

HELAL TURİZM: LİTERATÜR TARAMASI VE HELAL KONSEPT OTELLERİNİN BAŞLICA HİZMETLERİ

Doktora Yusuf GEZER*

Sakarya Uygulamalı Bilimler Üniversitesi, Lisansüstü Eğitim Enstitüsü

yusufgezer@gmail.com

ORCID: 0000-0002-6722-467X

Prof. Dr. Said KINGİR

Sakarya Uygulamalı Bilimler Üniversitesi, Turizm Fakültesi, Turizm İşletmeciliği Bölümü

saidkingir@hotmail.com

ORCID: 0000-0002-5459-3484

Öz

Bu makalede, helal duyarlı turistlerin (HST) İslam hukukuna aykırı olmadan turizm hizmetlerinden yararlanma yetkinliği tartışılmaktadır. Helal kavram işletmelerinin yükümlülüğü ve bu yükümlülüklerin gezginler tarafından en iyi şekilde algılanması tartışılacaktır. Uluslararası araştırma ve yayınlarla Dergipark veri tabanından makaleler ile uzman notlarından geniş bir çerçevede çizilerek incelenmiştir. Helal turizmin yeni bir çalışma alanı olması nedeniyle bazı belirsizlikler devam etmektedir. Helal turizm hala Müslüman turistlere özgü bir "Müslüman Otel" veya "Tesettür Oteller" olarak algılanmaktadır. Helal turizm kavramı uygulamalarında uygulanması ve desteklenmesi gereken üç adım tartışılmıştır. Bunların birincisi helal gıda, ikincisi helal yer ve üçüncüsü helal eğlence şeklinde sunulması gereken en önemli adımlardır. Bunun yanında, helal konsept uygulamalarının turist çekme ve tanıtım konusunda güvenilirlik sağlayabilmesinin yolu sertifikasyondur. Bu makale, helal turizm hizmetlerinin kurumsallaşmasına katkıda bulunmayı amaçlamaktadır. İlk adım, bu konuyu daha derinlemesine incelemek için teorik çalışmalar yaparak helal turizm eğitim kurumları ile koordinasyon kurmaktır.

Anahtar Kelimeler: Helal turizm, Müslüman gezgin, Müslüman dostu, Helal yemek, Helal konseptli oteller

HALAL TOURISM: LITERATURE REVIEW AND MAIN SERVICES OF HALAL CONCEPT HOTELS

Abstract

This article discusses the competence of halal sensitive tourists (HST) to benefit from tourism services without contravening Islamic law. The obligations of halal concept enterprises and the best perception of these obligations by travellers will be discussed. With international research and publications, The Journal has been examined in a broad framework from expert notes along with articles from the Dergipark database. There are some uncertainties as halal tourism is a new area of study. Halal tourism is still perceived as a "Muslim Hotel" or "hijab hotels" specific to Muslim tourists. Three steps that should be implemented and supported in halal tourism concept applications have been discussed. The first of these is halal food, the second is halal place and the third is the most important steps to be presented in the form of halal entertainment. In addition, certification is the way halal concept applications can provide reliability in attracting and promoting tourists. This article aims to contribute to the institutionalization of halal tourism services. The first step is to establish

***Sorumlu Yazar (Corresponding Author)**

Citation/Atf: Gezer, Y., Kingir, S. (2020). Halal Tourism: Literature Review And Main Services Of Halal Concept Hotels. Uluslararası Batı Karadeniz Sosyal ve Beşeri Bilimler Dergisi , 4(1), 1-16 . DOI: 10.46452/baksoder.727140

Geliş (Received) : 26.04.2020
Kabul (Accepted) : 11.05.2020
Yayın (Published) :30.06.2020

coordination with halal tourism education institutions by conducting theoretical studies to study this issue more deeply.

