

HALAL TOURISM: AN OPPORTUNITY FOR THE GLOBAL TOURISM INDUSTRY

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Abstract

Halal tourism has become the focus of attention in worldwide, while European and American countries are trying to expand and attract Muslim tourists. In recent years, Halal tourism has been widely seen as one of the strongest export markets for this type of tourism. This new tourist style is meant for hotels and resorts that are keen to not offer any programs, meals, food or activities that are contrary to Islamic law. This study tries to construct a framework for best practices in the halal tourism industry through a qualitative approach by comparing 6 developed halal tourism countries 3 OIC (Organization of Islamic Cooperation) and 3 non-OIC the analysis studied that (Malaysia, UAE, Indonesia, Singapore, Thailand, and the UK) are having the best practices in the halal tourism industry. The study contributes by proposing an index for the best practices in order to access tourism halal market by countries that are not developed yet in this industry for example Italy.

Key-words: Halal tourism, Ethical tourism, Tourism Industry

Introduction

Tourism has always been a very important sector of the economy, especially in countries that have certain characteristics (beauty of the landscape, monuments, gastronomic products, highly characteristic customs and culture, etc ...); all the countries with a strong tourist vocation have created ad hoc campaigns to attract visitors, tour operators always try to anticipate the market by identifying new destinations and new objectives. Starting from the Economic point of view, tourism plays an important role in contributing to economic growth, creating jobs, increasing productivity and income. Tourism is an important added value to the economy of the whole country (Durbarry, 2004). It also promotes intercultural understanding and well-being among the countries (Yu & Lee, 2014). In summary, the development of this sector can be instrumental to the improvement of the conditions existing in the country that favors and develops the receptive activity in the broadest sense.

International tourist flows have increased significantly in recent decades and are expected to increase further in the near future (UNWTO, 2017). In the aggregate of tourist flows all over the world, it is observed that the Halal tourism (tourism that respects the principles of Islam) is developing a lot in these years. Muslim consumers, who are younger on average, educated and

provided with more sources of income, have shown increasing interest in global travel and vacations (Mastercard & Crescentrating, 2017). This trend is also growing in correlation with the phenomenon in which, in many countries, operators in the sector are increasingly attentive to the satisfaction of the standards demanded by Islamic tourists, to offer them adequate solutions and, finally, to attract them in every respect (El-Gohary, 2016).

Here, at this point, it is necessary to clarify the terms of the particular position of users of this type of tourism, it is necessary to know the ethical-religious-cultural characteristics of the tourists interested in this article. Halal tourism is, therefore, all pervaded by the ethical sphere because the tourist necessarily contemplates the provisions of Shariah and undertakes to respect and observe - even in time and on the occasion of the trip - all the behavioral rules dictated by the religion of belonging. For this reason, it is stressed that all that is allowed according to the dictates of Shariah, or Islamic law, is called Halal (Jaelani, 2017). For Halal it is not only the connotation of food and clothes, or cosmetics, but also with reference to every aspect of tourism and holidays (Thomson Reuters & Dinar Standard, 2016).

The journey in Islam is mainly linked to the ritual of pilgrimage to Mecca (Jafari & Scott, 2014), but Islam stimulates the journey also for business, for learning and for the knowledge of other civilizations. The limit imposed on all journeys is that they are Halal, so that they fall into one of these types of objectives and therefore comply with all the requirements defined by the ethics of a Muslim. We immediately think of the limits in terms of food, with the prohibition of pork and alcohol, as well as all non-Halal meat. We think of the needs of families and of women in particular of being able to remain without a veil in familiar environments or only women; be able to access swimming pools, massage centers, where there are exclusively women and vice versa for men (SESRIC, 2017).

The travel sector including the Halal one contribute significantly to the improvement of global gross domestic product (GDP), determine new opportunities for economic growth, with reference to the travel, tourism and hospitality sectors all over the world. Halal travelers constitute a population that offers huge opportunities (COMCEC, 2016), they are groups of families or individuals who have specific requirements regarding Halal tourism, easily satisfying requirements and without the need for large investments by commercial operators in the hospitality sector.

