



Halal tourism: a web content analysis in Italy

Cemil Gunduz^{1*}, Davide Calandra², Paolo Biancone³

¹ Contact Author Tokat Gaziosmanpasa University, Tokat, Taşlıçiftlik Campus, 60250 Tokat / Turkey
cemil.gunduz@gop.edu.tr

² University of Turin, Department of Management “Valter Cantino”, Corso Unione Sovietica
218, Bis – 10134 – Turin (Italy)
davide.calandra@unito.it

^{3*} University of Turin, Department of Management “Valter Cantino”, Corso Unione Sovietica
218, Bis – 10134 – Turin (Italy)
paolo.biancone@unito.it

Received: 18/12/2022

Accepted for publication: 12/04/2023

Published: 21/04/2023

Abstract

Due to the increase in the Muslim population and per capita income worldwide, halal tourism and Islamic finance sectors have caught a rapid development trend in recent years. This study presents information about halal concept hotels in Italy, a European country where halal tourism offer is an emerging sector. In this study, interview and web content analysis, which are qualitative research techniques, were used. The study's main purpose is to give preliminary information about the halal products and services offered in Italy, one of the most preferred countries by Muslim tourists, to reveal the current situation of halal concept hotels and the evaluations for the future of halal tourism in Italy. According to the research results, over 800 hotels across Italy have at least one halal product or service. Although Lazio is the region with the highest number of halal hotels, the most common halal hotel group is 4-star hotels. Italy has 194 halal-concept pools and beach facilities for women and families. Among the facilities halal-themed hotels offer tourists are prayer areas, halal food, alcohol-free rooms and family privacy.

Keywords: Halal tourism; Islamic Tourism; Italy; Halal-concept hotels; Muslim tourists

1. Introduction

In recent years, there has been a significant increase in halal and Islamic products in the tourism and financial sectors due to the increase in the Muslim population and per capita income worldwide (Muheramtohadı & Fataron, 2022). Europe is one of the regions where the Muslim population has increased the most. The increase in the Muslim population in Europe has important social, cultural, and economic consequences. Halal food has increased demand for products and services, including travel and finance (Gunduz, 2023).

There are many comprehensive studies on Muslim countries in halal tourism (El-Gohary, 2016; Gunduz & Topaloglu, 2021; Jaelani, 2017; Sulong, Abdullah, & Chowdhury, 2022). However, studies on halal tourism in non-Muslim countries are limited (Aji, Muslichah, & Seftyono, 2021). In this study, it is aimed at answering the question of how halal tourism can develop in a



non-Muslim country. In this context, preliminary information about halal products and services offered in halal concept hotels in Italy, one of Muslim tourists' most preferred destinations, will be presented.

The study will use qualitative research techniques, including interviews and web content analysis, to answer the research question. Thus, in-depth information will be obtained from a leading travel agency's sales and marketing department in online halal hotel reservations to collect data on halal food services, non-alcoholic areas, hotel ratings and types, geographical distribution and leisure activities for ladies and families. These obtained data will be categorized and interpreted in the findings section. Finally, in the conclusion part, evaluations will be made on the future of halal tourism in Italy.

This study provides theoretical and practical information about the products and services offered by halal-themed hotels in Italy. Theoretically, the conformity of the products and services offered by such hotels with Islamic laws and customs gives an idea about Islamic law and traditions. In addition, considering that such hotels are not only for Muslim customers but are also visited by people from other cultures, it draws attention to intercultural communication and harmony issues. In practice, determining the current situation of halal hotels and their services in Italy will give an idea to investors who will enter this sector. The fact that such hotels provide services designed according to the needs of Muslim tourists and comply with Islamic rules can increase the number of tourists by making their holidays more enjoyable. In addition, emphasizing the importance of halal certification in the tourism sector can help create new job opportunities in this field. In this context, this study provides an important opportunity to raise awareness about halal tourism in Italy and meet the needs of Muslim tourists in the tourism sector.

This study focuses on a literature review of the concept of halal tourism and the challenges of halal tourism in non-Muslim countries. Halal tourism can be defined as an understanding of travel per Islamic traditions. This type of tourism includes travel destinations where halal food is offered, places of worship following Islamic traditions are available, and Islamic values are respected. Halal tourism has become popular worldwide, especially in recent years, due to the increasing number of Islamic tourists. However, halal tourism in non-Muslim countries faces different challenges. These challenges include local service providers' need for knowledge and skills, inadequate local services, and the availability of suitable halal food. This study aims to raise awareness of halal tourism in non-Muslim countries among researchers and tourism industry stakeholders in the field of halal tourism.