Keywords: Halal tourism, Muslim traveller, Muslim friendly, Halal food, Halal concept hotels

1. Introduction

There are numerous ethnic and religious groups worldwide that tend to have unique habits and norms associated with the relevant constraints of religious and social structures. In this context, the Muslim community has a specific norm and regulations regarding religious regulations provided by the relevant law; Sharia (Battour & Ismail, 2016; Battour, 2018). Sharia law is associated with various regulations and limitations developed under concepts under themes and studies claimed by the Quran. The Quran is the Holy Book of the Muslim community, believed to contain all the arrangements for the passage of normative lifestyles. This includes various aspects related to food intake and the normative attire of followers of Islam; various other norms and daily lifestyles are included (Al-Gahhar 2016; Khan & Callanan, 2017; Kawata et al., 2018).

Halal tourism is followed with great care by tourists in recent periods. In this context, one of the reasons that halal tourism has not yet seen the necessary ease is that the concept of Service is not fully understood. The concept of halal appears to be an important factor in the decision of customer preference for businesses. However, the concept of halal does not show a complete orientation in customers demands due to impressions and conflicts from tourists previously experiences. Muslims accept the code of conduct set by the holy books "Quran-I Kerim" and the legal system set by Islam is called "Sharia Law". (Quran, Maide, 5/48; Shura, 42/13-21; Casiye, 45/18).

Muslims are in this set of rules and regulations with daily norms and behaviours. This includes a variety of clothing, food and various behaviours worn by Muslims. This includes banning Muslims from buying food such as pigs and drinks such as alcohol and is prohibited by the Islamic religion's Sharia Law (Baqara 2/173). The permissible variables contained in Muslim Sharia Law are referred to as "halal" products or "commodities". In this context, working on the concept of halal tourism means to travel to destinations considered within the

boundaries of Sharia Law and being involved in tourism movements (Ankebut 29/20). All this, but also halal foods and soft drinks, etc. It literally defines the concept of accommodation for individuals in the destinations and hotels that tend to be served.

This assessment is based on the concept of ‘halal tourism’ and that such tourism services and facilities are not just a form of service for Muslim travellers. It declares that halal tourism has a tourism concept and its own rules. Halal tourism refers to the concept of various travel and tourism services and facilities that are under the limitations and constraints of Sharia Law (Khan & Callanan, 2017). This includes the provision of food and drinks approved by the relevant Islamic Sharia Law. Also, this is also Sharia Law. (Mohsin et al., 2016; Battour, M. 2017).

2. Literature Review

‘Halal’ is an Arabic word; which translates to ‘allowed’. In this context, halal refers to the various actions and activities permitted in the context of the teachings of the Islamic holy book (Qur’an) and is defined as legitimate in the context of Sharia law (Mohsin et al., 2016; Oktadiana et al., 2016). According to Mohsin, A., (2016), Islamic food is different from other foods. Halal food makes special regulations to allow or prohibit Muslims from certain food properties and ingredients used in various dishes, cooking spices and halal cooking methods, and in the form of Islamic Religious Culture (Battour, M., 2017).

The halal catering industry is not only an important bearer of halal food culture but also an indispensable economic and cultural unit of the Halal Food Culture Circle, which has the function of embodying and inheriting the characteristics of halal food culture (Battour, M., 2017). Through training, the halal catering industry has ensured that service personnel have a certain understanding of brand allusions, creative ideas, production techniques, raw materials, and the nutritional value of various halal foods (Battour, 2017).

Thanks to remarks made by service personnel, tourists have a strong sense of freshness and quirkiness that stirs their tastes and interests. For example, some halal restaurants have a kitchen that appears in the private room. Customers can try the origins, practices and eating

methods of halal flavours (Khan & Callanan, 2017; Kawata et al., 2018). The cooking shapes that will attract attention and the whole process really makes you feel a unique pleasure of halal food culture. In addition, many halal catering companies are making unique halal foods with unique styles and exquisite tourist foods with introductions to attract more tourists (Al-Gohary, 2016). One of the most important issues of halal tourism travellers is meeting their wishes to stay in an environment that is defined as halal and is not contrary to their beliefs. For halal sensitive tourists (HST), one of the first issues they care about in their travels is the halal environment. Halal concept hotels are obliged to comply with this definition given to them (Batman, O., what is halal tourism ? I. International Halal Tourism Congress, 07-09 April 2017).

Again according to Batman O., (2017), the most difficult and controversial issue to provide and implement the halal concept in hotels is how to provide halal entertainment to passengers in halal concept hotels. He suggested that Muslims could rest while thinking and spend their time contemplating and provide a rest in the universe by looking at it with amazement.