The objective of the research: - This article aims to identify a new business opportunity in the world tourism sector represented by Islamic consumers, - Focus on the relationship between OIC and non-OIC countries regarding the Halal Tourism sector, In particular, the best Halal destinations, - Analyze the most developed countries in the Halal tourism sector in order to achieve an index of the best practices for accessing such market developing a proposal for destinations or countries that need to access such market.

Therefore, after the section of the introduction, the work is divided into four main sections. The first section concerns the literature review for many scientific articles and reports which explained the concept of Islamic religion and the most important sources of legislation governing the economic process, including tourism and the importance and development of the global Islamic economy in recent times and then the focus was on Global tourism sector and its relation with Halal tourism. The conversation was centered on the stages of development in general for the tourism sector and its contribution to the global economy. It was mentioned some definitions of Halal tourism and the most important characteristics and conditions that distinguish Halal tourism from other types. In the last was explained Halal travel market and its potential in the present and future. In the second section was introduced the methodology where it was used the qualitative approach to compare between two cases (OIC and non-OIC countries) through the identification of similarities and differences according to the basic standards in recent years regarding the Halal Tourism sector, In particular, the best Halal destinations. In the third section is used the discussion & finding for 3 variables: - Top Halal tourism expenditure source countries, - Top 10 OIC and non-OIC Halal tourism destinations, - Halal tourism rank for World's top tourism destinations. In the fourth and last section the conclusion and advances in which it has been said that Halal tourism has shown that it is a new business opportunity in the world tourism sector represented by Islamic consumers and the results show that the OIC countries outweigh the countries OIC in terms of spending and welcoming Muslim tourists in this sector. In the end, the study shows that there are countries like Italy and Mexico are still a destination not very frequented and with a weak structure of Muslim friendly services.

Literature Review

Islam is an Abrahamic religion centred on the Quran (the main and sacred book of Islam). The Islamic economic system is essentially regulated by the Shariah is translated as Islamic law. The main source of Shariah is the Quran, and it the behaviours of a believer's life. Shariah indicates the rules and precepts that every Muslim must observe in every field of action (religious, socio-political, cultural and economic) and that must follow everywhere both in its relationship with God and in acting towards other men (Biancone, 2017). Alongside Quran, there are three sources of Shariah (Haron, 2009): the Hadith (is a set of traditions and rules deriving from the prophet's behaviour and words), the Ijma (Consensus of the Muslim scholars) and the Qiyas (Deductive analogy). Ijma which refers to the collective consensus of Islamic jurists on particular instances or problems. The Qiyas comes from reasoning by analogy that allows the combination of revelation with human reason (Milliot & Blanc, 1987). The original meaning of Qiyas is "to measure" or "to trace similarities between two things" (Ali, 1951).

The Islamic economy is growing strongly and contributes increasingly to the global economic growth. The Halal industry represents an ever-expanding reality and involves every sector, from food to fashion, from pharmaceuticals and cosmetics to media, leisure and tourism. According to the Global Islamic Report 2016, the Islamic economy was valued at 1.9 trillion dollars in 2015 (Thomson Reuters & Dinar Standard, 2016).

I. Global Tourism Sector & Halal Tourism

In the Grand Tour period, from the seventeenth century, tourism was an elite phenomenon, destined for a few. During the Tour, young people learned about the politics, culture, art, and antiquities of European countries (Haynes, 2010). Around the '50s -' 60s, the tourism sector has seen a remarkable development, with the birth of mass tourism that has involved all walks of life (Buhalis & Costa, 2006). Since the early 1980s, globalization has profoundly changed the tourism that has moved on to global tourism. The notable increase in air traffic and economic and internet development have led to an increase in unprecedented tourist activities and the discovery of previously unattainable destinations (Bianchi, 2002).

The recent European colonization of some of the Islamic countries led to the development of many areas, most notably the tourism sector. Colonial interaction led to the development of the transport, residence and travel sector by Europe's cultural elite. Thomas Cook and his son contributed to the development of tourism in the Middle East in the 19th century. After World War II, and with the introduction of modern transport such as aircraft and the need for economic development led to the development of tourism across the Islamic world (Jafari & Scott, 2014).

It is difficult to give a uniform definition of the concept of tourism. According to the (UNWTO , 2017), "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." Therefore, The tourist is a person who moves for a short period of time (more than 24 hours) from the usual place of residence to a vacation spot, more or less distant, to satisfy his personal pleasure. In contemporary life, around one billion people travel annually in the world for tourism (Duman, 2012).