The paper proceeds as follows. The next section provides a theoretical overview of halal tourism definitions and characteristics. Additionally, challenges in non-Muslims will be then defined. Section 3 will define the methodological workflow followed by the research team. Section 4 will provide the results of our study. Finally, section 5 discusses and concludes the analysis.

2. Literature review

2.1 Background and definitions

Halal tourism refers to activities that supply Muslim travellers' needs by providing services and facilities that comply with Islamic law, such as halal food, prayer facilities, and accommodations (Carboni & Idrissi Janati, 2016; Secinaro & Calandra, 2021). This type of tourism is becoming increasingly popular among Muslim travellers who seek to balance their faith-based requirements with their desire to explore new destinations and cultures. According to the (Mastercard-Crescent Rating, 2022) index, the Muslim travel market is projected to reach 230 million travellers by 2026, with a total expenditure of USD 300 billion. This indicates a significant potential for growth in the halal tourism industry, estimated 10% of the global travel market. This will foster the contribution to developing the tourism industry in Muslim-majority and non-Muslim countries (Mohsin, Ramli, & Alkhulayfi, 2016). The facility of halal tourism services provides Muslim travellers' needs and promotes cultural exchange and understanding between different communities (Carboni & Idrissi Janati, 2016). This is particularly relevant in the current global context, where there is a need for more inclusive and sustainable tourism practices (Biancone, Secinaro, Brescia, & Calandra, 2020; Rosato, Caputo, Valente, & Pizzi, 2021). Halal tourism can also positively impact the economy by creating new job opportunities and supporting small and medium-sized enterprises (Budiman, Mustahal, & Basit, 2022).

One of the main features of halal tourism is the provision of halal food, which refers to food prepared by Islamic dietary laws and certified alongside the supply chain (Henderson, 2016a). It includes meat from animals slaughtered in a specific way and avoiding pork and alcohol. Halal tourism also requires accommodation free from prohibited elements, such as alcohol, and provides prayer facilities for Muslim travellers (Othman, Ahmad, & Zailani, 2009; Tan, Ali, Makhbul, & Ismail, 2017). Additionally, activities should be aligned with Islamic principles and values. For instance, tourism activities and locations should avoid gambling and nightclubs (Wardi, Abror, & Trinanda, 2018). Instead, halal tourism activities focus on cultural and heritage experiences and religious tourism, such as visiting historical mosques, Islamic centres, and other religious sites abroad (Ekka, 2023).



2.2 Halal tourism characteristics

As mentioned, this is a dedicated tourism segment important for Muslim travellers and the tourism industry. For travellers, halal tourism provides a way to travel while adhering to Islamic principles and values. However, for the tourism industry, this means creating dedicated services for Muslims. This can be particularly difficult in non-Islamic countries where halal services are less widespread, and in some cases, there are also cultural constraints (Wibawa, Pranindyasari, Bhawika, & Mardhotillah, 2023).

In general, halal tourists pay a lot of attention to food, which may or may not make them agree to leave for a new destination. For example, as indicated by (Henderson, 2016b), halal certification is a strong element in the food supply when travelling abroad for Muslims. Therefore, the presence or absence of halal food (with certification) is an element that brings a strong competitive advantage to the destinations chosen at the departure stage. In addition, tourists at the booking stage might consider the services offered by accommodation facilities. These include elements such as the presence of the Koran in the rooms, the absence of alcoholic beverages in the minibar, on-demand room systems not programmed to receive adult-only channels, the presence of cosmetics and toiletries without food or alcoholic substances or even the presence of prayer rugs and a compass indicating Mecca in the rooms (Biancone, Secinaro, Radwan, & Kamal, 2019; Muharam & Asutay, 2019). In addition, according to (Battour & Ismail, 2016), the indoor or outdoor presence of prayer rooms may also be a feature Muslim tourists seek. Furthermore, according to (Battour & Ismail, 2016). The existence of pools, spas or beaches reserved and divided between men and women can be a decision driver for Muslim tourists, especially those with high spending power.

In recent years, scientific studies have also shown case studies of using technology to enable halal tourist enjoyment (Battour & Ismail, 2016). This is the case of the (Royal Thai Embassy, 2015), which indicated how the Tourism Authority of Thailand (TAT) officially announced the launch of its first App designed specifically for Muslim visitors to facilitate access to Muslim products, services, and facilities throughout Thailand. Finally, airports and package tours are the last two strategic elements for attracting halal tourists. The case of airports (Battour & Ismail, 2016) show how a Muslim-friendly airport is often considered a starting point to promote and market the destination as halal. This includes halal food inside the facility and dedicated prayer rooms. Finally, tourist packages sold in halal countries and to non-halal destinations are potentially important for promoting an entire regional territory. Table 1 below summarises the characteristics presented here.