3. Methodology

In addition to data collection techniques, written documents in research can also be studied alone or in addition to other techniques to improve their validity in qualitative research. Halal tourism in Turkey document analysis published in academic journals and applied detailed analyses for further research in a systematic manner (integrative review). Integrative literature research during the data collection phase of this research, the articles for all academic journals published in Turkey of the website " TR DIZIN (Index)" were reached by using the keywords "Halal Tourism Research" and "Halal Tourism". All of the master's and doctoral theses published in Turkey are listed from the "Higher Education Council Thesis Center" database. Halal tourism-related articles are listed on the "Google" website using the same keywords and the relevant articles on the first 5 pages are included in the research. During the research, findings were reached, including three master's theses and 18 papers, and the articles were sorted into bibliography by content analysis.

4. Analysis and Discussion

An appropriate approach needs to be taken to develop the findings in order to analyse various aspects related to the concept of aesthetics and subjectivity of halal tourism and its use by other people other than those belonging to the Islamic religion. It should be emphasized that staying in halal hotels is suitable not only for muslim tourists but for all travellers who prefer halal concept services. In this context, the method chosen for this assessment is to combine several characteristics according to relevant data under observation from past studies (Tashakkori & Teddlie, 2010; Creswell & Creswell, 2017) examined findings on the use of secondary literature. However, several internal articles and studies have been selected on the concept for which this particular assessment is considered. In addition, various findings developed by inferential analyses of selected literature will be examined.

It is necessary to analyze the concepts of aesthetics and subjectivity of halal tourism and the various aspects related to halal tourism by halal sensitive tourists (HST) and those who prefer to stay in halal concept hotels. The World Tourism Market is seen to grow by about 3.8% in 2019 (excluding 2020 statistics.), the halal tourism market is seen to grow by around 4.8% on average. Halal tourism market share is expected to reach a volume of 200 billion dollars with 180 million tourists by 2021 and the World Tourism Market will be around 10% -11%. It is the concept of tourism that is moving from a niche market to a global market. It should have its own standard and practical route. If the concept of halal tourism applications will be examined, we can examine this issue in three steps. These steps can be explained under three headings as follows. (Batman, O., 2017 s. 1)

4.1. Provision of halal food

Halal food means "food allowed in accordance with Islamic rules." The concept of halal should be able to transparently document all stages of the halal certification method, starting from the first point, the food and beverage needs of halal-compliant tourists in hotels. In doing so, products to be purchased for those who use halal certification are preferred among suppliers. It is preferred by travellers that the facilities have halal food production certificates. The provision of non-alcoholic food and beverage services should be made in

sahur adjustments during Ramadan, the holy month of muslims. Due to fasting, the whole month schedule should be adjusted accordingly.

According to Battour, M., (2018), the traditional halal food culture can be a cultural capital for tourism development. By combining the resources of the halal food industry, tourism culture creates a profound development in tourism, halal food culture, full use of tourism resources and capital, and superior common complementary and benign interaction in social networks. Above all, the halal food and drink tourism enterprise cluster should be created (Khan & Callanan, 2017). By leveraging the knowledge and control of halal tourism, a wide range of market networks and customer resources should be disseminated. To create an effective competitive advantage for the two parties in the halal food industry, you must develop the long-term institutional structure of the economy and establish a symbiotic relationship with the main cluster. The leading position of the tourism sector and product innovation based on Sunday expansion will provide a higher return and yield. (Oktay et al., 2016; Mohsin et al., 2016). After the establishment of the halal food and drink tourism cluster, the various halal catering businesses in the cluster will rely on the core industry for symbiosis through cooperative complementary production (Isa et al., 2018).