On a global scale, it is estimated that tourism represents today 10% of the gross domestic product, one occupied on 11 and 7% of world exports. In 1950 there were 25 million international tourists, in 2015 there were 1186 million and in 2030 it is expected that 1.8 billion will be. The number of domestic tourists worldwide is estimated at between 5 and 6 billion (UNWTO, 2016) within the tourism sector, the Halal travel market is one of the most profitable and growing market segments (Razalli, Abdullah, & Hassan, 2012)

II. Halal Tourism: Definition & Characteristic

The tourism industry uses a variety of terms to describe the products and services for Muslim travellers. In the literature, academics use more the terms "Halal Tourism" and "Islamic Tourism" in reference to products and tourism services that address the needs of Muslim travellers. In a previous study commissioned by (COMCEC, 2016), Muslim-friendly tourism was equated with Halal tourism and defined as "Muslim travellers who do not wish to compromise their basic faith-based needs while travelling for a purpose, which is permissible". Initially, the academic concept of tourism Muslim friendly was defined by analyzing all the elements that

comprise tourism and in particular its impact on society. (AKYOL & KILINÇ, 2014) link the term Muslim friendly to the needs and services based on faith and belong to a niche market such as Halal hotels, Halal transport (Halal airlines), Halal restaurants, tourist packages and Halal finance. Therefore, Halal tourism consists of several sectors that are connected to each other.(Chookaew, Chanin, Charatarawat, Sriprasert, & Nimpaya, 2015) defines Halal tourism as offering tourist packages and destinations particularly designed to meet Muslim needs. Muslim tourism based on Islamic teaching that encourages individuals, especially women and children, to travel with their muhrim, that is, an individual linked by a blood relationship that can provide them with security (Osman et al., 2015). The definitions of "Tourism Halal" underline the idea of compliance with Shariah; many academics define Halal tourism as "any tourist object or action that is allowed according to Islamic teachings in the tourism industry" (M. Battour & Ismail, 2016).

To be considered Halal or Shariah-compliant, tourism products and services must possess numerous attributes. For the food sector, it is much easier to establish the characteristics that the products must possess in order to be considered compliant with the sacred law, as opposed to the tourist services. Theoretically, a shariah-compliant hotel should be free of alcohol and any form of entertainment that is incompatible with Islamic principles, as well as being equipped with separate facilities for men and women. In addition, some scholars argue that the aspects related to financial and human resources, responsible for the management of hotel facilities, should also respect Islamic principles.(Razalli et al., 2012),(Warde, 2000).

The Muslim friendly measures that can be adopted in a hotel can be summarized in the following main points: Availability of food and Halal kitchens; Prayer mat with a copy of the Quran in the room with the Directorate of the Qibla; TV programs suitable for the family; No alcoholic beverages in the mini-bar; Toilet adapted to the needs of Muslims; Presence of both male and female personnel to assist Muslim clients belonging to their sex, respectively; Muslim friendly dress code for the staff; Plans for women only or for families only; Different times of access to the pool or gym for women; Room for prayer (AKYOL & KILINÇ, 2014), (Salleh, Hamid, Hashim, & Omain, 2014).

According to (Mastercard & Crescentrating, 2017), most of the Muslim faithful adhere to some of these needs, even if the level of importance attributed varies from faithful to faithful. In fact, the segmentation of Muslim travelers is not homogeneous. These needs can be divided into - need to have, - good to have, - nice to have.

III. Halal travel market and its potential

Historically, Muslims are avid travellers, in fact, tourism in their society is welcome even if a recurring question concerns its lawfulness. In the Quran, the journey is considered a welcome action to know the history, society and other cultures and therefore useful to appreciate the infinite greatness of Allah (God in Islam) (Jafari & Scott, 2014). For example 'Say, [Oh

Muhammad, PBUH], “Travel through the land and observe how He began creation.” (Al-Quran (29:20)).

