

The Islamic Hotels Halal Development Council

The proceedings volume focuses on halal management and science topics. Issues related to business model, management, marketing, finance, food security, lifestyle, hospitality, tourism, cosmetics, personal care, legal aspects, technologies and sciences are presented in the chapters. In addition, the book also covers comprehensive areas of halalan toyyiban chains of production from raw materials, ingredients, planning, manufacturing, packaging, logistics, delivery, warehousing, marketing to consumption. Various survey results and few cases explore practical solutions to these issues of interest to academics in university settings as well as practitioners in different industries and government agencies.

"This book offers in-depth perspectives on the influence of Islam on consumer behavior, the travel industry, product development, and the promotion of goods and services, focusing on current trends and tools, comprehensive interviews, questionnaires, and emerging research"--Provided by publisher.

The increasing demand for halal products, including goods and services, every year, especially for food and beverages, has resulted in a growing need for products with halal guarantees. Along with the increasing trend of the global demand, it has resulted in an increase in producers of halal food and beverages in both Muslim and non-Muslim countries. In addition the demand for halal tourism is also increasing. Indonesia is one of the largest Muslim countries in the world. However, there are still many Muslim consumer actors and Muslim producer actors who do not yet have an awareness of the importance of complying with the provisions of Islamic law in consuming and producing goods and services. There are still many restaurants and hotels that serve food and drinks that are not certified halal. There are still many food, medicinal and cosmetic products that are not halal certified. But now many secular countries such as France, Canada, Australia, the United States, Britain are also halal certified with the aim of meeting the Muslim demand for halal products for food and beverage, including for halal tourism. Starting from the development of the halal industry both in the fields of food, beverages and services, an International Seminar was held, which provides a more complete understanding of halal products, current halal developments and can serve as motivation to produce halal products, providing research results from the topic of halal development. The international seminar, entitled International Conference on Halal Development, listed speakers from several countries able to provide an overview of the halal development of several countries. This book contains a selection of papers from the conference.

According to the World Tourism Organization (UNWTO), international tourists engaging in cultural activities accounted for more than 500 million of international tourist numbers in 2017. City tourism relies on culture as a major product, providing benefits not only for interested visitors, but also for the local resident population. New trends in tourism include "experiential tourism", where the interactions between tourists and residents become a key part of the tourism experience and overall customer satisfaction. New technologies and IT applications allow tourists to design their own trip, given the presence of global companies like Trip Advisor, Booking.com and AirBnB. This comprehensive volume explores new trends in cultural tourism, demonstrating how and why culture has become a central factor in tourism. The authors analyse a wide range of relevant issues, including: how heritage-based and cultural tourism could contribute to the sustainability of destinations; the increase of religious travels to and within Arab countries; and how cultural tourism fosters understanding among people and cultures, and could even potentially help to consolidate peace at a regional level. The book also analyses interactions between hosts (the local residents) and guests (the cultural visitors), revisiting the pioneer hippy travelling experiences in Turkey of the 1960s and how they shaped youth culture. This book will be of great interest to students and researchers of cultural tourism. The chapters were originally published in the journal *Anatolia*.

Tour guides, a highly responsible group of professionals who are in direct communication with tourists traveling around the world, have a great impact on the proper promotion of the culture of countries, global peace, and tolerance. Additionally, they are also effective in the preservation of world natural heritage. Thus, the educational status of tour guides, as well as the characteristics and ethical values that they should possess, need to be examined on an international scale. In today's world, where tourism demand is directed towards all types of tourism, practices in special interest tourism should be customized in order to ensure the highest level of service quality and cultural appreciation. Cases on Tour Guide Practices for Alternative Tourism provides emerging research exploring the theoretical and practical aspects of the occupational issues that surround tour guides and their applications within international tourism. Featuring coverage on a broad range of topics such as cultural education, specialized learning, and international business, this book is ideally designed for tour guides, travel agencies, tour managers, tour developers, heritage sites, museums, academicians, researchers, students, industry experts, and hospitality professionals.

