abu Zafar Sadiq

## Abstract

The global halal tourism market has emerged as one of the fastest-growing segments of the international tourism industry, driven by increasing demand from Muslim travelers seeking destinations that provide faith-compliant services, authentic cultural experiences, and high-quality hospitality. Pakistan possesses significant comparative advantages for positioning itself as a leading halal tourism destination, including its rich Islamic heritage, diverse cultural and natural attractions, extensive network of religious and historical sites, and strong Islamic identity. Despite these strengths, the country's share of the global halal tourism market remains modest, indicating the need for strategic interventions to enhance its competitiveness.

This paper assesses Pakistan's readiness to participate effectively in the global halal tourism market by examining existing tourism infrastructure, policy and institutional frameworks, halal-friendly services, destination marketing initiatives, and governance mechanisms. Adopting a qualitative research approach, the study relies on an extensive review of academic literature, government policy documents, industry reports, and international halal tourism indices to identify key opportunities and challenges influencing the sector's development.

The study finds that Pakistan has considerable potential to attract international Muslim travelers; however, this potential is constrained by fragmented destination management, limited international branding, inconsistent service quality, inadequate halal tourism standards, infrastructure gaps, and weak public-private collaboration. The paper argues that strengthening institutional coordination, developing nationally recognized halal tourism standards, investing in visitor infrastructure and digital marketing, enhancing human resource capacity, and promoting sustainable destination management are essential to improving Pakistan's competitiveness.

The paper concludes with policy recommendations aimed at positioning Pakistan as a preferred halal tourism destination while supporting sustainable economic growth, cultural preservation, and community development. The findings contribute to the growing body of knowledge on Islamic tourism and offer practical guidance for policymakers, tourism authorities, and private-sector stakeholders seeking to capitalize on the expanding global halal tourism market.

**Keywords:** Halal Tourism, Muslim Travelers, Public-Private, Collaboration, Stakeholders

## Indicative Bibliography:

- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practices, challenges and future. *Tourism Management Perspectives*, 19, 150–154.
- Battour, M., Battor, M., & Ismail, M. (2012). The mediating role of tourist satisfaction: A study of Muslim tourists in Malaysia. *Journal of Travel & Tourism Marketing*, 29(3), 279–297.
- CrescentRating. (2025). *Global Muslim Travel Index 2025*. CrescentRating & Mastercard.
- DinarStandard. (2024). *State of the Global Islamic Economy Report 2024/25*. DinarStandard.
- Henderson, J. C. (2010). Sharia-compliant hotels. *Tourism and Hospitality Research*, 10(3), 246–254.

# Halal Tourism as an Economic Engine: Global Trends, Strategic Frameworks, and Market Opportunities

Kashif Hussain

Asia Pacific University of Technology and Innovation, Kuala Lumpur, Malaysia

[kashif.hussain@apu.edu.my](mailto:kashif.hussain@apu.edu.my)

## Abstract

This study evaluates the structural transition of the global Islamic economy, examining how Halal Tourism operates as a primary macro-economic driver. Utilizing secondary industry data, the analysis investigates the intersections between the United Nations Sustainable Development Goals (UN-SDGs), the Fourth Industrial Revolution (4IR), and global tourism trajectories. The research reports that global consumer expenditure within the Islamic economy reached US\$ 2.60 trillion in 2024. Furthermore, the findings indicate that the halal traveler segment represents the fastest-growing sector, with financial forecasts projecting a market expansion from US\$ 249 billion to US\$ 424 billion by 2029, capturing 12.24% of the aggregate international travel market. Adopting a dual perspective supply and demand framework, the research demonstrates that faith-based parameters heavily influence consumer choice.

The data reveals that halal-certified food compliance (67%), overall pricing metrics (53%), and specialized Muslim-friendly experiences (49%) serve as the dominant determinants of traveler decision-making. Demographically, the study highlights that Muslim women travelers constitute a vital engine of growth, accounting for approximately 48% of the market. However, Asia being as the central epicentre attracting 65% of all international Muslim visitors.

The paper evaluates the domestic and international capabilities of Pakistan's emerging travel economy. While noting a current reliance on domestic arrivals, the research outlines a strategic roadmap for 2030 aiming to scale international arrivals to 18 million and domestic tourists to 60 million. Within this outlook, it is anticipated that 12% of these visitors will consist of halal travelers. To mitigate global constraints such as a lack of unified certification standards and gender-based employment disparities the study proposes a multi-level policy framework balancing 10-year national master plans with micro-industry adaptations.

**Keywords:** Halal Tourism, Global Islamic Economy, Strategic Vision 2030, Pakistan.

# Rediscovering Islamic Civilisation: The Role of Islamic Heritage in Shaping Muslim Tourists' Identity and Travel Intentions

Ahmad Jamal  
Cardiff University  
[jamala@cardiff.ac.uk](mailto:jamala@cardiff.ac.uk)

## Abstract

Islamic tourism has emerged as one of the fastest-growing segments of the global tourism industry, yet its conceptual development has remained narrowly focused. Existing research has concentrated predominantly on pilgrimage tourism, halal tourism, destination attributes, service quality, tourist satisfaction, and behavioural intentions, largely framing Muslim tourists as consumers seeking religiously compliant services or spiritual fulfilment through pilgrimage. Comparatively little attention has been paid to how engagement with Islamic heritage contributes to the formation, reinforcement, and expression of religious and cultural identity among Muslim travellers. Equally neglected is the strategic dimension: the potential of Islamic heritage assets as distinctive, place-embedded, and inimitable destination resources capable of generating sustained competitive advantage. Both gaps are particularly significant given the rich civilisational legacy of the Islamic world and the growing interest among Muslim tourists in destinations that reflect their shared history and heritage.

This paper develops a conceptual framework examining the relationship between Islamic heritage tourism, Muslim identity, travel intentions, and destination competitiveness. Drawing on Social Identity Theory, Heritage Tourism Theory, and the Resource-Based View (RBV) of the firm, it argues that Islamic heritage sites are not merely physical attractions but symbolic spaces through which individuals engage with shared histories, collective memories, and cultural narratives, and through which destinations can cultivate rare, valuable, and inimitable competitive assets. Heritage visits thereby serve important identity-related functions: strengthening travellers' sense of belonging to the wider Muslim community, deepening their understanding of Islamic civilisation, and reaffirming their religious and cultural self-concept.