The concept of travel is deeply incarnated in the heritage of the Muslim people. From Hajj (Islamic pilgrimage), the pilgrimage of one of the five pillars of Islam (Abuznaid, 2006), to the story of one of the greatest travelers, Ibn Battuta, who traveled to Africa and Asia for almost 30 years, in which he brought back memories and observations of his journey (Battuta, 2004), to the scholar Muhammaad al-Bukhari who since his youth has traveled throughout the Islamic world to seek knowledge and gather the hadith (Sahih Al Bukhari, 2012), today the culture of travel is reflected in the tourism sector. Nowadays, the Islamic populations are however pushed to travel also for reasons of recreational, leisure, social, etc., the most important tourist attractions for Muslim tourists include: natural scenery, shopping, and modern atmosphere (M. M. Battour, Battor, & Ismail, 2012).

The motivations that push Muslims to travel, as these are key information for the sector. Two major travel themes are identified: - Islamic motivations: for Muslims has always been an integral part of the Islamic faith, with a significant demand due to Hajj and Umrah. They can be classified into different areas: travelling to perform Hajj, Umra and other Islamic sites. Muslims also travel to strengthen the bond of silat al-rahim (Muslim fraternity) and for the promotion of Islam (tabligh), to seek knowledge and religious scientific research. –Generic motivations: Visit tourist places, shops and restaurants, to get to know and experience the culture of the place, visit friends, business trips, adventure, pleasure, personal business, increasing knowledge (Duman, 2012).

Islam is the second most widespread religion in the world after Christianity, made up of 1.6 billion faithful, who make up 23.4% of the world's population. Muslim population in the world should increase by about 35% over the next 20 years, from 1.6 billion in 2010 to 2.2 billion by 2030, with an average annual growth rate of 1.5%. The other interesting data is the near parity (percentage) that will be reached in 2050 between Christians (2.9 billion) and Muslims (2.8 billion): together they will represent 60% of the world population. Overtaking, according to the report, will take place in 2070. The reasons for the demographic boom of Islam can be identified in the highest fertility rate at the international level: 3.1 children against 2.7 of Christian women. to widen the discussion to the other religions the Hindus show 2,3 children for every woman, the Jews 2,3 and the unbelievers 1,7 (PewResearchCenter, 2011),(Biancone, 2017).

The Muslim population has globally spent a total of \$ 151 billion on journeys in 2015 (excluding Hajj and Umrah), 11.2% of global market spending. This is a 4.9% growth compared to the previous year and is more than 3% of the global market. According to the study, it is estimated that in 2015 the revenues from the Muslim friendly travel services revolve around 24 billion dollars. By 2021, Muslim travel spending is estimated at \$ 243 billion, representing an 8.25% compound annual growth rate (CAGR) from 2015. The Muslim tourism market is the second largest in the world, immediately after China (168 billion dollars) and before the United States

(with \$ 146 billion). In 2015, revenues were estimated for a total of 24 billion dollars related to Muslim friendly tourist services, in particular with reference to hotels, air travel and recreational activities (Thomson Reuters & Dinar Standard, 2016)

Methodology

This study bears the imprint of (Almeida Garcia, 2014) regarding the analysis and comparisons of the way in which tourism policy has evolved in Spain and Portugal. The study covers an extensive period of time, enabling the similarities and differences between the two processes and the effects of the main factors involved to be highlighted phase by phase, the focus was on the role of tourism in economic development through the achievement of revenues as much as possible, and work on restructuring the tourism sector commensurate with developments and needs, where was used the Latin model of tourism development was used. The main objective of this work is to focus on the relationship between OIC and non-OIC countries regarding the Halal Tourism sector, In particular, the best Halal destinations, using the qualitative approach to compare between two cases (OIC and non-OIC countries) through the identification of similarities and differences according to the basic standards in recent years. Either we have adopted the method of this study that fits in some way with our research method. In the analysis, is identified the two cases in terms of the various criteria in which both are related and connected with Halal Tourism sector. The study, therefore, examined the practices and the processes performed in the two cases and linking them to the the highest visited countries in the world. In addition to these, there were additional score and performance parameters that contributed to the evaluation, even in an important way. According to our perspective, this study was analyzed by comparison between with OIC and non-OIC countries about their impact on the Halal tourism sector through 3 variables: - Top 10 OIC and non-OIC Halal tourism destinations, - Top Halal tourism expenditure source countries, - Halal tourism rank for World's top tourism destinations.