In recent years, a critically oriented sub-stream of research on Muslim consumers and businesses has begun to emerge. This scholarship, located both within and outside the marketing field, adopts a socio-culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets. This book seeks to reflect various unheard and emerging critical voices from within the Muslim world, and provide a series of critical insights on how, if and why Islam matters to marketing theory and practice. It questions the existing assumptions and polarising discussions which underpin the portrayal of Islam as the 'other' of Modernity, while acknowledging that Muslims themselves are partially responsible for creating stereotyped representations of Islam and 'the Muslim'. This wide-ranging and insightful collection will advance emerging critical perspectives, and provide new insights that will influence the generation and application of knowledge in the context of Muslim societies. It will open up fresh conversations for scholars in marketing as well as the broader humanities and social sciences.

This book examines a range of current issues in Islamic development management. The first part of the book explores practical issues in governance and the application of Islamic governance in new areas such as quality management systems and the tourism industry, while the second delves into questions of sustainability. The book proposes a new Islamic sustainability and offers new perspectives on CSR in connection with waqf (Islamic endowments) and microfinance. The third part of the book addresses Islamic values and how they are applied in entrepreneurship, inheritance, consumer behavior and marketing. The fourth part examines the issues of waqf and takaful (a form of insurance in line with the Islamic laws), while the fifth discusses the fiqh (the study of Islamic legal codes) and legal framework from the perspectives of entrepreneurship, higher education, reporting and inheritance (wills). The final chapter is dedicated to the application of Islamic principles in various other issues. Written in an accessible style, the book will appeal to newcomers to the field, as well as researchers and academics with an interest in Islamic development management.

The development of Islamic banking and finance (IBF) previously centred around three regions of the world: the Middle East, Southeast Asia, and South Asia. However, in recent years, this has expanded, as interest in IBF has gained momentum in Australia, the USA, and Europe, especially in the UK. Several Western market players have established their own Islamic window or subsidiaries to cater to the need of growing Muslim populations in these regions. This book examines the recent developments in IBF, particularly in the context of Islamic social finance instruments, such as Islamic microfinance, halal education, takaful, mutual funds, and waqf. It covers the religiosity, spirituality, and tawhid index, which promotes social well-being and empowerment. The book is interdisciplinary, and theories, practice, and key issues are presented simultaneously, introducing new ideas and techniques to the IBF community. Moreover, the book examines topics such as innovation in Islamic social finance instruments, advanced techniques of risk mitigation in Islamic capital markets, marketing and the halal industry, and shari'ah-compliant instruments, which are critical to Islamic finance. The book is an essential reference text for academics and

research students at the master's and doctorate levels in IBF.

From food products to fashions and cosmetics to children's toys, a wide range of commodities today are being marketed as "halal" (permitted, lawful) or "Islamic" to Muslim consumers both in the West and in Muslim-majority nations. However, many of these products are not authentically Islamic or halal, and their producers have not necessarily created them to honor religious practice or sentiment. Instead, most "halal" commodities are profit-driven, and they exploit the rise of a new Islamic economic paradigm, "Brand Islam," as a clever marketing tool. Brand Islam investigates the rise of this highly lucrative marketing strategy and the resulting growth in consumer loyalty to goods and services identified as Islamic. Faegheh Shirazi explores the reasons why consumers buy Islam-branded products, including conspicuous piety or a longing to identify with a larger Muslim community, especially for those Muslims who live in Western countries, and how this phenomenon is affecting the religious, cultural, and economic lives of Muslim consumers. She demonstrates that Brand Islam has actually enabled a new type of global networking, joining product and service sectors together in a huge conglomerate that some are referring to as the Interland. A timely and original contribution to Muslim cultural studies, Brand Islam reveals how and why the growth of consumerism, global communications, and the Westernization of many Islamic countries are all driving the commercialization of Islam.