The paper makes four contributions to the Islamic tourism literature. First, it introduces identity reinforcement as a central mechanism linking heritage experience to tourism behaviour. Second, it extends Social Identity Theory to the Islamic heritage tourism context, demonstrating how heritage consumption can strengthen collective religious identity. Third, it broadens the conceptualisation of Islamic tourism beyond pilgrimage and halal travel by foregrounding the role of civilisational heritage in shaping tourist motivations and behavioural intentions. Fourth, it applies the Resource-Based View to Islamic heritage destination management, reframing Pakistan's heritage assets as strategically valuable, rare, and place-embedded resources through which sustained destination competitiveness can be achieved. Together, these contributions provide a foundation for future empirical research and offer practical guidance for destination marketers, policymakers, and heritage managers in Pakistan and other Muslim-majority destinations.

**Keywords:** Islamic Tourism; Social Identity Theory; Destination Competitiveness; Travel Intentions;

# Evaluating Halal Service Quality and Its Influence on Hotel Pricing Strategies

Ahmad Albattat

Asia Pacific University of Technology & Innovation, Malaysia

[dr.battat@gmail.com](mailto:dr.battat@gmail.com)

## Abstract

The goal of this study is to explore the association between the quality of halal service and hotel prices. Due to their special needs for halal services, Muslim tourist groups have recently been noticeable in the growing worldwide tourism business. The study addresses this by studying the hotel industry's connection with halal services. The study highlights the importance of catering to the Islamic faith with respect to food and accommodation. Next stage is to go deep into Muslim travellers' behaviours to know what they seek in halal services while they're away, and what prompts their purchasing decisions.

The study developed a comprehensive halal service quality rating system encompassing facilities, food, service attitude and religious assistance. It aims to give an impartial estimate of how effectively hotels meet the special requirements of Muslim travellers. In this research, the quality of halal service and hotel rates is examined and validity of our rating method is validated by empirical study. The findings suggest that increases to the quality of halal services can significantly strengthen hotels' pricing power in highly competitive tourist sectors where the ability to offer high-quality halal services can be a crucial distinction.

The study findings reveal that market conditions and hotel location weaken the effect of halal service quality on hotel rates. The quality of halal service has significantly influenced prices in areas with more Muslim visitors and hotels that represent themselves as Muslim-friendly. The hotel management should note that there would be greater pricing elasticity and profitability due to improvement in the optimisation of halal service. Overall, this research demonstrates that hotels can charge higher prices for halal services, which is a good sign that the hospitality industry should do more to cater to Muslim tourists. These finding supports hotel businesses in theory and practice to plan and improve their service offerings. It enables tourism managers and lawmakers to comprehend the Muslim tourist industry and to promote diversified tourism services.

**Keywords:** Halal Service; Hotel Pricing; Impact Factors; Muslim Tourists; Service Quality

# Interfaith Heritage and Islamic Tourism: Reinterpreting Mughal-Jain Sacred Landscapes in South Asia

Sidrah Shoaib  
IUB, Pakistan

## Abstract

Islamic tourism discourse has traditionally centred on mosques, shrines, and monuments directly associated with Muslim religious and political history. In South Asia, Islamic heritage is often interpreted through narrow frameworks of conflict, conquest, and religious division, which tend to obscure more complex histories of interaction and coexistence. This paper proposes an alternative reading by examining Mughal-Jain engagements as a form of interfaith heritage that can contribute to more inclusive models of Islamic tourism. Focusing on the Mughal period (1556–1658), the study explores historical interactions between Mughal rulers and Jain sacred landscapes, particularly pilgrimage centres such as Shatrunjaya and Girnar in western India. Methodologically, the paper employs qualitative historical analysis, drawing upon Mughal administrative records, royal farmāns, Persian chronicles, and Jain narrative traditions. A comparative interpretive approach is used to analyse how these sources construct narratives of patronage, protection, and negotiated coexistence between imperial authority and Jain religious communities.

The paper highlights patterns of imperial accommodation, including relationships between Akbar and Jain ācārya Hiravijaya Suri, as well as continuing socio-economic ties between Jain merchant elites and the Mughal court under Jahangir and Shah Jahan. Rather than viewing these interactions solely through the lens of tolerance, the study conceptualizes them as the construction of shared sacred landscapes shaped by processes of negotiation, cooperation, and cultural interdependence. It argues that Jain pilgrimage centers under Mughal influence should be understood not only as sites of Jain religious memory but also as spaces embedded within a broader Islamic imperial context. This perspective challenges dominant historiographical narratives that emphasize division and conflict and instead foregrounds the plural and interconnected nature of South Asia's historical heritage. The paper further argues that recognizing such interfaith heritage has significant implications for Islamic tourism by expanding heritage narratives beyond exclusively Muslim monuments and supporting inclusive frameworks of cultural dialogue and sustainable tourism.

**Keywords:** Islamic Tourism, Interfaith Heritage, Mughal Empire, Jain-Muslim Relations, South Asia, Shared Heritage, Cultural Dialogue.

# Emerging Motivations of Halal Tourists: Trends, Drivers and Implications For Sustainable Global Tourism

Tayyaba Razzaq

Emerson University, Multan, Pakistan

[tayyaba.razzaq@eum.edu.pk](mailto:tayyaba.razzaq@eum.edu.pk)

## Abstract

The global halal tourism market has experienced substantial growth over the past decade, driven by increasing populations, rising disposable incomes, improved connectivity, and a growing demand for travel experiences that align with Islamic values. While traditional motivations for halal tourism have largely centered on religious obligations, access to halal food, prayer facilities, and family-friendly environments, contemporary travelers are exhibiting more diverse and complex preferences. This study explores the emerging motivations shaping the behavior and decision-making processes of halal tourists in an increasingly globalized and digitalized tourism landscape.

Drawing upon contemporary tourism theories, the study identifies several key motivational dimensions influencing halal travel demand. The research further examines how younger generations of Muslim travelers, particularly Millennials and Generation Z, seek a balance between faith-based requirements and modern lifestyle aspirations. The integration of technology through mobile applications, online reviews, virtual travel content, and digital halal certification systems has also emerged as a significant factor affecting destination choice and tourist satisfaction.

The paper highlights the growing importance of inclusive tourism environments that accommodate both religious observance and contemporary leisure expectations. Additionally, it discusses the role of destination management organizations, policymakers, tourism and culturally sensitive services. The findings provide valuable insights for academics, industry practitioners, and policymakers and sustainability of halal-friendly destinations. As halal tourism continues to evolve beyond its traditional framework, understanding these emerging motivations becomes essential for developing inclusive, resilient, and future-oriented tourism strategies that meet the expectations of a diverse global Muslim travel market.