According to the (Mastercard & Crescentrating, 2017) The analysis of " Top 10 OIC and non-OIC Halal tourism destinations " is conducted considering in particular four key strategic areas, able to highlight the aspects that tourist destinations must improve in order to become even more " Muslim friendly ". The key area's access (air connections and visa requirements are taken into consideration); communication (awareness of the halal travel market and its requirements); environment (family destinations and level of safety in general); services (catering and halal insurance, access to places of prayer, accommodation and airport facilities). The index offers parameters that depend on fundamental criteria for tourism agencies, travelers, travel service providers, economists, and specialists in the sector to understand the growth and health of the travel segment. The index is considered an excellent system for interested parties in the tourism sector, to understand how the Muslims' journey is conditioning the market. The deductive characteristics and initial analysis was conducted through comparison tables.

Global Muslim Travel Index (GMTI) 2017 is made up of several factors that constitute the Muslim tourists experience at a destination. The index looks at 11 criteria in 4 areas for a

destination. Overall, 130 countries were studied and ranked in the GMTI 2017, which covers 48 OIC destinations and 82 non-OIC destinations (Mastercard & Crescentrating, 2017).

According to the According to Global Islamic Economy Report 2016/2017, Muslim spending on the Halal travel market between countries is distributed as follows: \$ 108.8 Bn Muslim spending from the OIC market, \$ 42.3 billion of Muslim spending from the non-OIC market which 28% of total expenditure (Thomson Reuters & Dinar Standard, 2016).

According to (UNWTO, 2017) France leads the list of the most visited destinations, followed by the United States, Spain, China, and Italy. Among the OIC Member States, Turkey is among the best tourist countries in the world.

Discussion & Finding

The first finding in our research shows that the Islamic spending from the OIC market accounted for 78% of total spending. It is logical that the OIC countries are the main source of the Islamic tourism sector in the world, especially since 78% of the world's Muslims live in these countries. Muslim tourists and tourism expenditures are distributed unevenly among the OIC countries. the Gulf Cooperation Council countries located in the Middle East rich in natural resources account for 36% of the total in terms of spending, despite representing only 3% of the global Muslim population (Thomson Reuters & Dinar Standard, 2016).

According to the results of the (Mastercard & Crescentrating, 2017), 9 out of 10 countries are from OIC countries. Malaysia ranked first with a score of 82.5. Followed by the United Arab Emirates in second place with a score of 76.9 then Indonesia is in third place with a score of 72.6 (Table 1, OIC Destination). Actually, 9 out of the global top10 countries in Halal Tourism are members of the Organisation of Islamic Cooperation. on the other side countries as Singapore, Thailand, UK, South Africa, and Hong Kong got the top 5 non-OIC Halal tourism destinations global (Table 1, Non-OIC Destination). With a score of 67.3, Singapore Has overtaken Iran, which is one of the leading countries of Halal tourism among countries OIC members.

Table 1: Top 10 OIC and Non-OIC Halal Tourism Destinations

Rank	GMTI 2017 Rank	OIC Destination	Score	Rank	GMTI 2017 Rank	Non-OIC Destination	Score
1	1	Malaysia	82.5	1	10	Singapore	67.3
2	2	UAE	76.9	2	18	Thailand	61.8
3	3	Indonesia	72.6	3	20	UK	60.8
4	4	Turkey	72.6	4	30	South Africa	53.6
5	5	Saudi Arabia	71.4	5	31	Hong Kong	53.2
6	6	Qatar	70.5	6	32	Japan	52.8

7	7	Marocco	68.1	7	33	Taiwan	52.4
8	8	Oman	67.9	8	34	France	52.1
9	9	Bahrain	67.9	9	36	Spain	48.8
10	11	Iran	66.8	10	37	USA	48.6

Source: MasterCard and Crescent Rating (2017)

Based on our reading of this research in general and according to some reports as regarding factors affecting in Halal tourism were selected 18 variables that they are a model for best practices for tourism Halal [(COMCEC, 2016); (Thomson Reuters & Dinar Standard, 2016); (Mastercard & Crescentrating, 2017); (SESRIC, 2017); (Halaltrip, 2015); (International Religious Freedom Report, 2006)(AKYOL & KILINÇ, 2014)

] and scientific research [(AKYOL & KILINÇ, 2014); (Duman, 2012); (Razalli et al., 2012), (Salleh et al., 2014)] were taken into consideration the top 3 OIC Halal tourism destinations (Malaysia, UAE, and Indonesia) and were chosen 3 countries from top 10 non-OIC Halal tourism destinations (Singapore, Thailand, and UK) and compare them by showing similarities / differences and highlighting the best practices they have done to promote and develop the Halal tourism sector to give some proposal for destinations or countries that need to access such market.

