

Introducing the Journal of Islamic Tourism (JIT)

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The holy Quran describes human life as a journey, human knowledge as light and human ignorance as darkness and presents the entire universe as an important source of spiritual inspiration, contemplation and reflection about our past and future. Tourism in such a context becomes a means for apprehending the reality of human existence encouraging new insights into the ways in which we conceptualize, explore and investigate travel related phenomena and associated experiences.

Islamic tourism is an emerging field of enquiry requiring new insights, conceptual and methodological debates and discussions about its true character, nature and scope while keeping in mind Islamic faith and ideology, key Islamic value propositions and the interplay of cultural and social factors, business strategies, government policies and viewpoints of various stakeholders.

The principle aim behind this new journal is a timely reassessment of the increasing demand of Islamic Tourism Destinations on a global stage, and the need to explore key learning points from a range of contemporary case studies of religious and pilgrimage activities, related to ancient, sacred and emerging tourist destinations and new forms of pilgrimage within an Islamic context. Islam is the second largest religion in the world after Christianity and there are an estimated 1.8 billion Muslims around the world and there is a growing need for focusing on a range of activities undertaken by Muslims spanning from hajj and pilgrimage to leisure and business travel.

Within the broad notion of Islamic tourism, travel motivations are not always or entirely religious. Muslim travellers can pursue leisure experiences that are same as in the case of non-Muslim travellers, albeit within parameters set by Islam, and destinations are not necessarily locations where Shari'a or full Islamic law is enacted. The concept for Islamic tourism includes visions and ideas that outline the inclusion of Islamic religious-cultural sites such as shrines, tombs, old battle sites, ancient pilgrim routes. Demand for leisure travel by Muslims is mounting in parallel with the expanding Muslim population worldwide. The World Travel and Tourism Council calculates that Muslim travellers generated US\$140 billion (S\$192 billion) for the global tourism and it was forecast that the market was worth US\$238 billion by 2019.

Aims and Scope

The Journal of Islamic Tourism (JIT) is a peer-reviewed journal focusing on publishing the most current and influential scholarship on travel and tourism within an Islamic context focusing on tourism development, destination management, travel motivations and behaviour. JIT invites manuscripts focusing on wide ranging issues such as theoretical conceptualizations, empirical research, managerial and policy development issues from different disciplines to expand frontiers of knowledge in and contribute to the literature on Islamic tourism. The journal is open to different methodological debates and perspectives including qualitative and quantitative research.

Thank you and Feedback

This is the first Volume of our Journal of Islamic Tourism and we are delighted to be able to publish this volume with your support and assistance. This is a special moment for us and colleagues who have been instrumental behind the scene in developing the website and assisting us in publishing our first Volume.

We feel excited about the future of our Journal and we very much look forward to receiving contributions from academics, researchers, practitioners and policy makers on matters relevant to the advancement of Islamic tourism as a field of study.

Finally, we would like to offer our thanks to contributing authors for the first issue of our journal.

Best wishes,

Yasin, Ahmad and Razaq