Among the various services that provide halal travel and tourism, the variety of traditional cuisine is rich and varied and reveals a unique halal flavor. In addition, the services have a high level of catering business, strong food culture and a halal catering culture deeply integrated into the ancient city (Isa et al., 2018; Olya & Al-Ansi, 2018). The highly cohesive unity of traditional food culture and modern civilization and modern food culture is perfectly reflected (Rahman et al., 2017). According to studies by Yousaf and Xiucheng (2018), Muslim tourists spend less time in scenic spots with less halal food distribution than ordinary tourists. If the target is a non-muslim settlement, they will choose to minimize their stay due to the insufficient supply of halal food. If there are fewer halal restaurants in the natural zone, it will be difficult to meet their nutritional needs and they will prefer to shorten travel time. During an interview, some muslim tourists, according to the statement, prefer to reduce travel time when faced with such a problem (Stephenson, 2014; Aziz et al., 2018). With these in

mind, halal eating and drinking is an important phenomenon for halal-sensitive tourists at risk of ending their travel.

According to (Lui and et al., 2018) the result of the survey was that Muslim tourists generally had lower expectations for food and drink during the tour. This is because, for Muslim tourists, the emphasis is on whether food is halal (Wingett & Turnbull, 2017; Liu et al., 2018). Under current circumstances, it is difficult to obtain halal food from hotels that do not offer halal concept service. The expectation of the halal sensitive tourist (HST), which has to be selective, is also small, which leads to a lack of expectation and demand for the quality of food. Over time, most muslim tourists pay attention to “satisfying” rather than just “good food ” (Wingett & Turnbull, 2017). They are generally dissatisfied with the food situation due to the scarcity of halal food providers near meals and accommodation provided by the hotel group or tours. The main reason is that halal meals are limited, attention is not high, food quality is very low and overall catering satisfaction is low (Rahman et al., 2017; Yousaf & Xiucheng, 2018). The tourism experience is the essence of tourism, but the majority of muslim tourists are unable to obtain a high-quality tourism experience due to the impact of halal eating habits (Stephenson, 2014; Liu et al., 2018). Halal concept hotel operators can increase their Sunday Share by offering quality and satisfactory halal food, considering these issues, because there is a huge shortage of these services.

4.2. Provision of Halal Environment

One of the most important issues of halal tourism travellers is their desire to stay in an environment that is defined as halal and not contrary to their beliefs. As a halal-sensitive tourist, this topic is important for travel. Halal concept hotels should fulfill their obligations to comply with these concepts given to them and should give great importance to this. It would not be wrong to evaluate the three categories of applications.

4.2.1. Non-Alcoholic Family Hotel

Non-alcoholic family concept hotels are "alcohol-and pork-free" hotels, also known as the red lines of halal tourism understanding. Although these hotels do not have halal food

certification, they serve passengers by convincing them that they are muslim-friendly to show that they are halal concept hotels. The concept is the mainstay the operator used to persuade customers in hotels to give verbal assurances that meals are halal and no drinks are served. examples of such businesses are boutique hotels (Batman, 2017 p. 46).

4.2.2. Halal Concept Hotel

Those who want to take advantage of halal concept services are hotels that do not have a certificate, although they meet all the needs without any problems. In other words, hotels are that do not take into account the risk of getting certification and marketing, even though they meet all the needs of halal tourism. (Batman, O., 2017 p. 46). In this context, all certificates must be provided to reduce the disadvantage of market share growth in the field. Some of the reasons for hotels that do not prefer to receive certificates are;

Different practices of halal certification institutions,

Not having a common uniform certificate.

Certification institutions impose the use of a single brand as a prerequisite for the purchase of services and goods.

4.2.3. Halal Certified Hotel

They are hotels that are suitable for halal understanding and where all needs are met. In these hotels, where both food and halal environment are provided, halal Entertainment is also paid attention. Not only the application but also these activities in these enterprises are halal concept Hotel Enterprises which have an advantageous position by certifying them with the halal concept certificate. By providing a halal environment, we can add the following features as a few examples of these applications. Besides all these, halal concept hotels should host the maximum features can be listed as follows;;

- a) Not selling alcohol at the hotel is against contradicting this Islamic religion,
- b) Women and men have separate places of worship,
- c) To have the appropriate dress standards of the hotel,

- d) The hotel does not have any human or animal figures or paintings,
- e) the hotel has no words contradicting any incitement or belief to music in public or private uses.