Offers a new dimension to the halal industry as the chapters cover various aspects from marketing, food tourism, economics, internal marketing, corporate governance, accounting, hospitality to halal certification that deal with complying to the halal standard. Interesting fact on Islamic dietary laws amalgamates the business practices in the hospitality sector with Muslim religious needs. As such, Islamic principles must be adhered at all times as far as halal business is concerned. This book focuses Islamic interdisciplinary and will appeal to students, academician, researchers and halal industry practitioners.

The event to provide a scientific forum that will appeal to them -individual scholars, practitioners, policy makers, especially post graduate students to present their experiences, research findings, sharing ideas and experiences. For the nature of the object being discussed is interdisciplinary, the Post-Graduate School (SPS) of Syarif Hidayatullah State Islamic University Jakarta is called to organize International Colloquium on Interdisciplinary Studies 2019 (ICIIS 2019) with the theme "Moslem Societies and Social Transformation". In 2019, this event has been held in 7-9 November 2019 in the Post-Graduate School of Syarif Hidayatullah State Islamic University Jakarta. It is the conjunction with the 3rd International Conference on Quran and Hadith Studies (ICONQUHAS2019). The event is jointly organized and hosted by Postgraduate School, Faculty of Theology (Ushuluddin) of Syarif Hidayatullah State Islamic University Jakarta, Paramadina University, and Islamic University of Jakarta. The conference papers from any kind of stakeholders and interdisciplinary studies related with Religion, and Social Related Studies. Each contributed paper was refereed before being accepted for publication. The double-blind peer reviewed was used in the paper selection.

Provides a synthesis of thought on an influential issue for tourism, and a point of focus for tourism researchers, managers and developers in countries such as the United Arab Emirates, Jordan, Egypt, Maldives and Turkey, as well as the Western world. The Principles of Islamic Marketing provides a complete guide to the requirements an organization needs to follow when managing its entire marketing function within the Muslim market or when adapting part of its offering to that market. This is not a religious book. It's a marketing book that represents the values behind a business model adopted by nearly one fifth of the world population; the Islamic Economic System.

Islamic Branding and Marketing: Creating A Global Islamic Business provides a complete guide to building brands in the largest consumer market in the world. The global Muslim market is now approximately 23 percent of the world's population, and is projected to grow by about 35 percent in the next 20 years. If current trends continue, there are expected to be 2.2 billion Muslims in 2030 that will make up 26.4 percent of the world's total projected population of 8.3 billion. As companies currently compete for the markets of China and India, few have realized the global Muslim market represents potentially larger opportunities. Author Paul Temporal explains how to develop and manage brands and businesses for the fast-growing Muslim market through sophisticated strategies that will ensure sustainable value, and addresses issues such as: How is the global Muslim market structured? What opportunities are there in Islamic brand categories, including the digital world? What strategies should non-Muslim companies adopt in Muslim countries? More than 30 case studies illustrate practical applications of the topics covered, including Brunei Halal Brand, Godiva Chocolatier, Johor Corporations, Nestle, Unilever, Fulla, Muxlim Inc, and more. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand within an Islamic country looking for growth, Islamic Branding and Marketing is an indispensable resource that will help build, improve and secure brand equity and value for your company.

The rapid expansion of the halal industry and its markets has occurred not only in the heavily Islamic regions of Southeast Asia and the Middle East, but also in more unexpected countries such as Turkey, Japan, and South Korea, plus many others around the world. Yet despite both the increasing number of practicing Muslims and the demand for halal products worldwide, a base of scholarship on the subject has never emerged. The industry has been more market driven rather than knowledge driven. As such, industry operators have frequently drawn attention to the absence of such an authoritative text, one that would elucidate the shariah credibility of halal as well as its market presence. Mohammad Hashim Kamali's Shariah and the Halal Industry is designed to fill this gap. The first of its kind in the English language, the book is written in an accessible and reader-friendly style by a world-renowned authority on Islamic law and jurisprudence. The book serves as a reference on the shariah foundations of halal and meets the needs not only of industry operators and decision-makers, but also of students, scholars of Islam, and the many practicing Muslims who are customers of the halal industry across the globe. The book can also serve to educate the general public and non-specialist readers on Islam and shariah law at-large.