**Keywords:** Halal Tourism, Digital Tourism; Gen Z, Millennials, Ethical Consumption, Faith-Based Tourism

# Muses from Past : Personal Memory of Collective Heritage

Urooj Waheed

Lahore Leads University

[drurooj.eng@leads.edu.pk](mailto:drurooj.eng@leads.edu.pk)

## Abstract

This article is a result of personal reflection on a childhood lived experiences with the concept of heritage, and communicates a need to conserve its multiple manifestations. I have tried to detect the subtle transmission of generational memory within a fleeting yet profound threefold interaction of a grandfather, his five years old granddaughter and a tourist. This writing first introduces the readers with a brief moment from my very own past, where architectural landscape provides an opportunity for a moral and religious heritage to be celebrated, not through bureaucratically organized public commemoration but through a little effort made by a family patriarch to impart cultural knowledge, respect for heritage and a sense of responsibility to both conserve the very heritage and to represent it to the world. The current writing venture further treats the familial memory as a lifeworld in a microcosm where an informal communicative connection between two temporally apart generations, manages to connect past with present and future by maintaining the transmission of common stock of knowledge, which in Habermas' words sets a common horizon for the given community when its members interact and try to make sense of each other's emotions and demands. Badshahi Mosque provides the spatial setting for the memory and also a commemorative hinge which binds generations together. This harking back to architectural monument within a humane setting makes readers to feel the need to conserve the tangible and intangible bits of their heritage and to take the responsibility to conserve the culture that once cradled life for them and can continue to do so by minimizing the shocks caused by impending change. Having been once a dweller of inner Lahore, I find myself perpetually responsible to conserve the past and to invoke the tested themes of bygone times in the futuristic yet culturally sensitive expansion of city spaces. I want those who interact with my words, regardless of modality of interaction, to understand that each individual is a guardian of its heritage in its personal capacity.

**Key Words:** Generational Memory, Heritage, Change, Lifeworld, Childhood

# Religious Tourism: The Role of Islamic Movement Parties: A Case Study of Jamaat-e-Islami Pakistan (JIP)

Jamil Anwar

COMSATS University Islamabad, Abbottabad Campus, Pakistan

## Abstract

Religious tourism has emerged as a significant and growing field of scholarly inquiry, encompassing the movement of individuals motivated by faith, spiritual development, and religious education. While conventional religious tourism literature has largely focused on pilgrimage sites, shrines, and sacred landscapes, the role of organized Islamic movement parties in facilitating structured faith-driven mobility remains underexplored. This study seeks to address this gap by examining the *tarbiah* (religious training and character-building) programs of Jamaat-e-Islami Pakistan (JIP) as a distinctive and organized form of religious tourism.

Jamaat-e-Islami Pakistan, one of the most structured and disciplined Islamic movement parties in South Asia, conducts a well-organized annual *tarbiah* calendar comprising a wide range of religious, educational, and spiritual activities at local, district, provincial, and national levels. These programs attract thousands of participants who travel from different cities, towns, and rural areas to attend gatherings at JIP's headquarters in Mansoor, Lahore, and various provincial and district centers. This movement of people, motivated by religious learning, ideological commitment, and spiritual rejuvenation, reflects the essential characteristics of religious tourism, including purposeful travel, community bonding, and transformative personal experience.

This paper investigates the structure, scale, and religious tourism dimensions of JIP's *tarbiah* programs by analyzing the official *tarbiah* calendar and documented activities. Furthermore, empirical data will be collected through a structured questionnaire administered to participants attending these programs. The questionnaire aims to capture motivations for travel, frequency of participation, distances covered, perceived spiritual and educational benefits, and the overall impact of these gatherings on participants' religious identity and practice.

The findings of this study are expected to contribute to a broader understanding of how organized Islamic movements function as facilitators of religious tourism in Muslim-majority societies. It further argues that *tarbiah*-driven mobility deserves recognition as a legitimate and impactful category within the religious tourism framework, offering valuable insights for researchers, policymakers, and tourism practitioners interested in faith-based travel in Pakistan and beyond.

**Keywords:** Religious Tourism, Jamaat-e-Islami Pakistan, *Tarbiah* Programs, Faith-Based Travel, Islamic Movement, Religious Mobility, Pakistan

# Islamic Identity in Hotel Design and Operations: A Conceptual Framework

Mohammad Alam

Hazara University, Mansehra Pakistan

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

## Abstract

The fast growth of the global Muslim travel market has made considerable demand for hospitality experiences that align with Islamic principles. While contemporary implementations of Shariah compliance are frequently uneven “self-claimed halal”, “dry hotel” (alcohol-free), attributes or basic Halal food certification from the halal food authority. However, a truly authentic model requires more than just a checklist; it demands a bridge between abstract Islamic theology and physical spatial mechanics.

This paper proposes a comprehensive, multi-dimensional conceptual framework that integrates Islamic identity into both hotel design and operations. Grounded in the three tiers of *Maqasid al-Shariah* i. *Zaruriyyat* (essentials), ii. *Hajiyyat* (complementary needs), and iii. *Tahsiniyyat* (embellishments), the proposed model synthesizes physical design (spatial configuration, orientation, modesty controls) and operational mechanics (Halal services, Islamic work ethics, and value-driven guest experiences). Building extensively upon previous empirical evaluations of faith-based needs and operational realities within the South Asian hospitality sector (Alam et al., 2019, 2020, 2022, 2023, 2026), this framework provides a holistic roadmap for hospitality operators, architects, and policymakers aiming to deliver an authentic, universally appealing Islamic hospitality experience that balances cultural integrity with commercial viability.

**Keywords:** Islamic Hospitality, Shariah-Compliant Hotels, Hotel Design, Maqasid al-Shariah, Halal Tourism, Pakistan Hospitality.

# Building Resilient Halal Tourism Ecosystems through Integrated Risk Management Approaches

Munir Hussain

Minhaj University Lahore, Pakistan

[dydirector.chart@mul.edu.pk](mailto:dydirector.chart@mul.edu.pk)

Huzaifa Shabbir, Pakistan

Minhaj University Lahore,

[huzafashabbir171@gmail.com](mailto:huzafashabbir171@gmail.com)

## Abstract

With the rapid growth of the Halal tourism sector at a global level, its unique and specialized nature makes it extremely vulnerable to both socio-economic and geopolitical disruptions as well as any public health crises. This study investigates the importance of the critical need for “building Resilient Halal Tourism Ecosystems through integrated Risk Management Approaches. Traditional Risk management approaches focus on operational or financial weaknesses and may ignore the complex nature of travel that is also Sharia-compliant with Muslim context. This research aims to fill the gap by exploring how an integrated risk management framework can strengthen the entire Halal tourism value chain, from the hospitality sector, supply chains, to digital services. This research uses a qualitative and conceptual approach, combining recent literature on crisis management, Islamic jurisprudence, economic volatility and digital threats. The results suggest that an ecosystem approach that involves multiple stakeholders is needed to build a resilient ecosystem. This includes harmonizing national policies on tourism, Halal certification agencies and private operators to an integrated risk mitigation framework. Moreover, the implementation of Islamic finance products and services like Takaful and Sukuk and advanced technologies including block chain in food traceability, becomes a critical shock-absorption mechanism. Finally, this study highlights the need to make faith-based agility a part of the ecosystem’s infrastructure in an anticipatory manner to make the tourism resilient. Adopting this proactive, integrate approach to risk management, destination managers and policymakers will be able to help ensure the sustainability of Halal tourism, building long-term trust, competitiveness and stability in this dynamic market.