4.3. Provision of Halal Entertainment

This is the provision of halal Entertainment, a controversial and difficult issue. Since each individual's preference for the form of entertainment changes, it is the most difficult area to achieve satisfaction. Halal-sensitive tourists (HST) must conform to the guest profile and provide non-disturbing recreational facilities that do not contradict their medication. Halal concept hotels should stay away from types of entertainment that are not for the benefit of the world and the hereafter. It is necessary to take care to do useful and useful activities. In Islam, it is possible to have fun without leaving the halal apartment. The halal living is enough to enjoy; there is no need to engage in haraam discipline applies in all areas. All the needs, such as eating, drinking, resting, and other human desires can be satisfied in the circle which Allah has made legitimate, and there is no need to engage in Haram (The Words, 6. Promise s. 29).

By providing separate events and mediums for and for men and women, Animation Show days can be determined. The pool and recreational areas should be separate. Coastal hotel concept businesses should be made in the form of men and women. To say the most general definition on this subject, unnecessary activities that are not for the benefit of the world and the hereafter should be avoided in entertainment. Yes, because the demands in the creation of Man are limitless, Islam has defined these boundaries and the halal circle. Therefore, companies that identify halal-sensitive tourists as the market area should take these considerations into account. Because for Muslim travellers, every movement is taking steps not to contradict the principles of Islam. entertainment and travel are some of these. (Batman, 2017 p. 21).

Findings

In this part of the research, research and theses on the scope of halal tourism are determined and results obtained from different aspects such as objective, hypothesis, data collection technique, data analysis technique and subject of information studies are presented. As a result of the research, 15 articles from halal tourism, one master's and two doctoral dissertations and a total of 18 research pieces were added. Studies in the study have shown that Likert (a closed-ended survey) - type scales are often used in quantitative methods. However, there are also Survey studies conducted with interview technique. This method is often used in regional studies. The most important issue for tourists with religious sensitivities has been several types of research on halal food. Detailed findings on the content of additives and sources obtained in foods were observed. Some of the findings are given below.

Findings on The Type of Study

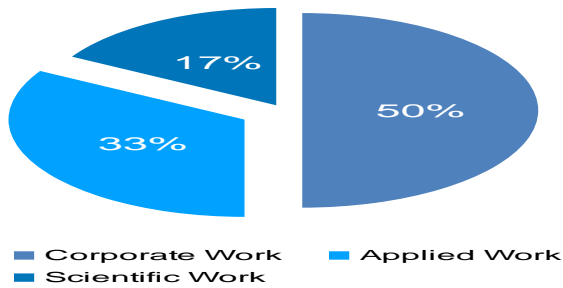


Figure 1: Findings
on the type of study

According to the

table above, it is seen that the majority of the work done in the field of halal tourism is from Applied Studies. Corporate and applied studies are equivalent to 83% of halal tourism studies. The field of study appears to be the most preferred area by researchers.

Analysis Of Articles By Data Collection Technique

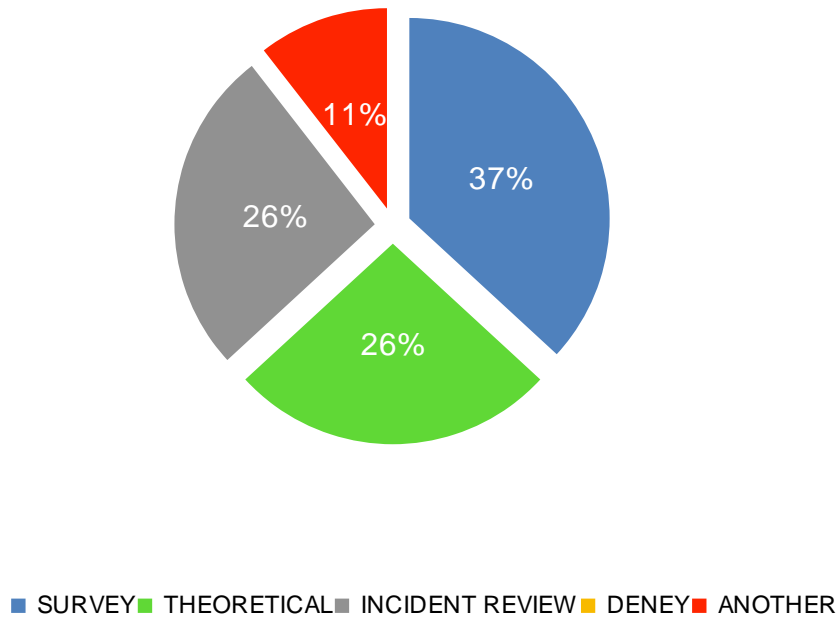


Figure 2: Anlysis of articles by data collection technique

According to the table above, halal tourism is seen as a data analysis method in the majority of studies in the field. the analysis techniques applied in order are shown.