Halal tourism characteristics	References
Food (halal certification)	(Secinaro & Calandra, 2021)
Accommodation	(Biancone et al., 2019; Muharam & Asutay, 2019)
Pool, spas and beaches	(Battour & Ismail, 2016)
Applications for smartphones and tablet	(Battour & Ismail, 2016; Royal Thai Embassy, 2015)
Airports	(Battour & Ismail, 2016)
Prayer rooms	(Mohsin et al., 2016)

Table 1. Halal tourism characteristics

Source: Authors' elaboration

2.3 Halal tourism challenges in non-muslims countries

Halal tourism faces several challenges, particularly for Muslim travellers when travelling to non-Muslim countries. These challenges, as previously mentioned, include finding halal food and prayer facilities, ensuring that accommodations and transportation are by Islamic values, and navigating cultural and language barriers. These challenges can be daunting for Muslim travellers, especially those unfamiliar with the local customs and traditions of the places they visit. This can lead to isolation and disconnection, making it difficult for them to enjoy their travel experience fully (Rasul, 2019).

Despite these challenges, there are also opportunities for halal tourism to promote cultural exchange and understanding. By providing for the needs of Muslim travellers, halal-friendly destinations and accommodations can create a welcoming and inclusive environment that promotes cross-cultural interactions (Vargas-Sánchez & Moral-Moral, 2019). This can help break down cultural barriers and stereotypes and foster a greater appreciation and understanding of different cultures and religions. Halal tourism can also provide an opportunity for non-Muslim travellers to learn more about Islamic values and practices and to develop a greater respect for the beliefs and traditions of Muslim communities. (Sulong et al., 2022)

Furthermore, halal tourism has the potential to generate economic benefits for both the tourism industry and local communities (Jia & Chaozhi, 2019). By addressing the needs of Muslim travellers, the tourism industry can tap into a growing and profitable market segment. In addition, halal tourism can promote economic development in local communities by creating



jobs and generating income for local businesses. This situation is described by (Nurdiansyah, 2018) through a case study in Thailand demonstrates how the tourism sector plays a strategic role in supporting the development of an economic sector by increasing foreign exchange and related incomes.

3. Methodology

In addressing our research aims and question, we use a qualitative approach. It typically involves collecting data through interviews, observation, and document analysis and analysing the data using content analysis and thematic analysis (Bhattacharya, 2017). Additionally, as suggested by (Britten, 1995), a qualitative study is a powerful tool for exploring complex, nuanced phenomena that cannot be easily captured using quantitative methods alone. One of the key power elements of qualitative research is its ability to generate rich, detailed data that captures the experiences, perspectives, and meanings that participants attach to their social world (Braun, Clarke, Boulton, Davey, & McEvoy, 2020). These data can be gathered through various methods, including interviews, focus groups, observations, and document analysis (Biancone, Secinaro, Marseglia, & Calandra, 2021). Furthermore, a qualitative study ensures flexibility and adaptability (Dal Mas et al., 2020). Unlike quantitative research, which typically uses standardized measures and procedures, qualitative research allows for a more fluid and iterative approach. Researchers can modify their research questions and methods in response to emerging themes and insights and use data to generate new hypotheses or explore unexpected findings. This allows for a more nuanced understanding of complex phenomena and can lead to new and innovative insights (Secinaro, Calandra, Cappa, & Bignamini, 2020). Additionally, qualitative research is well-suited to interdisciplinary and collaborative approaches, as it can draw on a range of theoretical and methodological perspectives to address complex research questions.

Within the scope of the study, a leading travel agency in the field of online halal hotel reservations is discussed using the case study method. The data used in the study were obtained by using the interview technique with the sales and marketing department of the travel agency and obtaining the necessary permissions (Gertsen & Söderberg, 2011). Interviews are a widely used data collection technique in qualitative research. This technique allows the researcher to gain in-depth information about his subject (Allan & Skinner, 2020). These are performed in an unexplored case study of halal tourism adoption in a non-Muslim country such as Italy.