**Keywords:** Halal Tourism, Ecosystem Resilience, Integrated Risk Management, Shariah Compliance, Tourism Crisis Management, Islamic Finance, Supply Chain Security

# Building Trust in Halal Tourism: Governance Frameworks for Certification, Inclusion and Sustainability

Muhammad Abubakar

Contech Group, Pakistan

[engr-abubakar@hotmail.com](mailto:engr-abubakar@hotmail.com)

## Abstract

Halal tourism is increasingly promoted as a pathway to culturally grounded and ethically responsible destination development, yet its long-term success depends less on branding alone than on the credibility of the governance systems that sustain it. Recent scholarship shows that halal tourism is now being examined through the linked lenses of sustainability, entrepreneurship, and digital transformation, while continuing weaknesses in certification design, regulatory coordination, and enterprise readiness limit sectoral trust and scalability.

This paper addresses that gap by proposing a governance framework for halal tourism that places certification integrity, SME inclusion and sustainability at the centre of destination strategy. Using a conceptual and policy-synthesis approach, the study integrates insights from recent halal tourism and sustainability literature to develop a multi-level governance model connecting standards-setting, accreditation, inter-agency coordination, local implementation and supply-chain participation. It argues that halal certification should be understood not merely as a compliance mechanism, but as a trust infrastructure that influences consumer confidence, market legitimacy and destination competitiveness.

The framework advances three interdependent propositions. First, halal tourism requires transparent, harmonized, and context-sensitive certification standards that reduce fragmentation and strengthen credibility. Second, sustainable sector development depends on collaborative governance among tourism authorities, certification bodies, industry actors, and local communities. Third, SME integration must be treated as a governance priority through capacity-building, digital onboarding and structured inclusion in halal tourism value chains.

The paper contributes a policy-relevant model for emerging tourism markets seeking to institutionalize halal tourism in ways that are credible, inclusive and sustainable. In doing so, it positions halal tourism not as a niche market category, but as a governance challenge and development opportunity shaped by trust, standards and institutional design.

**Key Words:** Halal tourism; tourism governance; certification frameworks; sustainable tourism

# Sustainable Halal Tourism: Integrating Islamic Principles with Responsible and Eco-Friendly Travel

Muhammad Sarwar

Lahore Leads University, Lahore

[drsarwar.isl@leads.edu.pk](mailto:drsarwar.isl@leads.edu.pk)

## Abstract

The rapid growth of halal tourism has created new opportunities for Muslim-friendly travel while also raising concerns about environmental sustainability and responsible tourist behavior. Although halal tourism is commonly associated with halal food, prayer facilities, and Shariah-compliant services, its broader ethical and environmental dimensions remain underexplored. Islamic teachings provide a comprehensive framework for sustainable tourism through the principles of *Khilafah* (stewardship of the Earth), *Taharah* (cleanliness), *Wasatiyyah* (moderation), and the prohibition of *Israf* (wastefulness). These values encourage travelers to respect nature, preserve cultural heritage, and behave responsibly toward local communities. This conceptual paper addresses the following research question: How can Islamic principles contribute to the development of sustainable halal tourism through responsible and eco-friendly travel practices?

The paper argues that integrating Islamic ethical values into tourism policies and tourist behavior can enhance environmental conservation while strengthening the authenticity and long-term sustainability of halal tourism destinations. The study examines key dimensions of sustainable halal tourism, including environmental stewardship, responsible waste management, respect for local cultures and traditions, preservation of natural and cultural heritage, and community participation in tourism development. It further discusses the responsibilities of tourists in maintaining cleanliness, minimizing pollution, conserving natural resources, and demonstrating ethical conduct in public spaces. These practices align with both global sustainable tourism goals and the moral objectives of Islam.

The paper contends that sustainable halal tourism should extend beyond compliance with halal services to embrace environmental responsibility and ethical citizenship. Such an approach not only protects tourism destinations from degradation caused by irresponsible tourist activities but also enhances the quality of visitors' experiences and benefits host communities. It concludes by recommending that policymakers, tourism authorities, and industry stakeholders incorporate Islamic environmental ethics into halal tourism standards, awareness campaigns, and destination management strategies. This integrated framework can position halal tourism as a model for responsible, inclusive, and environmentally sustainable travel.

**Keywords:** Halal Tourism, Environmental Ethics. Responsible Tourist Behavior, Destination

# Blockchain Technology as a Framework for Authenticating, Protecting, and Monetizing Islamic Cultural Heritage: Challenges and Opportunities

Zafar Iqbal

KUST, Kohat, Pakistan

[zafar.iqbal@kust.edu.pk](mailto:zafar.iqbal@kust.edu.pk)

Qaisar Bilal

KUST, Kohat, Pakistan

## Abstract

One of the global issues that need to be solved is the preservation and authentication of Islamic cultural heritage artefacts and sites: the increasing cases of forgery, unlawful trade and unauthorized reproduction are making it more difficult to keep the integrity of the invaluable cultural heritage artefacts. The traditional way of documenting/verifying heritage is increasingly becoming too undelicate for formidable threats of sophistication. In this paper blockchain technology is suggested as the solution that can transform and innovate the authentication, protection and sustainable monetization of Islamic cultural heritage resources. This study examines how digital provenance data might be created for Islamic artefacts, for manuscripts, for architectural sites and cultural artefacts, drawing on the advantages of immutability, decentralization and transparency of a blockchain ledger to ensure the authentication and tracking of cultural objects traded on global markets. Additionally, the research looks at the use of smart contracts in managing the ethical trade and licensing of Islamic assets and how this generates new revenue streams directly for the communities involved in their safeguarding as well as for the safeguarding of Islamic heritage institutions in an ethically sensitive manner.

While this study summarizes and profiles Muslim majority countries' existing pilot projects, it also sets out to address a few common implementation challenges identified, such as technological deficits, policy concerns and Islamic ethics related to the ownership and commercialization of sacred heritage; through case studies from Morocco, Türkiye, Malaysia and Pakistan. Moreover, the study investigates how Non-Fungible Tokens (NFTs) are implemented as digital certificate of authentication of Islamic art and heritage pieces and critically assess the consistency of their use with the Islamic financial concepts. Through these results, it is clear that blockchain can have promising potential use regarding Islamic heritage management, which can include building secure and tamper-proof digital archives, involving the local community, ensuring sustainable investment to the tourism industry, and supporting cross-border cooperation among different countries and organizations in assessing and conserving Islamic heritage. Implementation, however, needs a multidisciplinary approach, with a framework that considers the Islamic jurisprudence, technological innovation, policy development, and involvement of the community.