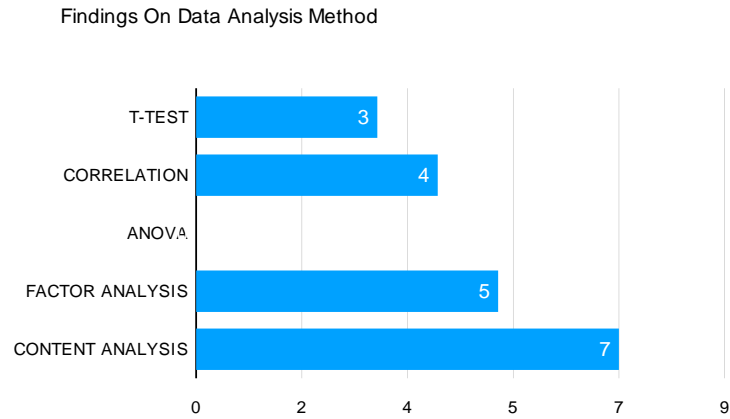


Figure 3: Findings on data analysis method

As can be seen in the chart, it is observed that in most of the studies conducted in the field of halal tourism, the data analysis technique is preferred and the content analysis method is applied. Due to the fact that there is a new niche market in the research areas, it is seen that studies have turned towards the data analysis method in the first place.

Distribution of Halal Tourism Studies by year

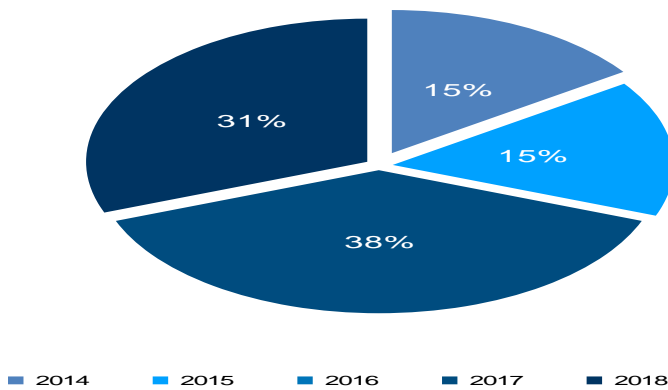


Figure 4: Distribution of halal tourism studies by year

As can be seen in the table above, the majority of studies in the field of halal tourism have been published in 2017 and 2018. However, in 2014 and 2015, the first study showed that there was only one.

Conclusion And Recommendations

As can be seen from the above discussions, the concept of halal tourism relates to the basic necessity of providing food, drink and other services that are considered halal in the context of Islamic Sharia law. However, as the controversy has pointed out, the concept of halal tourism is not limited to Muslims using these facilities. The concept of halal is not a religious accommodation service, but rather, it is understood that Muslims can travel without contravening their faith. Halal concept hotels should be explained in more detail to tourists as an accommodation concept. Another misconceived issue is the naming of halal concept hotels as "Hijab hotel" or "Muslim hotel". The main standards of halal concept hotels are set out above, the only obstacle to the use of these services is the accommodation of customers without violating the religious rules that Muslims must abide by. The various services provided can also be used effectively by people who are not members of the religion of Islam. The purpose of this article is to discuss the concept of halal in terms of understanding the obligations of businesses and their applications for the best perception of these obligations by tourists.

In Helam Tourism Research, a general literature review of articles and thesis studies published in Turkey was conducted. Studies on Halal Tourism need to be expanded. In this respect, some of the suggestions that can be made about halal tourism are as follows;

Halal tourism research it is useful to focus on global and Perceptual Studies to increase the sensitivity of Islamic concepts as well as to organize international congresses in order to prevent Sunday share loss due to regulations and early success of non-Muslim countries, not in Muslim countries.