Table:2 the comparison between the top 3 OIC and non-OIC Halal tourism destinations

Factors Affecting in Halal Tourism	OIC			Non-OIC		
	Malaysia	UAE	Indonesia	Singapore	Thailand	UK
1- Food and kitchen Halal	High level (Diversity in halal food)	High level (Variety of halal food in Arab and foreign cuisine)	High level (Halal food is available for various kitchens)	High level (There is awareness of the concept of Halal)	Medium level (Recently, the halal food has begun to be taken care of)	Medium level (I recently started putting a halal logo in the restaurant)
2-Prayer Facilities & Places of prayer	High level (There are prayer facilities in tourist areas and public places)	High level (Prayer facilities can be found easily in all areas)	High level (There are about 800,000 mosques spread across all the spots)	Low level (There are about 70 mosques and some small places for prayer in shopping	Medium level (There are 3,405 mosques in all countries)	Medium level (There are 345 mosques in Great Britain that are a large

				malls)		number for a Western country)
3-Services in Ramadan¹	High level (Offers suitable tourist in the month of Ramadan)	High level (Hotels and tourist resorts promote great offers and prices suitable for the month of Ramadan, as well as restaurants and retail outlets that provide additional services)	Medium level (There is not much focus on attracting Muslim visitors during Ramadan)	Medium level (Some hotels have special tour packages during the month of Ramadan)	Medium level (This service is not available in the most important hotels)	Medium level (This service multiplies in mosques during Iftar ² and in some restaurant)
4-The toilet consistent with the needs of Muslims	High level (This service is highly available)	High level (Convenient throughout the UAE)	Medium level (These services were started later)	Medium level (Not available on a large scale)	Medium level (Some hotels offer this service)	Low level (A few hotels offer this service)
5-Halal certification	High level (There are strong Halal bodies and certificates)	High level (The Government introduced the UAE Halal Standard to monitor and control the issuance of the Halal Certificate)	High level (Although halal certificates in restaurants are not fixed)	High level (There are boards that issue Halal certificates)	Medium level (Depends essentially on the UAE's Gulf Halal Center to obtain the certificate of Halal friendly)	Medium level (Depends essentially on the Halal Food Authority (HFA) to obtain the certificate of Halal friendly)

¹ It is the month in which it is practiced fasting

² The evening meal when Muslims finish fasting

6-Halal activities	High level (All tourist places consider Halal activities)	Medium level (There are a few restaurants, cafes and international hotels in the UAE that offer Halal services)	High level (All tourist places consider Halal activities)	Low level (It is difficult to find tourist destinations that only provide Halal services)	Low level (Traditional tourism activities proliferate which do not take into consideration the needs of Muslims)	Low level (There are many bars offering alcohol, which is part of the country's culture)
7-Family-Friendly services & Shopping	High level (Offers modern shopping with luxury goods)	High level (It is an attractive shopping area for Muslims)	Medium level (There is not enough promotional policy)	High level (Shopping malls are a major attraction)	Medium level (Shopping is not available in all tourist areas)	High level (London is one of the most important shopping centers in the world for many Muslims, especially the GCC countries)
8-Touristic monuments, Nature & Culture	Medium level (Archaeological richness, particularly with regard to Islamic civilization around the country but The tourist, is based in 2 or 3 cities only)	Low level (High summer temperatures in the UAE are disturbing many tourists)	High level (It has many to offer to tourists from natural, heritage and historical areas)	High level (Malaysia is famous for its tourist attractions and natural)	medium level (The tourist attractions are located in some areas)	High level (UK is famous for its tourist attractions, which are a great attraction for many Muslims)