The global halal industry is likely to grow to between three and four trillion US dollars in the next five years, from the current estimated two trillion, backed by a continued demand from both Muslims and non-Muslims for halal products. Realising the importance of the halal industry to the global community, the Academy of Contemporary Islamic Studies (ACIS), the Universiti Teknologi MARA Malaysia (UiTM) and Sultan Sharif Ali Islamic University (UNISSA) Brunei have organised the 4th International Halal Conference (INHAC) 2019 under the theme "Enhancing Halal Sustainability". This book contains selected papers presented at INHAC 2019. It addresses halal-related issues that are applicable to various industries and explores a variety of contemporary and emerging issues. It covers aspects of halal food safety, related services such as tourism and hospitality, the halal industry - including aspects of business ethics, policies and practices, quality assurance, compliance and Shariah governance Issues, as well as halal research and educational development. Highlighting findings from both scientific and social research studies, it

enhances the discussion on the halal industry (both in Malaysia and internationally), and serves as an invitation to engage in more advanced research on the global halal industry.

The Routledge Handbook of Halal Hospitality and Islamic Tourism

This book takes inventory of and evaluates the available resources for the development of alternative tourism in Turkey. It examines the role of alternative tourism in future tourism development plans and proposes public policies necessary to assure sustainability. Although tourism started later in Turkey than in the Western Mediterranean countries it has grown very rapidly during the last three decades and today the country ranks among the top ten countries in the world in terms of both arrivals and receipts. However, most of the tourism development has been in the mass tourism sector or the so-called sun-sea-sand tourism. While crucial for the economic development of Turkey, mass tourism, in the absence of proper planning, has happened in a haphazard manner leading to numerous environmental and socio-cultural problems. This book argues that, in order to mitigate these problems, Turkey should encourage the development of alternative forms of tourism.

Heritage, Culture and Society contains the papers presented at the 3rd International Hospitality and Tourism Conference (IHTC2016) & 2nd International Seminar on Tourism (ISOT 2016), Bandung, Indonesia, 10—12 October 2016). The book covers 7 themes: i) Hospitality and tourism management ii) Hospitality and tourism marketing iii) Current trends in hospitality and tourism management iv) Technology and innovation in hospitality and tourism v) Sustainable tourism vi) Gastronomy, foodservice and food safety, and vii) Relevant areas in hospitality and tourism Heritage, Culture and Society is a significant contribution to the literature on Hospitality and Tourism, and will be of interest to professionals and academia in both areas.

This book focus on to comprehensively examine tourism and development debates with some local cases and global conceptual perspective. Throughout the book, case studies and photographs are provided to illustrate key points. The list of references is impressive and exhaustive, which confirms the authors' intentions to take an overall trip to the existing literature. Practically nothing has been omitted; all relevant authors have been consulted and the structure of the book follows an organized order. This is why this book will be of a great interest to tourism and development studies, students at first place is also for managers, academics, politicians and all others interested in the subject.

This book contains 35 papers from the Tourism Outlook Conference held in Lombok, Indonesia in July 2015. The book presents comprehensive discussions on sustainability in the tourism industry. It includes research on various constituents of the tourism sector and analyses of each of them from a sustainability standpoint. Case studies that are global in nature are presented to show how sustainable applications can be used and how concerns can be addressed. The book is a response to rapid change in contemporary tourism trends brought about by global economic and social forces such as development pressures, population growth, major resource extraction, industrial fishing, global climate change and steadily rising sea levels. Balancing Development and Sustainability in Tourism Destinations serves as a platform for students and educators, government agency employees, hospitality and tourism industry practitioners, public and private land managers, community development workers, and others interested in identifying practical solutions, charting new directions, and creating opportunities for sustainable tourism development.