The preferred field of research or literature studies are mainly considered to be the cause of the difficulties of the research possibilities. However, since these studies will be replaced by scientific experimentation, qualitative and quantitative research, doing the research in this direction will bring more efficient results.

Studies in the field have benefits in determining the advantages and disadvantages of Halal Tourism Research. The lack of a general opinion can be said as the studies that can be reached are selected but the studies that are closed to books and access or shared abroad are not included. For this reason, it would be useful to analyze further studies by reaching all these sources.

References

- Abdul Aziz, Y., Hussin, S.R., Nezakati, H., Raja Yusof, R.N. and Hashim, H., 2018. The effect of socio-demographic variables and travel characteristics on motivation of Muslim family tourists in Malaysia. *Journal of Islamic Marketing*, (just-accepted), pp.00-00.
- Akyol, M., Kılınç, Ö., (2014). Internet And Halal Tourism Marketing. *Turkish Studies(Electronics)*, 9 (8), 171-186.
- Arpacı, Ö., Batman, O., (2015). The impact of halal concept hotels on customer loyalty and customer value of perceived service quality in high and low season. *Journal of travel and Hotel Management*, 12 (3), 73-86.
- Batman, O. (2017). "Halal tourism with questions; What is halal tourism, or what is it not?", I. International Halal Tourism Congress, 07-09 April 2017.
- Battour, M. and Ismail, M.N., 2016. Halal tourism: Concepts, practises, challenges and future. *Tourism management perspectives*, 19, pp.150-154.
- Battour, M., (2018). Muslim Travel Behavior in Halal Tourism. In *Mobilities, Tourism and Travel Behavior-Contexts and Boundaries*. InTech.
- Battour, M., 2017. Halal tourism and its impact on non-Muslim tourists' perception, trip quality and trip value. *International Journal of Culture, Tourism and Hospitality Research*, (just-accepted), pp.00-00.
- Creswell, J.W. and Creswell, J.D., (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

- Diker, O., Yıldırım, H.M., Tabatabaeinasab, M., (2018). Determining The Halal Tourism Concept Perceptions Of Hotel Managers In Çanakkale. Turkish Studies(Electronics), 13 (26), 493-509. Doi: 10.7827 / TurkishStudies.14504
- Dilek, S., Çakmak, F., (2017). Halal Tourism Trends: An Application In Kastamonu Province1. Journal of human and Social Science Research, 6(6), 314-339.
- Dilek, S., Çakmak, F., (2017). Halal Tourism Trends: An Application In Kastamonu Province1. Journal of human and Social Science Research, 6(6), 314-339.
- El-Gohary, H., (2016). Halal tourism, is it really Halal?. Tourism Management Perspectives, 19, pp.124-130.
- Eşitti, B., (2018). Halal Tourism Experience with a netnography view. Journal of Tourism and Gastronomy Studies, 6(1), 54-67. Doi: 10.21325 / jotags.2018.174
- Gündüz, C. (2019). A research on determining the strategic competitiveness factors of hotels operating in the field of halal tourism: The case of Antalya province. PhD Dissertation.
- Isa, S.M., Chin, P.N. and Mohammad, N.U., (2018). Muslim tourist perceived value: a study on Malaysia Halal tourism. Journal of Islamic Marketing, (just-accepted), pp.00-00.
- Kawata, Y., Htay, S.N.N. and Salman, A.S., (2018). Non-Muslims' acceptance of imported products with halal logo: A case study of Malaysia and Japan. Journal of Islamic Marketing, 9(1), pp.191-203.
- Khan, F. and Callanan, M., (2017). The “Halalification” of tourism. Journal of Islamic Marketing, 8(4), pp.558-577.
- Liu, Y.C., Li, I., Yen, S.Y. and Sher, P.J., (2018). What Makes Muslim Friendly Tourism? An Empirical Study on Destination Image, Tourist Attitude and Travel Intention. Advances in Management and Applied Economics, 8(5).
- Memiş, S., (2017). A New Marketing Approach In Tourism: A Review Of Halal Tourism And Its Applications In The World. Gümüşhane University Institute Of Social Sciences Electronic Journal, 8 (21), 172-183.
- Mohsin, A., Ramli, N. and Alkhulayfi, B.A., (2016). Halal tourism: Emerging opportunities. Tourism Management Perspectives, 19, pp.137-143.