This paper helps propel the broader conversation on digital heritage conservation towards providing a complete map of the way forward for heritage institutions, policy makers, and tourism institutions to use blockchain technology in preserving Islamic cultural heritage for future generations.

**Keywords:** Blockchain, Islamic Heritage Authentication, Smart Contracts, NFTs, Cultural Preservation, Sustainable Tourism

# Preserving the Sacred: The Contribution and Representation of Islamic Heritage in Global Halal Tourism

Hafiz Muhammad Ammar

## Abstract

The rapid evolution of global halal tourism has transitioned from a focus on basic religious necessities, such as prayer facilities and halal-certified catering, to the exploration of cultural and spiritual experiences. Central to this shift is Islamic heritage, which serves as a primary driver for destination appeal among Muslim travelers seeking to reconnect with their history and values. This paper examines the role of Islamic heritage in the context of global halal tourism, focusing on its multifaceted contributions to cultural diplomacy and its representation in tourism marketing and destination management. While Islamic heritage assets ranging from architectural marvels and historic sites to intangible cultural practices offer immense potential for tourism growth, their representation often faces the dual challenge of commodification versus authenticity. Through a critical analysis of current tourism frameworks, this research explores how heritage can be utilized to promote sustainable development while maintaining the sanctity and profound spiritual meaning of the sites.

The study argues that effective representation requires a holistic approach that moves beyond superficial branding to foster deeper educational and spiritual engagements. By doing so, destinations can preserve their sacred character while meeting the sophisticated demands of the contemporary Muslim traveler. The findings suggest that when Islamic heritage is authentically integrated into the halal tourism value chain, it significantly enhances destination identity, contributes to the preservation of cultural memory, and promotes a more nuanced understanding of Islamic civilization on the global stage. This research provides a strategic roadmap for tourism stakeholders to balance the economic imperatives of the tourism industry with the ethical responsibility of preserving Islamic heritage as a sacred trust.

**Keywords:** Halal Tourism, Islamic Heritage, Cultural, Sustainable Tourism, Spiritual Connectivity

# Purpose-Oriented Tourism in Islam: Reframing Travel Beyond Leisure and Consumption

Muhammad Imran Mirza

Riphah International University, Faisalabad, Pakistan

## Abstract

Tourism is commonly understood as travelling for recreation, sightseeing, entertainment, and relaxation. While these activities may contribute to physical and mental well-being, an understanding of tourism that is limited to pleasure and consumption overlooks the value of time, wealth, and human potential. Islam presents a fundamentally different paradigm in which travel is not merely movement from one place to another but a purposeful activity that should produce tangible spiritual, intellectual, economic, or social benefit. Since time and resources are divine trusts, every journey should be guided by a meaningful objective rather than aimless enjoyment.

This paper argues that Islamic tourism is essentially purpose-oriented and should be understood through the framework of Maqāṣid (purpose and objectives). The Qur'an repeatedly encourages believers to travel through the earth to observe the signs of Allah, reflect on the rise and fall of previous civilizations, acquire knowledge, and strengthen faith. Likewise, the journeys of the Prophet Muhammad ﷺ and his Companions demonstrate that travel was undertaken for clearly defined purposes such as seeking knowledge (ṭalab al-'ilm), preaching Islam (tablīgh), trade (tijārah), pilgrimage (Ḥajj and 'Umrah), migration (Hijrah), diplomacy, governance, strengthening family ties, and serving humanity. Leisure was permissible but remained secondary to a higher ethical and civilizational purpose.

Using qualitative textual analysis of the Qur'an, Prophetic traditions, and classical Islamic scholarship, this study develops a conceptual model of Purpose-Based Islamic Tourism, categorising travel into spiritual, educational, commercial, social, humanitarian, environmental, and intellectual dimensions. It further argues that even recreational travel becomes meaningful when integrated with beneficial objectives such as appreciating Allah's creation, preserving Islamic heritage, promoting intercultural understanding, supporting local economies, and strengthening family and community relationships.

The paper concludes that redefining tourism through the Islamic philosophy of purposeful living transforms travel from an act of consumption into an instrument of worship, knowledge production, ethical commerce, cultural preservation, and civilizational development. This framework provides a sustainable and value-based alternative to contemporary tourism models and contributes a fresh theoretical perspective to the growing discourse on Islamic and halal tourism.

**Keywords:** Islamic Tourism, Maqāṣid al-Sharī'ah, Islamic Heritage, Travel Ethics, Sustainable

# Beyond the Destination: Representing Islamic Heritage as a Catalyst for Sustainable Halal Tourism

Abdul Rehman Sajid

Islamia Graduate College, Lahore

[abdul.sajid87@gmail.com](mailto:abdul.sajid87@gmail.com)

## Abstract

The global halal tourism sector is witnessing a paradigm shift, moving away from a narrow focus on religious services toward a deeper demand for meaningful cultural and spiritual engagement. This paper explores the role of Islamic heritage not merely as a passive tourist attraction, but as a dynamic catalyst for sustainable development within the halal tourism ecosystem. By investigating the intersection of heritage preservation and destination management, this research analyzes how the strategic representation of Islamic history, architecture, and intangible cultural traditions can foster long-term economic and social sustainability.

Central to this analysis is the tension between the commercial requirements of the tourism industry and the ethical imperative to maintain the sanctity of Islamic cultural assets. The study evaluates current representation practices in destination branding, identifying a critical need for frameworks that prioritize community-led heritage stewardship and authentic storytelling over superficial commodification. By integrating heritage into the value chain through educational tourism and community-based models, destinations can move "beyond the destination" creating experiences that provide lasting value to local communities while offering Muslim travelers a connection to their collective historical memory.

The paper argues that sustainable halal tourism is contingent upon the alignment of heritage conservation goals with the evolving expectations of contemporary Muslim tourists. When effectively represented, Islamic heritage functions as a robust tool for identity preservation, cultural diplomacy, and local economic empowerment. The research concludes by proposing a strategic model for tourism stakeholders that balances modern hospitality standards with the preservation of cultural integrity, ultimately ensuring that Islamic heritage remains a resilient, thriving, and sacred legacy for future generations.