In addressing our research aims, six questions were asked of the manager of the leading travel agency for 95 minutes of interview:

1. What hotels on your website offer halal food services?
2. How many of the hotels on your website have non-alcoholic areas?
3. How is the distribution of the hotels on your website according to the number of stars?
4. What is your website's distribution of accommodation businesses according to their types?
5. How is the distribution of the hotels on your website according to the geographical regions of Italy?
6. What are the leisure activities for ladies and families at the hotels on your website?

After the interview phase, the elements gathered are transcribed by a multidisciplinary team consisting of assistant professors and researchers with proven experience in qualitative research.

Finally, as indicated (Silverman, 2020), the interview allowed viewing additional materials supporting the research protocol, such as paper and computer databases, historical performance reports and internal procedure documents. Therefore, in addition to the interview, the research team was provided with a holistic information set based on the evidence collected and paper documents that were subsequently analysed, allowing for the integration of the concepts under analysis. Among these, also (HalalBooking, 2022) and (Halal Trip, 2023) as the two widely adopted platforms for booking halal tourism experiences worldwide.

4. Results

With the importance of halal tourism, the demand for halal-friendly accommodation options has also increased. With its diverse cultural heritage and picturesque natural beauties, Italy has started meeting halal tourism's needs. Responses from the tourism industry in Italy to the growing demand for halal food services, non-alcoholic areas and halal-concept hotels are presented in this section. In addition, various aspects of halal tourism in Italy are examined, including the different types and regional distributions of halal concept accommodation establishments and leisure activities for women and families. In this part of the study, some data from the online travel agency (HalalBooking, 2022), which is discussed within the scope of the case study, are presented in tables and graphics.



Table 2 provides information about the halal food services of hotels displayed in the online travel agency. As can be seen, the number of hotels with halal food nearby is 729, and the number of hotels that can provide halal food upon request is 243. In addition, some foods offered by 50 hotels are considered halal. The number of hotels where all of their meals are halal is 15. In some hotels, halal food and halal food can be found in the food and beverage establishments in the vicinity.

Halal food	Number
All halal food	15
Some Halal Food	50
Halal food on request	243
Halal food nearby	729

Table 2. Halal food services for hotels
Source: Authors' elaboration

Hotels with non-alcoholic areas are shown in Table 3. According to this, 728 hotels have non-alcoholic rooms. Alcohol is not served in facilities other than 202 hotel categories (such as villas, pensions, and chalets). 16 hotels are completely alcohol-free. Although some hotels do not serve alcohol, non-halal food such as pork may be available.

Alcohol-free Areas	Number
Alcohol-free property	202
Alcohol-free restaurant	16
Alcohol-free room	728

Table 3. Alcohol-free areas
Source: Authors' elaboration

Table 4 shows the halal concept hotels in Italy according to the number of stars. While determining these hotels, the hotels listed in the relevant online travel agency and offering one or more halal products or services to the tourists are included in this table. The group with the highest number of halal hotels consists of 359 hotels (44%) with 4-star hotels. 3-star hotels are in second place with 218 hotels (26%). In third place is non-star hotels with 134 (16%) establishments. These businesses are small-scale accommodation facilities such as hotels, motels, apartments, and hostels. Five-star halal hotels rank fourth on the list. Five-star hotels are followed by 1-star hotels (3%) with 23 hotels and 2-star hotels (2%) with 18 hotels.

Stars	Number
*****	76
****	359
***	218
**	18
*	23
Unrated	134
Total	828

Table 4. Halal concept hotels in Italy, according to the number of stars
Source: Authors' elaboration

Table 5 shows the distribution of halal concept accommodation businesses according to their types. Accordingly, hotels with stars constitute the largest group with 670 (84%) facilities. In this group, there are halal concept hotels with at least 1 star and a maximum of 5 stars. In second place, there are 42 guesthouses. The ratio of guesthouses among total accommodation establishments is 5%. There are 25 apart-hotels (3%) in third place. Ski Hotels is the group with the lowest halal concept business. Some of the ski hotels are only open during the winter season, which may have caused this number to be low. The



reason for the low rates of facilities other than hotels is thought to be the fact that many of these facilities are not registered online.