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Creating Innovative and Sustainable Value-added Businesses in the Disruption Era". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

"Tourism is a complicated concept that covers a wide range of social, behavioural, economic, political, cultural, and environmental considerations. The concept of tourism consists of a set of activities, services, and benefits which all give tourists particular experiences. Islam is considered a major tourism market globally; however, special values of Muslims who have particular needs in their system of beliefs have not been well defined in the tourism market. Islamic tourism is all marketing and product development effort that are directed at Muslims, even without completely religious motivations. Efforts that emphasize the significance of Muslim and non-Muslim tourists as new markets and destinations for tourism; In other words, such efforts try to promote tourism among Muslims, develop new tourism destinations, and strengthen inter-organization and inter-government cooperation in the Islamic World. The religious-conservative concept for Islamic tourism has not yet been theoretically articulated. But various opinions and remarks in the discussions on the future of tourism in the Arab and Islam worlds as well as some practices of hotels managements indicate that articulations and implementations are just a matter of time. The whole idea is based on the conservative interpretation and understanding of Islam. Merging elements of the extremely conservative Islamic lifestyle with the modern tourism industry could indeed present new tourism options, spaces, and spheres. Excluding the fundamental isolationistic views which reject practically any tourism activities beyond pilgrimage, the religious-conservative concepts may be described as community tourism. Islamic resorts and hotels as well as Islamic destinations and programs are shaping some tourist activities; Islamic

resorts funded and owned by Islamic finance institutions, alcohol-free accommodations, no in-door disco/nightlife hotels, gendersegregated fitness and sport facilities, conservative in-door dress-codex, availability of prayerrooms on site, women floors and Islamic entertainment programs. Many elements of this concept are indeed implemented in the domestic tourism in Saudi Arabia and Iran. Halal tourism is a subcategory of tourism which is geared towards Muslim families who abide by rules of Islam. The hotels in such destinations do not serve alcohol and have separate swimming pools and spa facilities for men and women. Malaysia, Turkey and many more countries are trying to attract Muslim tourists from all over the world offering facilities in accordance with the religious beliefs of Muslim tourists. The Halal tourism industry also provides flights where no alcohol or pork products are served, prayer timings are announced, and religious programs are broadcast as part of entertainment offered on board. The cultural concept for Islamic tourism includes visions and ideas that outline the inclusion of Islamic religious-cultural sites in tourism programs with "pedagogical and self-confidence-building elements. It tries to encourage a re-orientation inside the tourist destinations towards less consumption and western-culture loaded sites towards more Islamic historical, religious and cultural sites. The economic concept for Islamic tourism is an extension and expansion oriented concept which focuses on the importance of intra-Muslim and intra-Arab tourism in terms of inclusion of new tourist markets and tourist destinations. The economic concept is the most wide-spread and widely discussed in the Arab and Muslim worlds at different levels. It considers the Muslim countries as one of the emerging tourist markets of the future with huge economic, demographic and destination potential. This book, Islamic Tourism, focuses on such issues as engagement (by Muslims), places (Islamic destinations), products (residential places, foods, and beverage), dimensions (economic, cultural, religious, etc), and managing service processes (marketing and ethical issues)."

Food trucks announcing "halal" proliferate in many urban areas but how many non-Muslims know what this means, other than cheap lunch? Here Middle Eastern historians Febe Armanios and Bogac Ergene provide an accessible introduction to halal (permissible) food in the Islamic tradition, exploring what halal food means to Muslims and how its legal and cultural interpretations have changed in different geographies up to the present day. Historically, Muslims used food to define their identities in relation to co-believers and non-Muslims. Food taboos are rooted in the Quran and prophetic customs, as well as writings from various periods and geographical settings. As in Judaism and among certain Christian sects, Islamic food traditions make distinctions between clean and impure, and dietary choices and food preparation reflect how believers think about broader issues. Traditionally, most halal interpretations focused on animal slaughter and the consumption of intoxicants. Muslims today, however, must also contend with an array of manufactured food products--yogurts, chocolates, cheeses, candies, and sodas--filled with unknown additives and fillers. To help consumers navigate the new halal marketplace, certifying agencies, government and non-government bodies, and global businesses vie to meet increased demands for food piety. At the same time, blogs, cookbooks, restaurants, and social media apps have proliferated, while animal rights and eco-conscious activists seek to recover halal's more wholesome and ethical inclinations. Covering practices from the Middle East and North Africa to South Asia, Europe, and North America, this timely book is for anyone curious about the history of halal food and its place in the modern world.