**Keywords:** Sustainable Halal Tourism, Islamic Heritage, Heritage Stewardship, Destination Branding, Cultural Identity

# Trust in Treatment: Governance and Accreditation Frameworks for Halal Medical Tourism

Muhammad Abubakar

Contech Group, Pakistan

[engr-abubakar@hotmail.com](mailto:engr-abubakar@hotmail.com)

## Abstract

Halal medical tourism has emerged as a distinct and rapidly growing segment of the global halal economy, encompassing Shariah-compliant hospital services, halal pharmaceuticals and medical devices and culturally sensitive care for Muslim patients seeking treatment abroad. Research shows that Muslim medical tourists hold specific expectations around halal-friendly healthcare, including prayer facilities, gender-sensitive care, halal food provision and Shariah-compliant treatment processes, all of which shape their trust in a destination's healthcare system. While national models such as SMIIC halal pharmaceutical standards, Malaysia's halal pharmaceutical standards and Indonesia's Shariah Hospital Certification demonstrate the feasibility of institutionalized halal healthcare governance, these frameworks remain fragmented across jurisdictions, limiting crossborder trust and destination comparability for medical tourists. Empirical evidence further confirms that Shariah compliance and service quality influence patient loyalty primarily through trust, reinforcing accreditation's role as a credibility mechanism rather than a mere compliance formality.

This paper argues that the credibility and long-term growth of halal medical tourism depend on the development of a coherent governance and accreditation framework, similar to the standardization pathways already established in halal food and hospitality certification. Using a conceptual and comparative-policy approach, the study draws on halal medical tourism literature to identify the institutional components required for such a framework: accreditation standards for Shariah-compliant clinical processes, oversight of halal pharmaceuticals and medical devices, and destination-level coordination between health authorities, hospitals and religious certification bodies.

The paper positions accreditation not merely as a compliance mechanism, but as a trust infrastructure that directly shapes patient confidence, destination choice and repeat medical travel. The proposed framework identifies three governance priorities: harmonized accreditation standards for Shariah-compliant medical facilities and processes; institutional coordination between health regulators, hospitals, and Islamic certification authorities; and transparent communication of halal compliant care standards to build patient trust. This approach responds directly to documented gaps in international standardization while addressing the specific expectations of Muslim medical tourists identified in recent hospital-based research.

The study contributes a practical governance model for policymakers, healthcare providers, and destination managers seeking to develop halal medical tourism as a credible and sustainable growth segment within the broader halal tourism economy. It positions healthcare as an integral and currently underdeveloped, pillar of trust-based Islamic tourism development.

**Keywords:** Halal medical tourism; healthcare accreditation; governance; Shariah-compliant care

# Fading Signals: The Declining Digital Footprint of Sufi Shrine Urs Commemorations in Pakistan — Evidence from Google Trends, 2011–2026

Rafi Amir-ud-Din

CUI, Lahore, Pakistan

[rafi.amiruddin@cuilahore.edu.pk](mailto:rafi.amiruddin@cuilahore.edu.pk)

Abdus Sattar Abbasi

CUI, Lahore, Pakistan

[drabdussattar@cuilahore.edu.pk](mailto:drabdussattar@cuilahore.edu.pk)

Abdul Wahid

CUI, Lahore, Pakistan

[awahid11@gmail.com](mailto:awahid11@gmail.com)

## Abstract

Religious tourism to South Asian Sufi shrines remains poorly measured, as formal visitor statistics are rarely collected or publicly disseminated. This study uses internet search-interest data (Google Trends) as a low-cost, publicly available proxy for devotional tourism demand, examining three major Pakistani Sufi shrines: Baba Fariduddin Ganjshakar (Pakpattan, Punjab), Data Ganj Bakhsh/Ali Hujwiri (Lahore, Punjab), and Lal Shahbaz Qalandar (Sehwan Sharif, Sindh).

We construct monthly search-interest series (2011–2026) for each saint's name, and identify the exact Gregorian month of each shrine's annual urs using a Hijri-Gregorian calendar correspondence, since the Islamic lunar calendar shifts roughly eleven days earlier each Gregorian year. Regression models with year fixed effects and year interactions estimate how each shrine's urs-linked search spike has evolved over the sample period, net of a weather-based baseline series controlling for Pakistan's rapid growth in internet penetration.

We find a striking, generalizable pattern: the urs-month search effect has declined significantly across all three shrines. Most notably, Baba Farid's urs-effect reverses sign entirely — from a large, significant positive spike in 2011 to a significant negative effect by 2026 — while Data Ganj Bakhsh's and Lal Shahbaz Qalandar's effects fade toward statistical insignificance without reversing. A robustness check ruling out extreme summer heat as an explanation shows the Baba Farid decline predates any drift of the urs into Pakistan's hottest months, weakening a purely climatic account.

These findings suggest a genuine shift in how devotional attention to Sufi shrine commemorations manifests online, with variation across shrines that merits further explanation — plausibly reflecting migration of devotional content consumption toward social and video platforms, changing generational engagement with shrine culture, or broader shifts in religious practice documented in the literature on reformist critiques of shrine visitation in Pakistan. The study offers a scalable, fieldwork-independent methodology for tracking religious-tourism demand in data-scarce contexts, while cautioning that declining search salience should not be read uncritically as declining devotion without further corroborating evidence.

**Keywords:** South Asian, Sufi shrines, devotional attention, Baba Farid, Islamic lunar

# Beyond the Plate: Expanding Halal Certification to Full-Spectrum Islamic Tourism and Hospitality

Salman Saeed, Khurram Shahzad, Yasar Saleem, Abdul Ahid and Shaista Nawaz  
Food & Biotechnology Research Center, PCSIR Labs Lahore, Pakistan  
[salmaansaeed@gmail.com](mailto:salmaansaeed@gmail.com)

## Abstract

In Islamic theology, Allah (SWT) is not only Creator but the sole Lawgiver, Governor, and Ruler of the universe. Mankind is bound to obey His divine order, adopting Islam (Deen) as an integrated lifestyle rather than a fragmented set of choices. While *Halal* (permissible) and *Haram* (forbidden) are clear, believers are guided to actively avoid *Mashbooh* (doubtful) matters to maintain *Halalan Toyyiban* (wholesome and ethical) purity. Consequently, modern travel certification must evolve beyond food to cover the complete guest experience.

This mini review examines two prominent frameworks: OIC/SMIIC 9:2019 (Halal Tourism Services), which establishes a modular, three-tiered classification (Categories A, B, C) for global accommodation and tour operations, and Malaysia's MS 2610:2015 (Muslim Friendly Hospitality Services), which enforces a uniform baseline requirement for halal food, prayer facilities, and ethical operations. Comparing the two, OIC/SMIIC 9 offers flexible international scalability for non-OIC destinations, whereas MS 2610 provides a tightly integrated national model tied directly to JAKIM standardizations.