Property type	Number
Hotel	694
Guest house	42
Apart Hotel	25
Inn	21
Villa	11
Country House	11
Honeymoon House	7
Resort	6
Apartment	4
Townhouse	4
Ski Hotel	3
Total	828

Table 5. Distribution of halal concept accommodation businesses according to their type

Source: Authors' elaboration

Italy has 20 administrative regions, five of which are constitutionally autonomous (Eurostat, 1999). When the regional distribution of halal concept hotels in Italy is examined, it is seen in Table 6 that the region with the most halal hotels is Lazio (338). It is thought that most halal hotels are concentrated in this region because it is in the "Lazio" region of Rome, the capital of Italy. After Lazio, most halal hotels are in Tuscany (109). Florence has the region's highest concentration of 4- and 5-star halal hotels. The Veneto (103) region, located in the geographical region of northeast Italy, comes in 3rd place on the list. The capital city of this region is Venice, whose population exceeds 4.9 million (European Statistical Office, 2019). Veneto, respectively; Lombardy (98), Campania (59), Sicily (35), Apulia (22), Liguria (19), Sardinia (12) and Piedmont (10) regions follow. There are 23 halal concept hotels in 10 regions other than these regions.

Locations	Number
Lazio	338
Tuscany	109
Veneto	103
Lombardy	98
Campania	59
Sicily	35
Apulia	22
Liguria	19
Sardinia	12
Piedmont	10
Other Regions	23
Total	828

Table 6. Regional distribution of halal concept hotels in Italy

Source: Authors' elaboration

The map in Figure 1 below shows the regional distribution of halal hotels in Italy. Regions with a high concentration of halal hotels are shown in dark red, while regions with a sparse distribution are shown in light yellow. It is seen that the density of halal hotels is higher in the western regions of Italy.

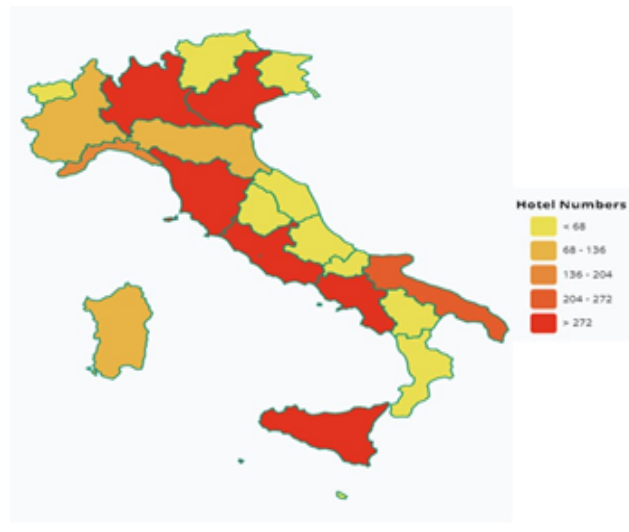


Figure 1. Regional distribution map of halal hotels in Italy
Source: Authors' elaboration

Figure 2 contains pieces of information about leisure activities for ladies and families in halal hotels. There are a total of 194 halal concept pool and beach facilities in Italy for ladies and families.

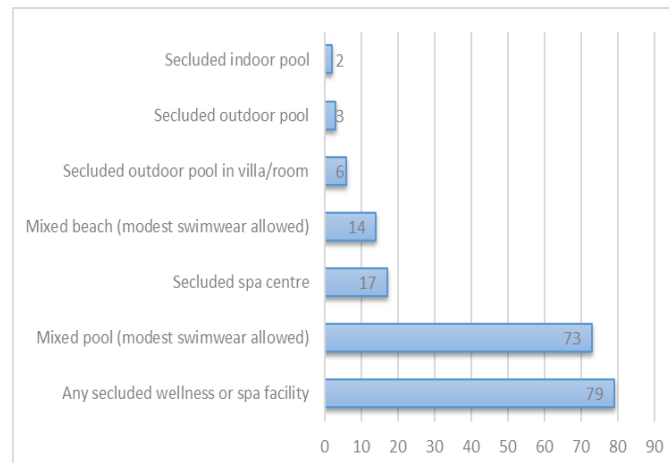


Figure 2. Leisure activities for ladies and families
Source: Authors' elaboration

The number of secluded wellness or spa facilities is 79. The number of facilities with a mixed pool (hijab swimwear is allowed) is 73. The number of facilities with a secluded spa centre is 17. The number of hotels with a mixed beach (where hijab swimwear is allowed) is 14. The number of facilities with a sheltered outdoor pool in the villa/room is 6. The number of accommodation facilities with a secluded outdoor pool is 3. The number of accommodation facilities with a sheltered indoor pool is 2. As seen in Graph 2, there is no hotel with a separate beach or pool exclusively for women or men. It is thought that this is due to the absence of a halal hotel certificate, which is common in the country.



5. Discussion and conclusion

The study gives preliminary information about the halal hotel products and services offered in Italy, one of the Muslim tourists' most preferred countries. Qualitative research techniques such as interviews and web content analysis were used to collect data on the products and services offered by halal hotels in Italy.