This comprehensive introduction explores the landscape of contemporary Islam. Written by a distinguished team of scholars, it: provides broad overviews of the developments, events, people and movements that have defined Islam in the three majority-Muslim regions traces the connections between traditional Islamic institutions and concerns, and their modern manifestations and transformations. How are medieval ideas, policies and practices refashioned to address modern circumstances investigates new themes and trends that are shaping the modern Muslim experience such as gender, fundamentalism, the media and secularisation offers case studies of Muslims and Islam in dynamic interaction with different societies. Islam in the Modern World includes illustrations, summaries, discussion points and suggestions for further reading that will aid understanding and revision. Additional resources are provided via a companion website.

This book contains selected papers which were presented at the 3rd International Halal Conference (INHAC 2016), organized by the Academy of Contemporary Islamic Studies (ACIS), Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia. It addresses halal-related issues that are applicable to various industries and explores a variety of contemporary and emerging issues. Highlighting findings from both scientific and social research studies, it enhances the discussion on the halal industry (both in Malaysia and at the international level), and serves as an invitation to engage in more advanced research on the global halal industry.

This book is the first to explore Arabic tourism from a business viewpoint, rather than taking a sociological, anthropological or political stance. It focuses on business planning, management and marketing destinations in the Arab World, which are topics crucial for industry stakeholders and which have previously been neglected in the tourism literature. The book examines similarities and differences in the emergence and development of the tourism industry in countries across the Arab world as well as its inbound and outbound travel flows. It analyses several different aspects of Arabic tourism including tourism policy, organisation and planning, tourism product development, destination marketing and consumer behaviour. This volume will be of interest to postgraduate students and researchers of tourism studies, business and Middle Eastern studies.

This volume brings together selected papers from the 17th EBES Conference, organized in Venice in winter 2015. The theoretical and empirical papers present the latest research in diverse areas of business, economics, and finance from many different regions. They chiefly focus on the interactions between economic development, entrepreneurship and financial institutions, especially putting the spotlight on cross-country evidence. Topics range from women's entrepreneurship and economic regulation, to sustainability and climate change. This book provides researchers, professionals, and students a great opportunity to catch up on the latest studies in different fields and empirical findings on many countries and regions.

Religious studies and research has gained a lot of interest and considerable attention from researchers, policy makers, and practitioners during the last few years. Though interest has increased, religious tourism is vastly underrepresented in modern research and not much is known on the subject's presence in most countries. Global Perspectives on Religious Tourism and Pilgrimage provides emerging research on religious tourism, the cultural impact of religion, and religiosity's impact on new market products. Highlighting the prevalence of religiosity, readers will learn tourism's impact on the world economy and the growing research in religious tourism, this book is an important resource for academic societies, entrepreneurs, policy makers, researchers, and educators.

The Routledge Handbook of Halal Hospitality and Islamic Tourism provides a greater understanding of the current debates associated with Islamic tourism and halal hospitality in the context of businesses, communities, destinations, and the wider socio-political context. It therefore sheds substantial light on one of the most significant travel and consumer markets in the world today and the important role of religion in

contemporary hospitality and tourism. The book examines halal hospitality and lodging, Islamic markets, product developments, heritage, certification, and emerging and future trends and issues. It integrates case studies from a range of countries and destinations and in doing so emphasises the significant differences that exist with respect to regulating and commodifying halal, as well as stressing that the Islamic market is not monolithic. Written by highly regarded international academics, it offers a range of perspectives and enables a comprehensive discussion of this integral part of Islam and contemporary society. This handbook will be of significant interest to upper level students, researchers, and academics in the various disciplines of Tourism, Hospitality, Food Studies, Marketing, Religious Studies, Geography, Sociology, and Islamic Studies.