Crucially, this opportunity offers a critical commentary on a major blind spot in current schemes: their failure to address financial integrity. Existing certifications evaluate physical touchpoints (kitchens, amenities, spa operations) while completely ignoring financial *Mashbooh* elements such as interest-bearing leverage, non-Shariah-compliant capital funding, and un-purified interest revenues. To achieve true *Halalan Toyyiban* integrity, Halal tourism schemes must expand their scope to integrate Shariah financial governance alongside physical hospitality standards.

**Keywords:** Deen, Halalan Toyyiban, Mashbooh, OIC/SMIIC 9:2019, MS 2610:2015, Islamic Hospitality, Financial Integrity, Halal Certification.

# Enhancing the Muslim Traveler Experience: A Shariah-Compliant AI App to Fulfill Their Religious Requirements

Hassan Usmani

## Abstract

International Traveling is always exciting, but for practicing Muslims, it often brings hidden challenges, such as finding Masajid for Salath on time and searching for truly verified Halal food. At times, this can feel like a full-time job. Existing travel apps do not fulfill these daily religious needs. This paper suggests a smart, AI-powered travel app tailored to the needs of Muslims. So, instead of generic alerts, the app uses real-time GPS and intelligent algorithms to act as a personal Online Mufti travel guide. It automatically calculates when a traveler qualifies for travel concessions (Rukhsah) in matters of prayer and fasting, etc, adjusts prayer windows based on their exact Madhab (school of thought), and uses smart GPS tracking, so the user can get reliable information about Halal restaurants nearby. By combining Islamic legal principles with modern technology, this research shows how artificial intelligence can make travel peaceful, seamless, and deeply respectful of a traveler's faith.

**Keywords:** Halal Travel, Smart Apps, Shariah, Easy Travel, GPS Tracking

# Exploring the Role of Internet of Things (IoT) in Enhancing Sustainable Performance: A Case Study of the Hotel Industry in Pakistan

Muhammad Faisal Majeed  
Lahore Leads University, Pakistan

Amer Hussain  
Lahore Leads University, Pakistan

## Abstract

The rapid advancement of digital technologies has significantly transformed the hospitality industry by enabling organizations to enhance operational efficiency, improve customer experiences, and achieve sustainable development goals. Among these technologies, the Internet of Things (IoT) has emerged as a critical driver of smart hospitality by connecting physical devices, collecting real-time data, and enabling intelligent decision-making. This study examines the influence of Internet of Things (IoT) adoption on sustainable performance in the hotel industry of Pakistan. Specifically, the study investigates how IoT-enabled technologies contribute to economic, environmental, and social sustainability outcomes in three-stars, four-stars and five-stars' hotels. A quantitative research approach was adopted, and data were collected from managerial-level employees of the hotels located in Lahore, Rawalpindi and Islamabad, Pakistan. A structured questionnaire was used to measure IoT adoption through dimensions including smart guest services, operational automation, IoT-enabled resource management, data analytics capability, and technological readiness. Sustainable performance was assessed through economic, environmental, and social performance indicators. The collected data were analyzed using Structural Equation Modeling (SEM) to examine the hypothesized relationships between IoT adoption and sustainable performance.

The findings reveal that IoT adoption plays a significant role in enhancing sustainable performance by improving operational efficiency, optimizing resource utilization, reducing environmental impact, and enhancing guest satisfaction. The study highlights that advanced hotels with greater technological capabilities are better positioned to leverage IoT for achieving sustainability and competitive advantage. The research contributes to the tourism sector in general and particularly Islamic tourism fostering ties with Islamic countries for tourism sector. emerging literature on digital transformation and sustainable hospitality by providing empirical evidence from Pakistan, an emerging hospitality market where technology-driven sustainability practices remain underexplored. The findings offer valuable implications for hotel managers, policymakers, and technology providers regarding strategic investment in IoT infrastructure to support sustainable and smart hotel operations.

**Keywords:** Sustainable Performance, Smart Hospitality, Digital Transformation, Hotel Industry

# Environmental Sustainability Challenges in Abbottabad: Assessing the Impact of Tourism on Urbanization

Sultan Mahmood

Hazara University Mansehra, Pakistan

[wafa692@yahoo.com](mailto:wafa692@yahoo.com)

## Abstract

Abbottabad is one of the prominent tourist destinations in Khyber Pakhtunkhwa, Pakistan, attracting visitors because of its scenic landscape, pleasant climate, forests, and proximity to major tourist areas of Hazara Division. Tourism has contributed significantly to local economic activity, employment, commercial expansion, and infrastructure development. However, the growing intensity of tourism has also accelerated urbanization, resulting in substantial pressure on land, forests, water resources, transport infrastructure, and other environmental resources. This study examines the relationship between tourism development and urbanization in Abbottabad and assesses the environmental sustainability challenges emerging from tourism-induced urban growth. The study conceptualizes tourism development as a major driver of urbanization through the expansion of hotels and guest houses, commercial activities, housing demand, transportation infrastructure, and tourism-related investment. It investigates how these processes contribute to land-use changes, encroachment on green areas, deforestation, pollution, increasing waste generation, water and energy pressures, traffic congestion, and biodiversity loss. Particular attention is given to the effects of tourism-induced urbanization on environmental quality, forest and water resources, air quality, local communities, and the overall tourist experience. The study also examines the effectiveness of existing national and provincial environmental and tourism policies, including relevant institutional and regulatory mechanisms in Khyber Pakhtunkhwa.

The study argues that the environmental challenges confronting Abbottabad are not solely the consequence of increasing tourist numbers but are closely associated with rapid and inadequately planned urban expansion. Weak policy implementation, insufficient waste-management capacity, seasonal tourism pressure, limited environmental awareness, and inadequate institutional coordination further intensify these challenges.

The study recommends an integrated approach combining sustainable tourism planning, urban land-use regulation, eco-tourism, green infrastructure, forest conservation, improved waste management, community participation, and effective Environmental Impact Assessments (EIAs). It concludes that balancing tourism development with environmentally responsible urban planning is essential for ensuring the long-term ecological sustainability, economic vitality, and attractiveness of Abbottabad.

**Keywords:** Tourism Development; Urbanization; Environmental Sustainability; Sustainable

# AI-Driven Statistical Analysis of the Saudi Arabian Tourism Market During Hajj and Umrah Seasons

Anum Ali

Lahore Leads University

[dranumali.cs@leads.edu.pk](mailto:dranumali.cs@leads.edu.pk)

Noreen Aamir

Lahore Garrison university.