The data presented in the case study are related to halal tourism in Italy and provide information on halal food services, non-alcoholic areas, halal concept hotels and their regional distribution in Italy. The largest number of hotels (729) provide halal food nearby, followed by 243 that can provide halal food on demand. Some food offered by 50 hotels is halal, and only 15 hotels offer all halal food. As it can be understood from here, Muslim-friendly hotel services in Italy are still in their infancy.

In the study, data on non-alcoholic areas in hotels were also discussed. Accordingly, 728 hotels have non-alcoholic rooms, and 202 do not serve alcohol in their facilities. The number of completely alcohol-free hotels is 16. This number is quite low compared to the tourism potential of Italy.

The study also examined the distribution of hotels providing halal service according to the number of stars. Accordingly, most halal hotels (44%) consist of 4-star hotels, followed by 3-star hotels (26%) and non-star hotels (16%). Five-star hotels have the lowest number of halal hotels (5%). Five-star establishments have large and versatile restaurants, especially those that serve alcohol, which is why it takes more work to serve halal food. Therefore, it is thought that 5-star hotels may be the least halal hotel category due to their facilities that are not suitable for providing halal food services.

The distribution of halal concept accommodation businesses according to their types was also evaluated in this study. Hotels constitute the largest group, 84% of halal concept accommodation establishments. Although guesthouses, apart-hotels, inns, villas, country houses, honeymoon houses, holiday villages, apartments, townhouses, and ski hotels are other accommodation establishments with the halal concept, they are relatively few in number.

According to the data on the regional distribution of halal concept hotels in Italy, the highest number of halal hotels (338) are found in Lazio, followed by Tuscany (109) and Veneto (103). There are halal concept hotels in Lombardy, Campania, Sicily, Apulia, Liguria, Sardinia, Piedmont and ten other regions. However, it can be said that the most active region in halal tourism is Italy's western coast.

Halal tourism is a tourism sector that provides services by the Islamic faith and has gained importance in recent years due to the increase in the number of Muslim tourists living in non-Muslim countries (Battour, Hakimian, Ismail, & Boğan, 2018). This form of tourism meets the needs of tourists who believe in Islam by ensuring they spend their holidays by their religion. In non-Muslim countries, halal tourism contributes to the growth and development of the tourism sector (Jia & Chaozhi, 2019). Tourists who believe in Islam spend their holidays in countries with halal tourism services. Therefore, they constitute an important market for the tourism sector. In addition, halal tourism services contribute to increasing employment in the tourism sector and developing local economies.

One of the limitations of this research is that since the sample only covers halal hotels and services in Italy, generalizations cannot be made about halal tourism sectors in other countries. In addition, other research limitations are that the data sources are limited to web content analysis and interviews, examining only hotels may reflect only some of the sector; and not examining the experiences and opinions of tourists.

The results of this study show that the halal tourism sector in Italy is developing rapidly, and halal-concept hotels are becoming widespread. Future research provides opportunities for a deeper understanding of this industry. These include examining the products and services offered by other businesses (travel agencies, airline companies, etc.) in the halal tourism sector, analyzing the experiences and expectations of tourists about halal tourism services in more detail, and determining strategies for further development of the sector. In addition, monitoring trends and developments in the halal tourism sector will provide more up-to-date and detailed information about the sector's future.

Acknowledgements

We would like to thank the management and staff of Halalbooking.com & Halaltrip.com for their valuable information.

References

- Aji, H. M., Muslichah, I., & Seftyono, C. (2021). The determinants of Muslim travellers' intention to visit non-Islamic countries: a halal tourism implication. *Journal of Islamic Marketing*, 12(8), 1553–1576. <https://doi.org/10.1108/JIMA-03-2020-0075>