Several factors contribute to the rapid development of tourism, such as strong economic growth. This result in more disposable income for travel, changing lifestyles and the expansion in transportation industry, which leads to cheaper travel costs and increased demand for tourism products and services is one of the largest and fastest growing economic sectors in the world. The growing demand for products and services comply with Islamic law, or shariah law is obvious and substantial in financial, food and travelling industry. Many scholars have identified religion as a stable factors influencing consumer buying behavior resulting in more demand for religious related product and services. In hospitality industry, scholars have highlighted the growing demand on Islamic Friendly Hotel (IFH) by Muslim tourists causing high commitment in developing such industry. This study found organizational factors including innovation champion, organizational context, and tangible resources and marketing strategy and environmental factors such as demand of Islamic hospitality, government ruling and incentives and competitors strategy were the key drivers to the implementation. These key drivers of implementation provides guidelines for hotels that intend to implement new services, reduced the learning time and promote innovative activities within hotels in Malaysia. Nonetheless, IFH implementation was challenged with high cost to maintain Halal certification, capacity management and international chain hotel status issues. Hotels intend to implement IFH should pay careful attention to the initial consequences such as decreasing non-Muslim customers thus resulting in decrease income at the early stage of introduction. This study has contributed on the development of IFH literature specifically Malaysia by providing popular and unpopular attributes of IFH in Malaysia. Therefore, if Malaysian hotels are to succeed and achieve competitive advantage, being able to address growing Muslim tourists' needs are essential priorities.

The notion of "mobilities," when looked at from a practical point of view, turns out to cover different kinds of human activity. It is not surprising, then, that when approached from an academic perspective, it reveals enormous potential for interdisciplinary research, which has proven extremely attractive to many scholars from different continents, disciplines, and schools of academic inquiry. The scholars in this volume focus on the specific aspects of mobilities, namely, tourism and travel behavior, but approach them from a plethora of positions. Such a myriad of perspectives is bound to be challenging in methodological terms, but it seems there is a growing agreement as to the worthiness of this interdisciplinary research. By means of combining various approaches, researchers obtain access to a fascinating and increasingly ubiquitous phenomenon of contemporary human mobility.

Conflicts, Religion and Culture in Tourism highlights the role of religious tourism and pilgrimage as a tool for improving cultural relations. Helping to form culture and society worldwide, faith plays a vital part in cross-cultural conflict resolution and opening dialogue across peoples. This book shows how faith and activism can respond to the common challenges of peace making and coexistence both within and among the world's many traditions. Conflicts, Religion and Culture in Tourism provides a timely assessment of the increasing linkages and interconnections between religious tourism and secular spaces on a global stage. Written from a multidisciplinary perspective, it provides an invaluable resource for those studying and researching religion, tourism and cultural management.

We proudly present the proceedings of 3rd International Conference on Economics, Business and Economic Education Science 2020 (ICE-BEES 2020). It focuses on the relation of economics, business, education, environment and sustainable development. The issue of economics and sustainable development is important today, especially in the time of Covid-19, not only globally, but also Indonesia nationally to the local level. There are several important issues related to this, both institutionally and the relationships between individuals and groups in supporting the agenda of sustainable development. More than 150 manuscripts were presented at this conference with around 49 of them selected to be published in proceedings. We hope by this conference, discussions on the importance of sustainable development will increasingly become an important concern together and bring better response from the government and social relations for development.