- Nursi, B. Said,(2013). Risale-i Nur Collection, The Words, 6. Promise, p. 26, Istanbul, Envar Neşriyat Press. <http://www.hizmetvakfi.org/risaleinur/altinci-soz/>
- Oflaz, M. (2015). Tourist product range as halal tourism concept to implement the customer perception in a accommodation. MSc Dissertation. Balıkesir Üniversitesi / Sosyal Bilimler Enstitüsü / Turizm İşletmeciliği ve Otelcilik Anabilim Dalı.
- Oktadiana, H., Pearce, P.L. and Chon, K., (2016). Muslim travellers' needs: What don't we know?. *Tourism Management Perspectives*, 20, pp.124-130.
- Olçay, A., Karaçıl, G., Sürme, M., (2018). Bibliometric Profile Of Halal Tourism Area. *Iğdır University Journal Of Social Sciences*, 0 (15), 289-408.
- Olçay, A., Karaçıl, G., Sürme, M., (2018). Bibliometric Profile Of Halal Tourism Area. *Iğdır University Journal Of Social Sciences*, 0 (15), 289-408.
- Olya, H.G. and Al-ansi, A., (2018). Risk assessment of halal products and services: Implication for tourism industry. *Tourism Management*, 65, pp.279-291.
- Özdemir, H., Yaylı, A., (2014). An Example Of A Research On Halal Certified Product Preferences Of Consumers In The City Of Istanbul. *Journal Of Business Studies*, 6(1), 183-202.
- Özgen, I., Hazarhun, E., (2019). Examination Of E-Coded Additives In Food Labels Within The Scope Of Halal Food. *Journal Of Balıkesir University Institute Of Social Sciences*, 22(41), 481-502. Doi: 10.31795/baunsobed.580561
- Pamukçu, H. (2017). A proposal on standardization of halal tourism for accommodation businesses. PhD Dissertation. Sakarya Üniversitesi / Sosyal Bilimler Enstitüsü / Turizm İşletmeciliği Anabilim Dalı,
- Quran-ı Kerim, Surah Maide, Chapter 5, Verse 48; Surah Shura, Chapter 42, Verses 13-21; Surah Casiye, Chapter 45, Verses 18; Surah Baqara, Chapter 2, Verses 173; Surah Ankebut, Chapter 29, Verse 20.
- Rahman, F.K., Yunanda, R.A., Tareq, M.A. and Mahdzir, A., (2017). Halal Industry Research and Its Future Direction. *Innovation And Management*.

- Sormaz, Ü., Onur, N., Yılmaz, M., Güneş, E., Akdağ, G., (2017). Expectations and satisfaction levels of the food and beverage services of the tourists who prefer halal hotels. *Tourism Academic Journal*, 4 (1), 81-93.
- Stephenson, M.L., (2014). Deciphering ‘Islamic hospitality’: Developments, challenges and opportunities. *Tourism Management*, 40, pp.155-164.
- Tashakkori, A. and Teddlie, C. eds., 2010. Sage handbook of mixed methods in social & behavioral research. Sage.
- The Articles From The Scope Of The Research (TR DIZIN And YOK) “ Halal Tourism Research ” And “Halal Tourism”
- Ünalın, M., (2017). Elements Of Marketing Mix In Halal Food Products1. *Gümüşhane University Institute Of Social Sciences Electronic Journal*, 8 (19), 102-113.
- Wingett, F. and Turnbull, S., (2017). Halal holidays: exploring expectations of Muslim-friendly holidays. *Journal of Islamic Marketing*, 8(4), pp.642-655.
- Yousaf, S. and Xiucheng, F., (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68, pp.423-443.
- Yozukmaz, N., Kılıç, B., Esen, F.Ö., (2018). Experience Of Working In Hotels With “Halal” Concept Of Tourism Education Students . *Journal of Tourism and Gastronomy Studies*, 6(4), 714-732. Doi: 10.21325 / jotags.2018.331