9- Accommodation halal friendly	High level (Hotel services are high in meeting the needs of the Muslim tourist)	High level (The ratio increases of hotels in the United Arab Emirates that do not offer alcohol and non-halal foods)	Medium level (This service is not available in all areas)	Low level (A few of the hotels that offer Halal Friendly are especially luxurious ones)	Low level (Hotel Al Meroz recently opened in Bangkok and was the first halal hotel that has been certified as a Muslim friendly hotel by the Halal Center of the UAE Gulf)	Low level (This service is still not available as required)
10- Separation of areas between men and women	Medium level (This service exists but not widely due to the difficulty of their application occasionally)	Medium level (This service exists but not widely due to the difficulty of their application occasionally)	Medium level (This service exists but not widely due to the difficulty of their application occasionally)	Low level (There is still absence for this service)	Medium level (There are many separate health resorts between men and women with massagers at the same sex)	Low level (There is still absence for this service)
11-flight connection	Low level (Poor connection to important destinations of the world)	High level (Fly Emirates Is working to increase tourists to the United Arab Emirates)	Low level (Poor connection to important destinations of the world)	Medium level (Medium connection to important destinations of the world)	High level (Strong connection to important destinations of the world)	High level (has the most modern airports and many aircraft with a wide network in many countries of the world)
12-Airport	High level	High level	High level	Medium	High level	Medium

Facilities	(There are many Halal food & places of prayer at airports)	(Many airlines as Emirates Airlines and Etihad Airway offer Halal meals on board)	(There are many Halal food & places of prayer at airports)	level (There are multi-religious prayer rooms at airports)	(several airports offer prayer rooms and Halal restaurants such as Bangkok's Suvarnabhumi Airport, Chiang Mai International Airport and Phuket International Airport)	level (British Airways offers halal food)
13-visa requirements	High level (Visa is granted free of charge to many countries)	Medium level (Including some States)	High level (Visa is granted free of charge to many countries)	High level (Visa is granted free of charge to many countries)	High level (Visa is granted free of charge to many countries)	Medium level (Including some States)
14-Media activities & conferences	High level (The government has held several conferences on Halal tourism)	Medium level (There is still a lack of conference and media focus on this type of tourism)	Medium level (There is still a lack of conference and media focus on this type of tourism)	Medium level (There is still a lack of conference and media focus on this type of tourism)	Low level (Thailand is a Buddhist country in which tourism marketing is based on the traditions and history of this religion)	Low level (There is a large absence of conferences and seminars on this subject)
15-Presence of Islamic banking and finance	High level (Ranking first in the world in terms of Islamic finance)	High level (Dubai is the capital of Islamic finance)	High level (Ranking ninth in the world in terms of Islamic finance)	Low level (There is a great absence of this type of activity)	Low level (There is a great absence of this type of activity)	Medium level (One of the most important non-Islamic countries evolution of Islamic

						finance)
16-The Role of Government in Supporting Halal Tourism	High level (Give priority to this market with the establishments of a specialized center within the Ministry of Tourism)	High level (The Government is strengthening tourism infrastructure)	High level (The government is working hard to promote Indonesia as a Halal travel destination)	Medium level (The government is working to attract tourists and businessmen but has not focused on halal tourism)	Medium level (The government invested in the tourism sector but focused recently on halal tourism)	Medium level (The biggest support comes from the Muslim community)

Source self elaboration

These factors were determined according to three criteria: Low level from 0 to 50, Medium level from 50 to 75, High level from 75 to 100.

After analyzing the table, it was found that OIC countries (Malaysia, UAE, and Indonesia) have excelled non-OIC countries (Singapore, Thailand, and UK) in 15 factors affecting in Halal tourism Out of 18 and it was equal in 3 factors.

Thanks to the numerous Muslim friendly services and a more developed ecosystem for Halal Tourism, OIC destinations (Malaysia, UAE, and Indonesia) have an advantage over non-OIC countries (Singapore, Thailand, and UK). However, there is a need to further develop strategic policies and plans in the OIC countries to develop this sector and to take advantage of the overall atmosphere and fertile ground that supports for such a kind of tourism and turn it into a competitive sector. In fact, the majority of the OIC countries need more basic requirements and standards to better attract Muslim tourists. On the other side, non-OIC countries (Singapore, Thailand, and UK) have made significant progress in providing a favorable environment for Muslim tourists by providing the important needs of Halal Friendly. These countries have a developed tourism sector characterized by integrated infrastructure and the quality and diversity of tourism services. Therefore, sometimes they need simple changes to provide suitable services for Muslim tourists and attract them.