The Routledge Handbook of Halal Hospitality and Islamic Tourism provides a greater understanding of the current debates associated with Islamic tourism and halal hospitality in the context of businesses, communities, destinations, and the wider socio-political context. It therefore sheds substantial light on one of the most significant travel and consumer markets in the world today and the important role of religion in contemporary hospitality and tourism. The book examines halal hospitality and lodging, Islamic markets, product developments, heritage, certification, and emerging and future trends and issues. It integrates case studies from a range of countries and destinations and in doing so emphasises the significant differences that exist with respect to regulating and commodifying halal, as well as stressing that the Islamic market is not monolithic. Written by highly regarded international academics, it offers a range of perspectives and enables a comprehensive discussion of this integral part of Islam and contemporary society. This handbook will be of significant interest to upper level students, researchers, and academics in the various disciplines of Tourism, Hospitality, Food Studies, Marketing, Religious Studies, Geography, Sociology, and Islamic Studies.

This book examines the challenges facing the development of tourism in the six member states of the Gulf Cooperation Council (GCC): Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE). This region, which largely comprises the Arabian Peninsula, possesses some of the fastest growing economies in the world and is remarkably unique. It shares similar associations and affinities: tribal histories, royal kinship, political associations, Bedu cultural roots, Islamic heritage, rapid urbanization, oil wealth, rentier dynamics, state capitalist structures, migrant labour, economic diversification policies and institutional restructuring. Therefore, this volume takes the study of tourism away from its normative unit of analysis, where tourism in the region is being examined within the context of the Middle East and the wider Islamic and Arab world, towards an enquiry focusing on a specific geo-political territory and socially defined region. Although international tourism development in the region embodies a range of challenges, complexities and

conflicts, which are deeply contextualized in this volume, the approach overall does not endorse the normative 'Gulf bashing' position that has predominated within the critical enquiries in the region. It presents a forward-looking and realistic assessment of international tourism development, examining development potentialities and constructive ways forward for GCC states and the region as a whole. This edited volume provides a real attempt to examine critically ways in which tourism and its development intersect with the socio-cultural, economic, political, environmental and industrial change that is taking place in the region. By doing so, the book provides a theoretically engaged analysis of the social transformations and discourses that shape our contemporary understanding of tourism development within the GCC region. Moreover, it deciphers tourism development's role within the context of the GCC states undergoing rapid transformation, urbanization, ultra-modernization, internationalization and globalization. In addition to state-specific illustrations and destination case studies, the work provides insights into relatable themes associated with international tourism development in the region, such as tourism's relationship with religion, heritage and identity, the environment and sustainability, mobility and cross-border movements, the transport industry, image production and destination branding, mega-development and political stability and instability. The book combines theory with diverse case study illustrations, drawing on disciplinary knowledge from such fields as sociology, political economy and social geography. This timely and original contribution is essential reading for students, researchers and academics in the field of tourism studies and related subject areas, along with those who have regional interests in Middle East studies, including Gulf and Arabian Peninsula studies.

This book features more than 50 papers presented at the International Halal Conference 2014, which was held in Istanbul and organised by the Academy of Contemporary Islamic Studies of Universiti Teknologi MARA. It addresses the challenges facing Muslims involved in halal industries in meeting the increasing global demand. The papers cover topics such as halal food, halal pharmaceuticals, halal cosmetics and personal care, halal logistics, halal testing and analysis and ethics in the halal industry. Overall, the volume offers a comprehensive point of view on Islamic principles relating to the halal business, industry, culture, food, safety, finance and other aspects of life. The contributors include experts from various disciplines who apply a variety of scientific research methodologies. They present perspectives that range from the experimental to the philosophical. This volume will appeal to scholars at all levels of qualification and experience who seek a clearer understanding of important issues in the halal industry.

The gathering of academics, researchers and practitioners at this momentum provides a new opportunity for the literacy world that is concerned with the halal industry. Recently, the halal industry as a new innovation in Muslim and non-Muslim countries, this dynamic is combined with several studies and literacy, that the potential and challenges of the halal industry in the world can be realized along with technological advances. Indonesia, which is a country with the largest Muslim majority in the world, takes part in guarding and supervising the progress of the halal industry, whose benefits are widely enjoyed by people in the world.

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