## Abstract

Saudi Arabia's religious tourism market is undergoing substantial transformation under Saudi Vision 2030, with Hajj and Umrah representing major components of the Kingdom's tourism, hospitality, transportation, retail, and service economies. The rapid growth in international Umrah arrivals, combined with the highly seasonal nature of Hajj, creates a complex tourism-demand environment that can benefit from artificial intelligence (AI) and advanced statistical analysis. This study proposes an AI-driven statistical framework for analyzing and forecasting the Saudi Arabian tourism market during Hajj and Umrah seasons. The proposed framework integrates pilgrimage statistics, international arrivals, accommodation demand, transportation flows, tourism expenditure, exchange rates, air-ticket prices, hotel prices, weather conditions, religious-calendar variables, and macroeconomic indicators.

Recent official statistics demonstrate the scale of this market. Saudi Arabia recorded approximately 16.92 million Umrah performers from outside the Kingdom in 2024, while Hajj in 2025 attracted 1,673,230 pilgrims, including 1,506,576 from outside the Kingdom. In the fourth quarter of 2025 alone, more than 11.29 million Umrah performers were recorded. These patterns demonstrate the importance of forecasting demand and optimizing tourism resources.

The proposed methodology combines descriptive statistics, correlation analysis, seasonal decomposition, multiple regression, Random Forest, Gradient Boosting, and Long Short-Term Memory (LSTM) neural networks. Model performance can be evaluated using Mean Absolute Error (MAE), Root Mean Square Error (RMSE), Mean Absolute Percentage Error (MAPE), and coefficient of determination ( $R^2$ ). The framework is intended to identify the principal determinants of Hajj and Umrah tourism demand, forecast future visitor volumes, estimate seasonal tourism pressure, and support evidence-based decision-making for hotels, airlines, travel agencies, transportation providers, retailers, and government authorities. The study contributes an integrated AI-statistical framework for managing religious tourism demand and supporting the objectives of Saudi Vision 2030.

**Keywords:** Saudi Tourism, Hajj, Umrah, Tourism Forecasting, Demand Vision 2030

# Sustainable Halal Tourism and Islamic Heritage Preservation: A Strategic Framework for Cultural Identity and Economic Development in Muslim Countries

Iqra Sialkot

Hafiz Mohsin Zia Qazi

## Abstract:

Sustainable halal tourism has emerged as a dynamic and rapidly growing segment of the global tourism industry, offering significant opportunities for cultural preservation, ethical travel, and economic development in Muslim-majority countries. This study examines the role of sustainable halal tourism in preserving Islamic heritage while simultaneously contributing to socio-economic growth. Islamic heritage sites, historical landmarks, and cultural traditions represent not only spiritual value but also untapped economic potential that can be effectively utilized through well-structured tourism strategies. The research adopts a qualitative and analytical approach, drawing upon existing literature, policy documents, and selected international case studies from countries such as Turkey, Malaysia, and Pakistan. The findings highlight that halal tourism, when aligned with sustainability principles, strengthens local economies, promotes job creation, and enhances global cultural understanding. However, challenges such as weak infrastructure, lack of standardized halal tourism policies, limited global branding, and insufficient community engagement continue to restrict its full potential. The study proposes a strategic framework integrating Islamic ethical values, sustainable tourism development, and modern digital innovation to enhance the effectiveness of halal tourism. It emphasizes the importance of collaboration between government institutions, private stakeholders, and local communities to ensure long-term sustainability and cultural authenticity. Ultimately, this research contributes to the growing discourse on Islamic tourism by presenting halal tourism as a balanced model for preserving identity while achieving economic resilience.

**Keywords:** Halal Tourism, Islamic Heritage, Sustainable Development, Islamic Economy.

# The Comparative Study of the Memoirs, Lahore: A Sentimental Journey and Istanbul: Memories and the City, the Significance of Melancholic Inflexion in Celebrating the Cultures

---

Aiman Amjad, Lahore Leads University,  
Mahmood Ahmad Azhar, Lahore Leads University  
Faisal Majeed, Lahore Leads University

## Abstract

The study is based upon the two memoirs, Lahore: A Sentimental Journey by an Indian author, Pran Neville and Istanbul: Memories and the City by Orhan Pamuk. Orhan Pamuk's intensely melancholic memoir Istanbul: Memories and the City is primarily autobiographical. It discusses Turkey's vast cultural transformation – the never-ending conflict between the modern and the promising past. Lahore: A Sentimental Journey deals with the lamentation of the author, who is displaced from his birthplace because of the agonizing partition. The research paper aims to conduct the comparative study between the two memoirs to analyse the emotional intervention of the authors in the texts. For this purpose, the theoretical lens of cultural psychology proposed by Richard Shweder is utilized along with its integration with Sara Ahmed's Affect theory. Hence, by incorporating the above-mentioned theoretical framework with the comparative study of the two cities, Lahore and Istanbul, I would be highlighting the facts that what sort of emotions acted as driving forces for the authors behind the creation of such master pieces. How the contingency of pain stimulates the emotional attachment to their birthplaces respectively leads towards identifying the melancholic intonation of the authors. The major resolution of the paper will be to direct the discussion that how the colonizers and modernity have incorporated in the modifications of the cities through their vicious agenda of exploiting the 'less whites' and how they (west) have been representing Asians through their 'contrived' perspectives to the world. Finally, the research will highlight the aspects of how the two cities share some eminent syncretical values as an emblem of 'Asiatic solidarity'.

**Keywords:** Culture, traditions, melancholy, tone. Colonization, modernity, metropolitan, Asia.

# Analysis of Non-Muslim Tourists' Perspective on the Mosque Tour Experience at the Tourism Mosques in Malaysia

---

Maimunah Abdul Aziz, Universiti Kuala Lumpur, Malaysia, [maimunah@unikl.edu.my](mailto:maimunah@unikl.edu.my)

Siti Salwa Safari, International Islamic Universiti Malaysia

Tengku Elvirozita Tengku Mansor, Tunku Abdul Rahman University of Management and Technology Malaysia

## Abstract

Tourism Mosques is the concept of mosques or in Islam called as 'masjid' to be opened for tour to the Muslim and non-Muslim tourists. In Malaysia, the approach of welcoming tourists to mosques had very long started since the early 2000's. As the tour involved the non-Muslim tourists, it affects their satisfaction and review of the mosques which later being shared to the world through the different mediums. In the era of social media, all the unfiltered information can spread widely in a few seconds. Hence, the research intended to investigate the non-Muslim tourists' experience and their perspective towards tourism mosque, specifically mosque tour experience in Malaysia. The research applied qualitative approach. The method is semi-structured interview with the non-Muslim tourists at 6 tourism mosques in Malaysia. As a result, the research will analyze and classify the tourists' perspectives post their visit and tours at mosques. The result has the implication in the development of a more effective and satisfying mosque tour program and modules for tourism mosques in Malaysia. It can also be a good guide for the tourism mosque module development for all mosques all over the world.

**Keywords:** Mosque, tour experience, social media, Malaysia