- Allan, G., & Skinner, C. (2020). Handbook for Research Students in the Social Sciences. In *Handbook for Research Students in the Social Sciences* (Education). London: Routledge. <https://doi.org/10.4324/9781003070993/HANDBOOK-RESEARCH-STUDENTS-SOCIAL-SCIENCES-GRAHAM-ALLAN-CHRIS-SKINNER>
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/J.TMP.2015.12.008>
- Bhattacharya, K. (2017). *Fundamentals of Qualitative Research: A Practical Guide* (1st ed.). London: Routledge. Retrieved from <https://www.routledge.com/Fundamentals-of-Qualitative-Research-A-Practical-Guide/Bhattacharya/p/book/9781611321333>
- Biancone, P., Secinaro, S., Brescia, V., & Calandra, D. (2020). Employing Value Chain Theory To Address COVID-19 Outbreak In Tourism Management: A Resilience and Stakeholder View. *International Journal of Business Research Management*, 11(3), 39–64. Retrieved from <https://www.cscjournals.org/library/manuscriptinfo.php?mc=IJBRM-294>
- Biancone, P., Secinaro, S., Marseglia, R., & Calandra, D. (2021). E-health for the future. Managerial perspectives using a multiple case study approach. *Technovation*, 102406. <https://doi.org/10.1016/J.TECHNOVATION.2021.102406>
- Biancone, P. Pietro, Secinaro, S., Radwan, M., & Kamal, M. (2019). Halal tourism: An opportunity for the global tourism industry. *Tourism Analysis*, 24(3), 395–404. <https://doi.org/10.3727/108354219X15511865533112>
- Braun, V., Clarke, V., Boulton, E., Davey, L., & McEvoy, C. (2020). The online survey as a qualitative research tool, 24(6), 641–654. <https://doi.org/10.1080/13645579.2020.1805550>
- Britten, N. (1995). Qualitative Research: Qualitative interviews in medical research. *BMJ*, 311(6999), 251–253. <https://doi.org/10.1136/BMJ.311.6999.251>
- Budiman, F., Mustahal, M., & Basit, A. (2022). Halal Tourism as a Means of Empowering the People's Economy. *International Journal of Social Science and Religion (IJSSR)*, 3(1), 21–42. <https://doi.org/10.53639/IJSSR.V3I1.57>
- Carboni, M., & Idrissi Janati, M. (2016). Halal tourism de facto: A case from Fez. *Tourism Management Perspectives*, 19, 155–159. <https://doi.org/10.1016/J.TMP.2015.12.007>
- Dal Mas, F., Biancuzzi, H., Massaro, M., Barcellini, A., Cobianchi, L., & Miceli, L. (2020). Knowledge Translation in Oncology. A Case Study. *Electronic Journal of Knowledge Management*, 18(3), pp212-223-pp212-223. <https://doi.org/10.34190/EJKM.18.03.002>
- Ekka, P. M. (2023). Halal tourism beyond 2020: concepts, opportunities and future research directions. *Journal of Islamic Marketing, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/JIMA-09-2022-0260>
- El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, 19, 124–130. <https://doi.org/10.1016/J.TMP.2015.12.013>
- Eurostat. (1999). Portrait of the regions Volume 3: Spain, Italy, Portugal, Greece. Retrieved April 1, 2023, from Products Statistical Books website: <https://ec.europa.eu/eurostat/en/web/products-statistical-books/-/ca-74-91-003>
- Gertsen, M. C., & Söderberg, A. M. (2011). Intercultural collaboration stories: On narrative inquiry and analysis as tools for research in international business. *Journal of International Business Studies*, 42(6), 787–804. <https://doi.org/10.1057/JIBS.2011.15/TABLES/1>
- Gunduz, C. (2023). An Evaluation of the Structure of the Halal Tourism Market and Its Current Situation in Europe. In M. Öksüz (Ed.), *Multifaceted Research in the Field of Tourism* (1st ed., Vol. 1). Istanbul: Özgür Yayınları. <https://doi.org/10.58830/OZGUR.PUB71>
- Gunduz, C., & Topaloglu, C. (2021). Identifying Porter's generic competitive strategies in halal hotels: A research on managers. *Bahkesir University Journal of Social Sciences Institute*, 24(45), 557–579.
- Halal Trip. (2023). Halal Trip. Retrieved April 7, 2023, from <https://www.halaltrip.com/>
- HalalBooking. (2022). Muhafazakar tatil: tatil köyleri, şehir otelleri, villalar, termal oteller - HalalBooking. Retrieved April 1, 2023, from HalalBooking website: [https://tr.halalbooking.com/places?location_id=11&groups\[\]=2&remember_search_params=true](https://tr.halalbooking.com/places?location_id=11&groups[]=2&remember_search_params=true)
- Henderson, J. C. (2016a). Halal food, certification and halal tourism: Insights from Malaysia and Singapore. *Tourism Management Perspectives*, 19, 160–164. <https://doi.org/10.1016/J.TMP.2015.12.006>
- Henderson, J. C. (2016b). Halal food, certification and halal tourism: Insights from Malaysia and Singapore. *Tourism Management Perspectives*, 19, 160–164. <https://doi.org/10.1016/J.TMP.2015.12.006>
- Jaelani, A. (2017). Halal Tourism Industry in Indonesia: Potential and Prospects. *SSRN Electronic Journal*. <https://doi.org/10.2139/SSRN.2899864>
- Jia, X., & Chaozhi, Z. (2019). “Halal tourism”: is it the same trend in non-Islamic destinations with Islamic destinations?, 25(2), 189–204. <https://doi.org/10.1080/10941665.2019.1687535>