As for the most visited countries in the world, although they occupied the top 10 positions in traditional tourism, while their positions were somewhat late in Halal tourism, Turkey is the only country that has achieved a leading position in Halal tourism followed by Thailand. To the Western countries, either France, Spain, the United States and Germany have occupied middle and close positions among them, China has moved away somewhat. Instead, Italy and Mexico have occupied positions far away.

Table 3: Halal Tourism Rank for World's top tourism destinations

Traditional Tourism Rank	International Tourist Arrivals 2016 (million)	Destination	Halal Tourism Rank	Score GMTI 2017
1	82.6	France	34	52.1
2	75.6	United State	37	48.6
3	75.6	Spain	36	48.8
4	59.4	China	45	45.9
5	52.4	Italy	62	42.2
6	35.8	United Kingdom	20	60.0
7	35.6	Germany	39	48.2
8	32.1	Mexico	117	30.8
9	32.6	Thailand	18	61.8
10	Turkey	4	72.4

Source self elaboration

The Table 3 showing the GMTI 2017 rank for World's top tourism destinations with GMTI 2017 score for each country, at the level of Halal tourism sector for World's top tourism destinations, Turkey is the most visited by Muslim tourists followed by Thailand, United Kingdom. Countries such as France, Spain, the United States and Germany have a similar classification, with French superiority. China is a bit remote, while both Italy and Mexico have occupied late positions with very distant rankings.

It is very surprising that these countries, which have a very developed tourist sector and they have ranked first destinations in the world with regard to With traditional tourism, while for Halal tourism, they have obtained delayed positions, although some countries have recently tried to exploit this phenomenon by introducing Friendly Halal services in the sector Such as UK, France, and Spain, but their ranking in the Halal tourism sector is still inconsistent with their classifications in traditional tourism and do not fit into their natural positions. For example, a country such as Italy, which is the world's fifth most visited country, ranks 62th in the world in Halal tourism. This indicates that there is a large Italian absence compared to other tourist countries such as UK, France, and Spain, who hold much better positions at the same time they are similar with Bel Pease in the tourism infrastructure to a large extent.

After analysis Italy's factors affecting Halal tourism, It was observed that there was a general weakness in Muslim friendly services especially in the availability of Halal food and places to pray, there is also a total absence of conferences and seminars on Halal tourism and highlighted the needs of the Muslim tourist, which naturally helps the tourist infrastructure in Italy to understand this modern type of tourism with the exception of the city of Turin, which has held several conferences and seminars on the importance of tourism Halal tourism sector Italian, notably: Turin Islamic Economic Forum (TIEF). It is possible for Italy to benefit from this sector, similar to other European countries such as UK, focusing on the main requirements of

Halal tourism and working on providing traditional Italian Halal food, which is considered one of the most important kitchens for many Muslims, and help the Italian tourism sector to understand this phenomenon through government institutions, universities and research centers, which have the largest role to explain the importance of Halal tourism and its ability to increase the income of any tourist institution.

The Conclusion and Advances

Halal tourism has shown that a new business opportunity in the world tourism sector represented by Islamic consumers. So there is a strong demand to satisfy. Despite different researches confirm that Halal tourism is a growing segment and therefore an important opportunity for the world tourism sector, especially for countries with a non-Muslim majority, in some countries and in particular the most visited ones, there is still a reluctant attitude on the part of all the actors operating in the tourism sector. Halal tourism must therefore be seen as a business opportunity for them, and not as a factor that overshadows non-Muslim tourists. The Study compared 3 OIC with 3 Non –OIC countries and results show that OIC countries outperform non-OIC countries in terms of spending and reception of tourists Muslim in this sector, with the knowledge that most member countries need an integrated development policy and lose the basic pillars and consistent plans to attract Muslim tourists better, while non-OIC countries have progressed significantly in this sector in terms of the implementation of the standards of halal, it is worth mentioning that these countries have a developed tourism sector needs simple adjustments to attract more Muslim tourists, Either the most visited countries in the world do not match their rankings with halal tourism occupy somewhat remote locations except Turkey. The study provided a framework for best practices of 16 variables to be used as a proposal for countries like Italy and Mexico that are still a destination not very frequented and with a weak structure of Muslim friendly services.

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