- Mastercard-Crescent Rating. (2022). Global Muslim Travel Index 2022. Retrieved April 7, 2023, from Global Muslim Travel Index website: <https://www.crescentrating.com/reports/global-muslim-travel-index-2022.html>
- Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19, 137–143. <https://doi.org/10.1016/J.TMP.2015.12.010>
- Muharam, I. N., & Asutay, M. (2019). Online disclosure practices of halal-friendly hotels. *Journal of Islamic Marketing, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/JIMA-12-2018-0239>
- Muheramtohad, S., & Fataron, Z. ady. (2022). The Islamic Lifestyle of the Muslim Middle Economy Class and the Opportunities for the Halal Tourism Industry in Indonesia. *Journal of Digital Marketing and Halal Industry*, 4(1), 91–104. <https://doi.org/10.21580/JDMHI.2022.4.1.10828>
- Nurdiansyah, A. (2018). Halal Certification and Its Impact on Tourism in Southeast Asia: A Case Study Halal Tourism in Thailand. *KnE Social Sciences*, 3(5), 26–43–26–43. <https://doi.org/10.18502/KSS.V3I5.2323>
- Othman, R., Ahmad, Z., & Zailani, S. (2009). The effect of institutional pressures in the {Malaysian} halal food industry. *International Business Management*, 3, 80–84.
- Rasul, T. (2019). The trends, opportunities and challenges of halal tourism: a systematic literature review. <https://doi.org/10.1080/02508281.2019.1599532>, 44(4), 434–450. <https://doi.org/10.1080/02508281.2019.1599532>
- Rosato, P. F., Caputo, A., Valente, D., & Pizzi, S. (2021). 2030 Agenda and sustainable business models in tourism: A bibliometric analysis. *Ecological Indicators*, 121, 106978. <https://doi.org/10.1016/J.ECOLIND.2020.106978>
- Royal Thai Embassy, D. (2015). Tourism Authority of Thailand (TAT) Officially Launched App for Muslim Visitors. Retrieved April 7, 2023, from [https://doha.thaiembassy.org/en/content/57772-tourism-authority-of-thailand-\(tat\)-officially-launched-app-for-muslim-visitors?cate=5d7e40bb15e39c032c005717](https://doha.thaiembassy.org/en/content/57772-tourism-authority-of-thailand-(tat)-officially-launched-app-for-muslim-visitors?cate=5d7e40bb15e39c032c005717)
- Secinaro, S., & Calandra, D. (2021). Halal food: structured literature review and research agenda. *British Food Journal*, 123(1), 225–243. <https://doi.org/10.1108/BFJ-03-2020-0234>
- Secinaro, S., Calandra, D., Cappa, C., & Bignamini, E. (2020). La qualità dei dati all'interno dell'evoluzione dei servizi territoriali: il caso del Servizio Dipendenze. *MECOSAN*. <https://doi.org/10.3280/MESA2020-116003>
- Silverman, D. (2020). Qualitative Research. *Qualitative Research*, 1–520.
- Sulong, Z., Abdullah, M., & Chowdhury, M. A. F. (2022). Halal tourism demand and firm performance forecasting: new evidence from machine learning. <https://doi.org/10.1080/13683500.2022.2145458>
- Tan, K. H., Ali, M. H., Makhbul, Z. M., & Ismail, A. (2017). The impact of external integration on halal food integrity. *Supply Chain Management: An International Journal*, 22(2), 186–199. <https://doi.org/10.1108/SCM-05-2016-0171>
- Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: literature review and experts' view. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-04-2017-0039>
- Wardi, Y., Abror, A., & Trinanda, O. (2018). Halal tourism: antecedent of tourist's satisfaction and word of mouth (WOM), 23(5), 463–472. <https://doi.org/10.1080/10941665.2018.1466816>
- Wibawa, B. M., Pranindyasari, C., Bhawika, G. W., & Mardhotillah, R. R. (2023). Discovering the importance of halal tourism for Indonesian Muslim travelers: perceptions and behaviors when traveling to a non-Muslim destination. *Journal of Islamic Marketing*, 14(1), 61–81. <https://doi.org/10.1108/JIMA-07-2020-0210>